

PUBLIC REPORT BY PROMTPRESS

Channel audit

BELTA



@belta_telegramm
Official Tg channel...

SUBS

80 366

+272 per month

ERR (% SEE POSTS)

9.0%

last day **7.3%**

REACH/POST

6.2K

ad reach **5.9K/24h**

— CONTENT · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBS 80 366 —	 SUB REACH 7.78% avg % subs see post	 VIEWS/POST 6.2K median 5.9K · 5 days	 POSTS/DAY 147.5 ~1033 per week
 7D TREND — no data for period	 REACTS/POST — MTPROTO only	 POST LENGTH 159 chars median 91 · 5 days	 POSTS ANALYZED 817 5 days
 AD REACH 5.9K 24h avg	 CHURN / MONTH +272 last month	 CITATION RATE 2 197 citation index · 5,898 channels mentioned ever	 CHANNEL AGE 7 years 10 months created 27.06.2018

AI EDITOR SUMMARY

Channel «BELTA» — 80 366 subs. Each post averages 6.2K people (8% of subs), reach is low — consider expanding audience. Publishes 1033 posts per week (~148/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **817** posts over 5 days.
- 02 Dominant format – **Text** (668/817 posts).
- 03 Avg post length – **159** chars (median 91).
- 04 Peak audience activity – **Monday**, 06:00 MSK.
- 05 Strongest posts get **91x** more views than the weakest (67.9K avg for top vs 750 for worst) – among 817 posts over 5 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 04:00 PHOTO 📌#Top_news for May 20: 📌Council of Ministers approved cooperation agreement with Algeria in research. 📌National Bank lowered...	VIEWS 74 036 REP. 341	REACTS — ER 92.1%
Nº2 22.05 · 04:00 PHOTO 📌#Top_news for May 21: 📌Lukashenko and Putin connected via video link during joint nuclear drill. 📌"Sensibly, wisely...	VIEWS 71 144 REP. 251	REACTS — ER 88.5%
Nº3 25.05 · 03:50 PHOTO 📌#Top_news for May 23-24: 📌Nuclear drill and video call with Putin, oath, talk with Macron and "Russia-forming" region. Recap...	VIEWS 58 633 REP. 331	REACTS — ER 73.0%

Nº4 23.05 · 03:50 PHOTO Top_news for May 22: Turchin met with President of Turkmenistan. Turchin: key task is to preserve CIS for future...	VIEWS 37 734 REP. 208	REACTS — ER 47.0%
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Nº5 21.05 · 05:30 TEXT VCIOM: Lukashenko tops trust rating in Russia among ex-USSR leaders	VIEWS 15 453 REP. 116	REACTS — ER 19.2%
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WORST 3

↓ 25.05 · 17:31 PHOTO CountrySaysLost passport before CT? RIKZ tells what to do - read here	VIEWS 1 295 REP. 2	REACTS — ER 1.6%
↓ 25.05 · 17:44 TEXT Ministry of Energy plans major grid upgrade with Chinese partners	VIEWS 802 REP. 1	REACTS — ER 1.0%
↓ 25.05 · 17:57 TEXT Hotlines on youth summer employment start May 26	VIEWS 154 REP. —	REACTS — ER 0.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



