

PROMTPRESS PUBLIC REPORT

Channel audit

BIG5 news



@big5new

Independent channel on key world events. News, analytics, economy, politics, international relations, tech, society. Facts, speed and...

SUBS

43 701

+29050 per month

ERR (% SEE POSTS)

4.0%

per day 0.6%

REACH/POST

1.5K

ad reach 261/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card — a separate health indicator. Subtitle under the number shows for which period it was calculated.

 SUBS 43 701 —	 SUBS REACH 3.36% avg. % subs see post	 VIEWS/POST 1.5K median 1.5K · 29 days	 POSTS/DAY 8.3 ~58 per week
 TREND 7D -1.0% vs previous week	 REACTS/POST 0.0 total 4 react., 244 rep., 0 comm.	 POST LENGTH 874 chars. median 926 · 29 days	 POSTS ANALYZED 244 29 days
 AD REACH 261 avg. over 24h	 CHURN / MONTH +29050 last month	 CITATIONS 5 citation index · 17 channels mentioned all time	 CHANNEL AGE 6 years 3 months created 27.04.2020

AI EDITOR SUMMARY

Channel “BIG5 news” — 43 701 subs. Each post on average is viewed by 1.5K people (3% from subs), low reach — expand audience. Publishes 58 posts per week (~8 per day) — active posting. Week of Aug 10–16 reach stable (-1.0% vs the week of August 3–9).

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 SHARE

- 01 Analysis based on **244** posts over 29 days.
- 02 Dominant format – **Text** (206/244 posts).
- 03 Average post length – **874** characters (median 926).
- 04 Peak audience activity – **Saturday**, 19:00 MSK.
- 05 Top posts get in **3 times** more views than the weakest (2.3K in average for top vs 840 for worst) – among 244 posts over 29 days. Worth analyzing what the top has in common – topic, format, posting time.

TOP-5 POSTS

Nº1 08.08 · 21:27 PHOTO  CONFERENCE OR JUNKET? How to turn "public activity" into a beautiful business? First, declare yourself...	VIEWS 2 738 REPOSTS 3	REACTS — ER 6.3%
Nº2 18.08 · 11:38 TEXT  Ukrainian convicted in Germany for plotting sabotage for Russia – Der Spiegel Stuttgart Higher Regional Court sentenced...	VIEWS 2 128 REPOSTS 1	REACTS — ER 4.9%
Nº3 18.08 · 09:07 TEXT  Xi Jinping to visit US for first time in 11 years, meet Trump – Politico China's leader Xi Jinping to travel in September to...	VIEWS 2 116 REPOSTS 1	REACTS — ER 4.8%

Nº4 18.08 • 10:11 TEXT  Pro-Russian car rally in Belgrade against Serbia's EU rapprochement and Zelensky's visit On August 17, in central Belgrade, several...	VIEWS 2 106 REPOSTS 1 REACTS — ER 4.8%
Nº5 18.08 • 09:05 TEXT  US and Russia continue "quiet" talks on Ukraine – FT Washington and Moscow, despite public confrontation, maintain...	VIEWS 2 077 REPOSTS 1 REACTS — ER 4.8%

BOTTOM 3

↓ 02.08 • 12:48 TEXT  Trump posts to become exchange-traded asset for \$100K per month – AP Company behind Truth Social plans to launch...	VIEWS 979 REPOSTS — REACTS — ER 2.2%
↓ 26.07 • 11:06 TEXT  Investigation launched into possible sabotage after massive blackout in Georgia After two days of mass power outages in Georgia...	VIEWS 969 REPOSTS 1 REACTS — ER 2.2%
↓ 20.08 • 13:29 TEXT  Drone shot down in Latvia turns out to be Ukrainian – Delfi Latvian authorities confirmed origin of drone shot down on August 14...	VIEWS 573 REPOSTS 3 REACTS — ER 1.3%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

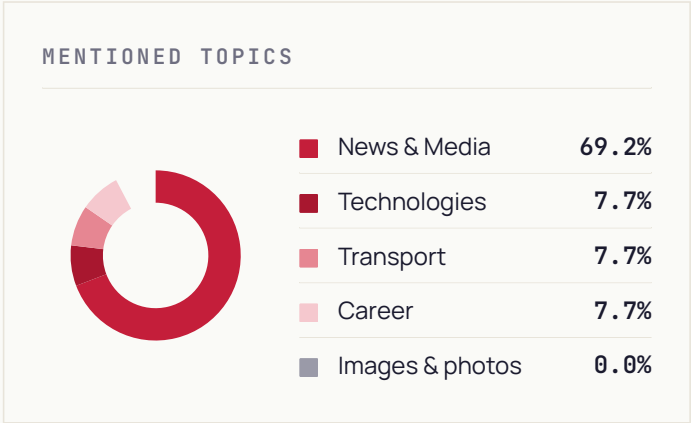
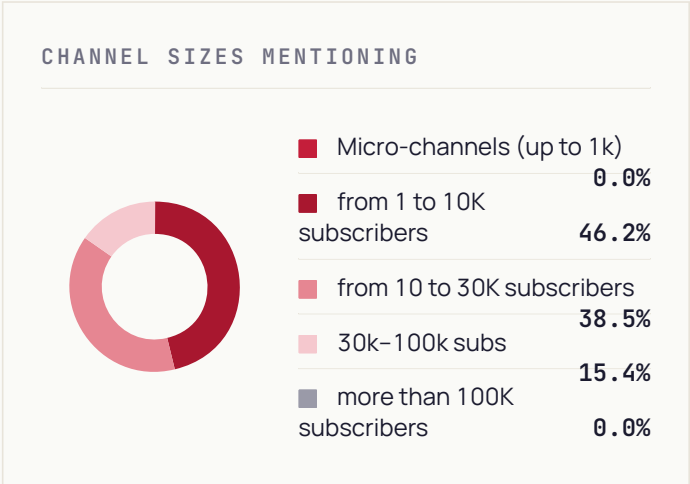
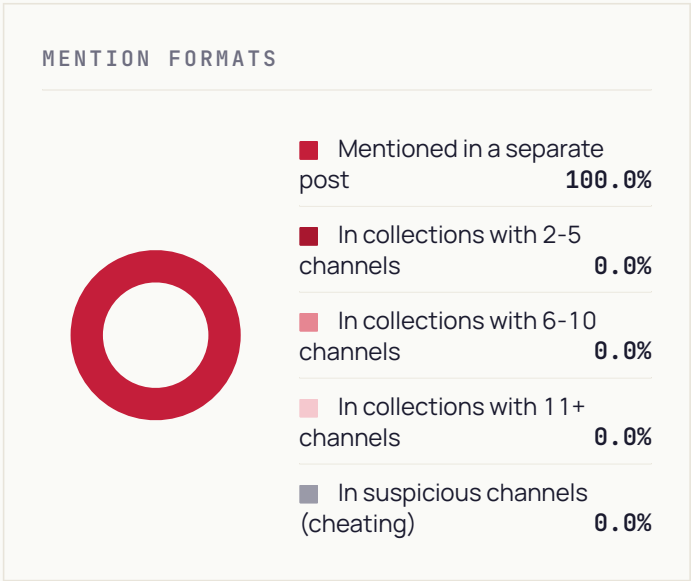
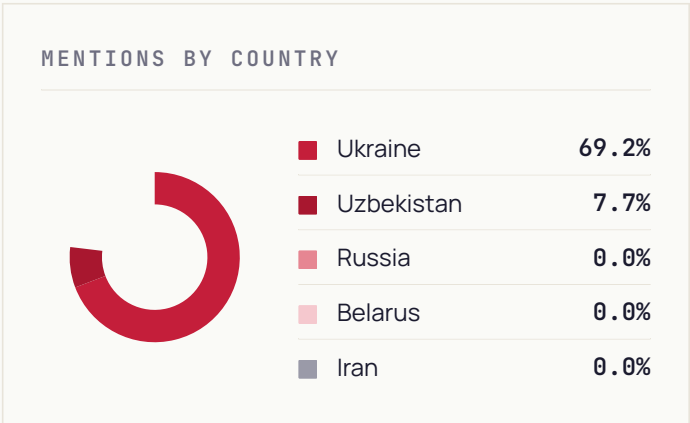
Subscriber growth chart for the year. Key months show exact subs. See which months gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