START OF PERIOD

NOW

NET GROWTH

76 509

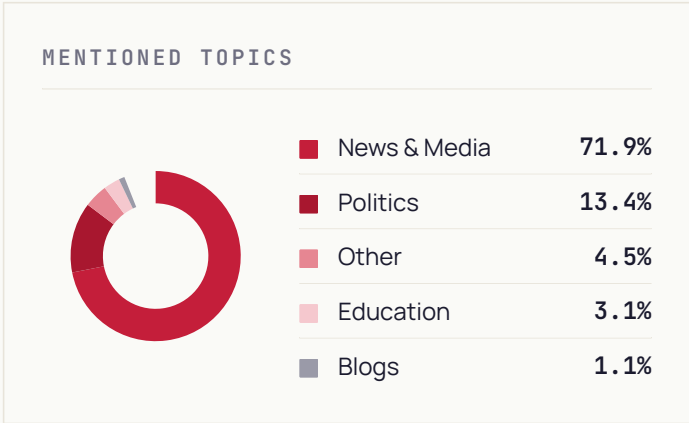
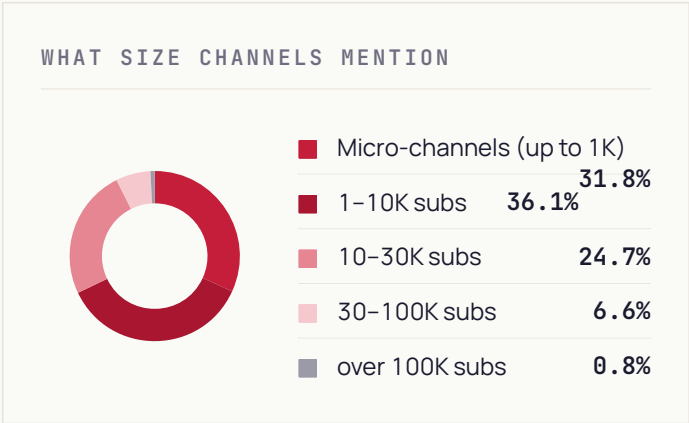
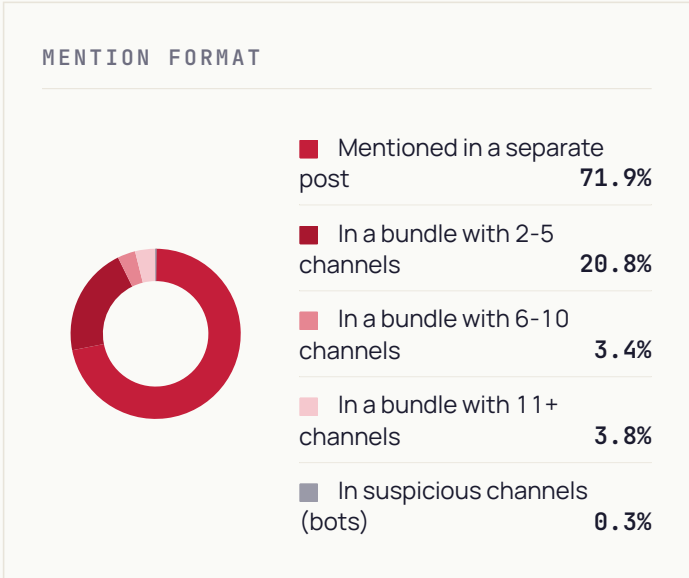
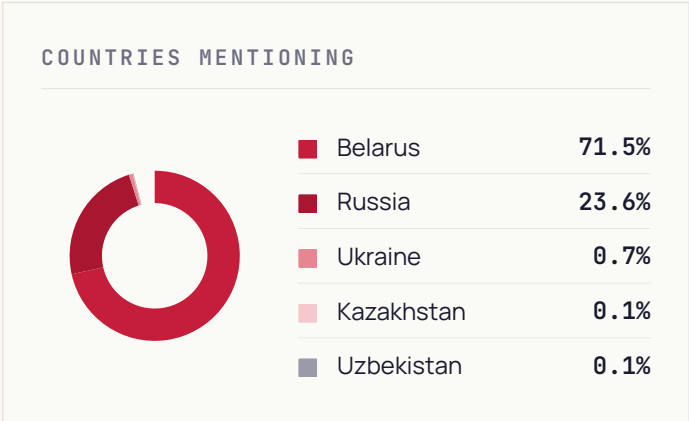
80 363