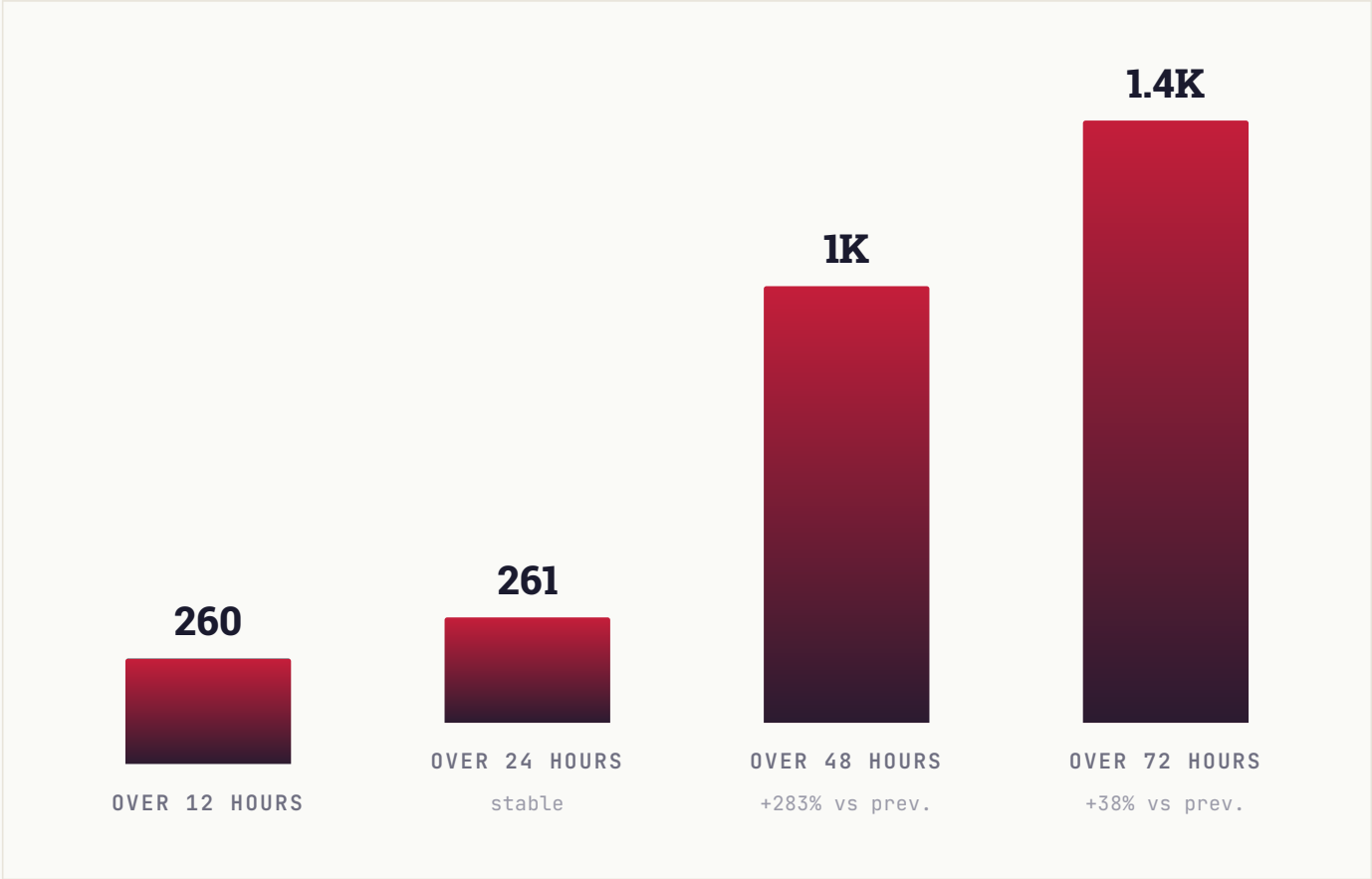
Citation index 5 – channel popularity rating based on mentions. Counts not only their number, but also author weight: a post from a channel with 100 K subs outweighs one from a channel with 1 K. Over all time, the channel was mentioned 17 different channels.



SECTION 05 · AD POTENTIAL

How long posts drive reach

Average reach of an ad post by time since publication. Helps gauge how long a placement is worth 'living'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — you can see what place it takes in the niche.

CHANNEL	SUBS
М• Москвач • Moscow News	4.3M
TL Топор Live	4.1M
ПЭ Прямой Эфир • Новости	4M
М- Москва - это интересно	3.3M
ПМ Первый Московский	3.2M
МА Mash	3.1M
РН РИА Новости	3M
NM Moscow News	2.7M
MS Москва сегодня	2.7M
Avg. Russian media (non-Moscow)	2.6M
rating BN BIG5 news YOU	43.7K

COMPARATIVE CONCLUSION

Channel not yet outside the niche top-99 — early growth stage. Niche leader — **Москвач • Moscow News** (4.3M), median top-99: 776.9K. First goal — to enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

Mention frequency

Each month we track posts in other channels mentioning yours. Over the last **6 months** such mentions **0**, they brought **94 389** new subscribers.