+3 854

SECTION 04 · CITATIONS

Who and how mentions the channel

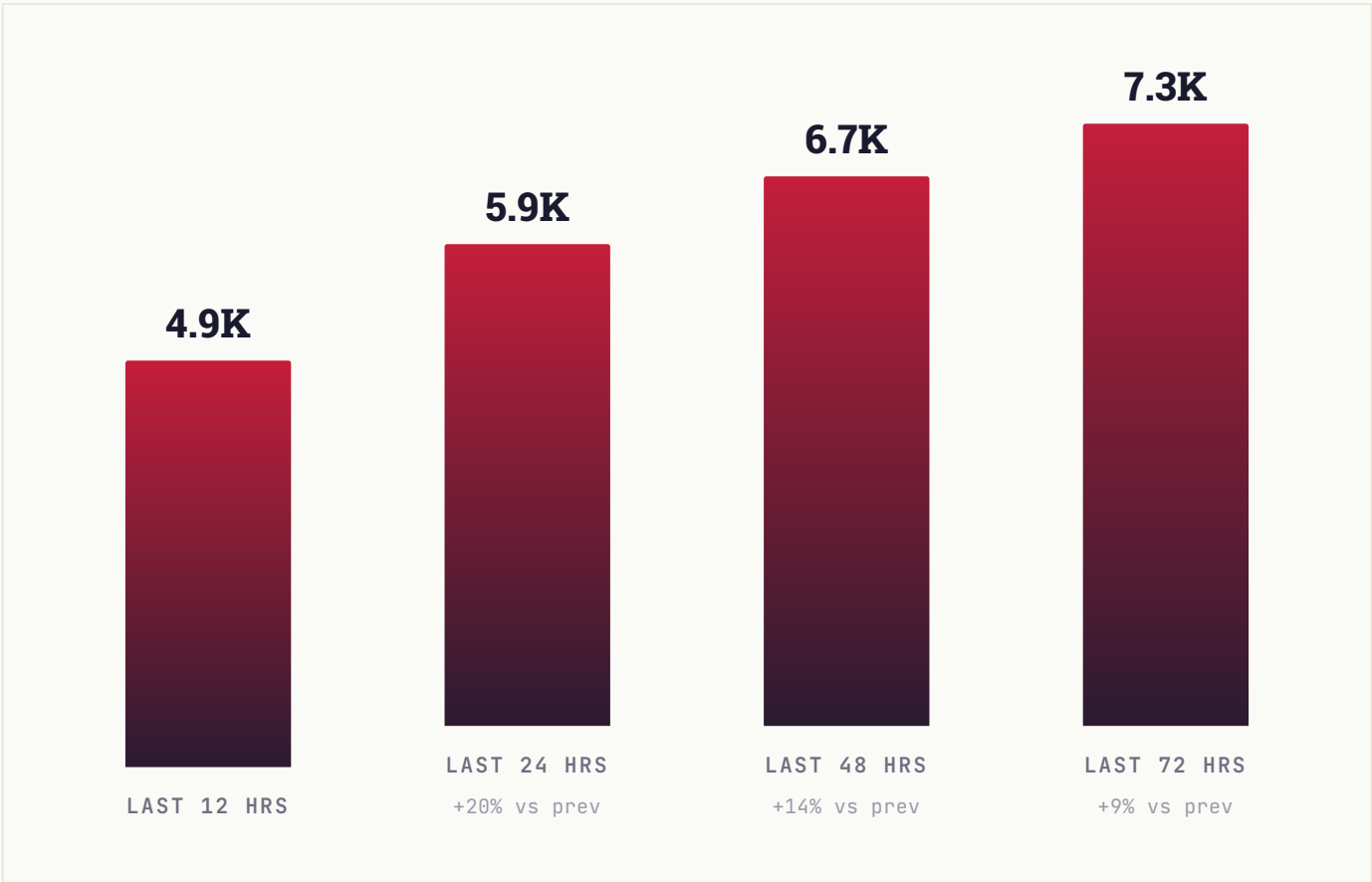
Citation index **2 197** — channel popularity score based on mentions. Considers not just count but weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **5 898** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA YOU	80.4K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Eavesdropping Belarus	58.2K
BG Belarus Glavnoe	56.8K
YY Gomel. Main!	56K
BE BelNovosti	51.6K

COMPARATIVE INSIGHT

Channel in top 10 niche (#5 of 97). Strong position. Niche leader — NEXTA Live (764.9K), room to grow to #1. Mutual cross-promos with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **8 295**, they brought **2 739** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Nov 2025	1 235	271	425
Oct 2025	1 462	353	669
Sep 2025	1 590	277	715
August 2025	1 260	272	340
July 2025	1 256	267	363
June 2025	1 492	313	227

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
8 295	6	2 739

SECTION 08 · NICHE COMPARISON

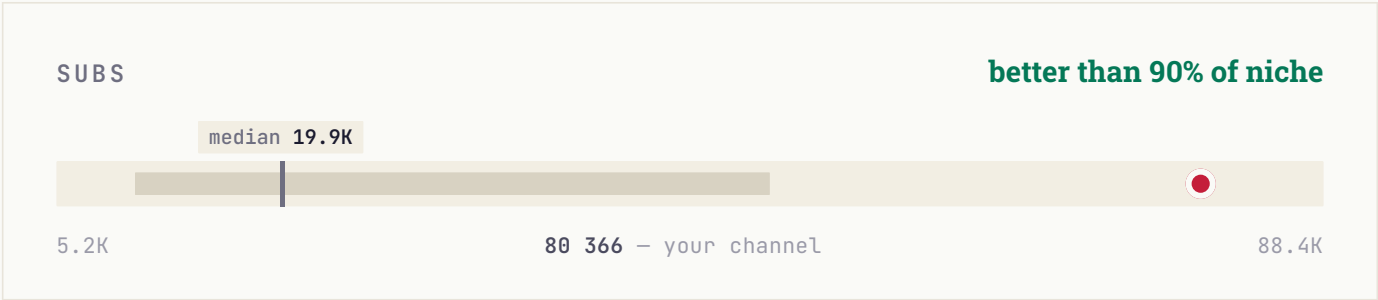
Where channel stands in its league

Took top-100 channels in category «News & Media» (Belarus) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#71/100

RANK IN NICHE

Channel in bottom half of rating



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Monday

On this day at 06:00 MSK audience is most active.

EFFECT

**Best window
for important
post**

02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-segment channels quarterly. 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads through us and close your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