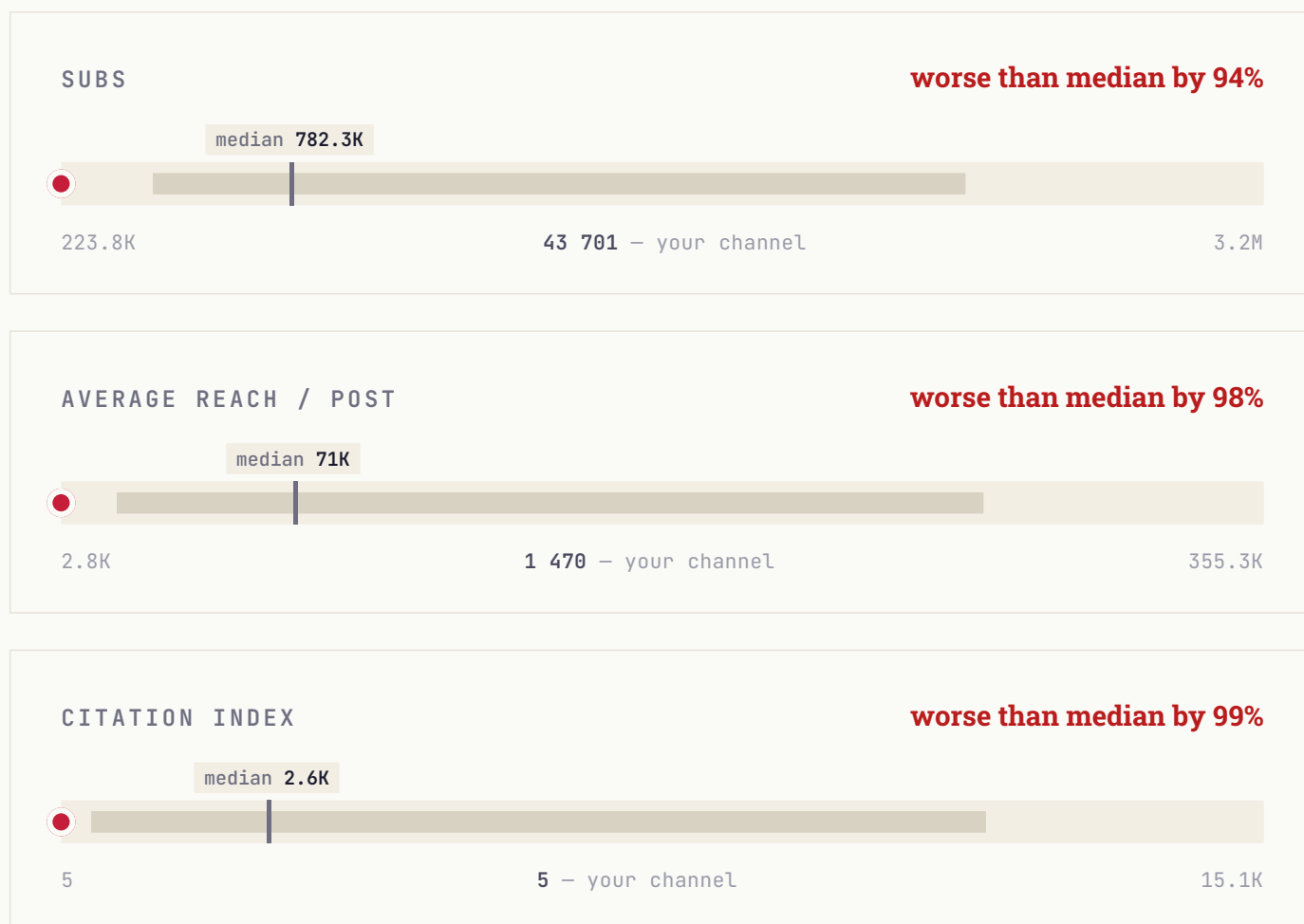
PERIOD	MENTIONS	CHANNELS	SUBS GAINED	
February 2026	0	0	4	
January 2026	0	0	9	
December 2025	0	0	78 897	
November 2025	0	0	0	
October 2025	0	0	1	
September 2025	0	0	15 478	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
0	6	94 389

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels of category «News & Media» (Russia) and looked at how the channel looks against their background. The gray band — the range, in which 80% of niche channels fall (from p10 to p90). The black vertical — median. The red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions, sorted by expected impact. Can be marked as a checklist and return to this report in a month.

01

Top post of the week — Saturday

Audience peaks this day at 19:00 MSK.

EFFECT

**Best time for
key posts**

02

Increase share of video posts

Video retains longer & algorithm-friendly. Aim for 15-25%.

EFFECT

**Video retains
better**

03

ER below niche benchmark — reconsider formats

Current ER 3.36% vs norm 5.5%. Worth testing polls and interactive formats.

EFFECT

+2.1pp ER

04

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

05

Test polls and interactive formats

Posts with polls/reactions usually add +5-15% to ER. One poll per week on a 'hot' topic — an easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch Telegram Ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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