

PROMTPRESS PUBLIC REPORT

Channel audit

Бийск



@biysc

57 friends read it #Biysk, why not subscribe? 🙄 @gloomers

SUBSCRIBERS

25 313

+23450 per month

ERR (% WHO SEE
POSTS)

3.0%

daily 1.8%

REACH/POST

757

ad reach 390/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in 'News & Media' category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 25 313 —	 SUBS REACH 2.99% avg % subs see post	 VIEWS/POST 757 median 349 · 17 days	 POSTS/DAY 35.8 ~250 per week
 7D TREND +281.4% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 811 chars median 860 · 17 days	 POSTS ANALYZED 641 17 days
 AD REACH 390 24h avg	 CHURN / MONTH +23450 last month	 CITATION RATE 1 citation index · 41 channels mentioned all time	 CHANNEL AGE 4 years 10 months created 22.08.2021

AI EDITOR SUMMARY

Channel «Biysk» — 25 313 subs. Avg views per post: 757 people (3% subs), reach is low — consider expanding audience. Publishes 250 posts/week (~36/day) — very active. Week Jul 6–12 reach up +281.4% by week Jun 29 — Jul 5 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on **641** posts in 17 days.
- 02 Dominant format — **Photo** (457/641 posts).
- 03 Avg post length — **811** chars (median 860).
- 04 Peak audience activity — **Thursday**, 14:00 MSK.
- 05 Top posts get **by 11263 times** more views than the weakest (101.4K avg for top vs 9 for worst) — among 641 posts over 17 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 09.07 · 11:10 VIDEO Second season of the series «Przewalski's Horse» is fully available on KION. This project breaks stereotypes about Russian...	VIEWS 273 767 REPOSTS 2	REACTIONS — ER 1081.5%
Nº2 29.06 · 03:48 PHOTO Astrophotographer from Altai captures 'Galactic Fountain' Ivan Kuznetsov from Gornyak made an impressive shot of distant galaxy NGC...	VIEWS 29 442 REPOSTS 2	REACTIONS — ER 116.3%
Nº3 13.07 · 13:01 TEXT Evening digest ↓ Weather: 26°C, clear, daytime 15°–27°, wind 6 m/s \$¥ Central Bank rates: \$ 76.66₽ ↑, € 87.67₽ ↑, ¥ 11.30₽ ↑	VIEWS 889 REPOSTS —	REACTIONS — ER 3.5%

Nº4 03.07 · 08:18 PHOTO Pity that drags you down: how not to harm a loved one with addiction When a relative starts abusing alcohol or...	VIEWS 756 REPOSTS —	REACTIONS — ER 3.0%
Nº5 05.07 · 13:00 TEXT Evening digest ↓ Weather: 25°C, light drizzle, feels like 28°C, daytime 18°–28°, precip 0.1 mm, wind 5 m/s \$¥🌱 Central Bank rates: \$...	VIEWS 754 REPOSTS 1	REACTIONS — ER 3.0%

|

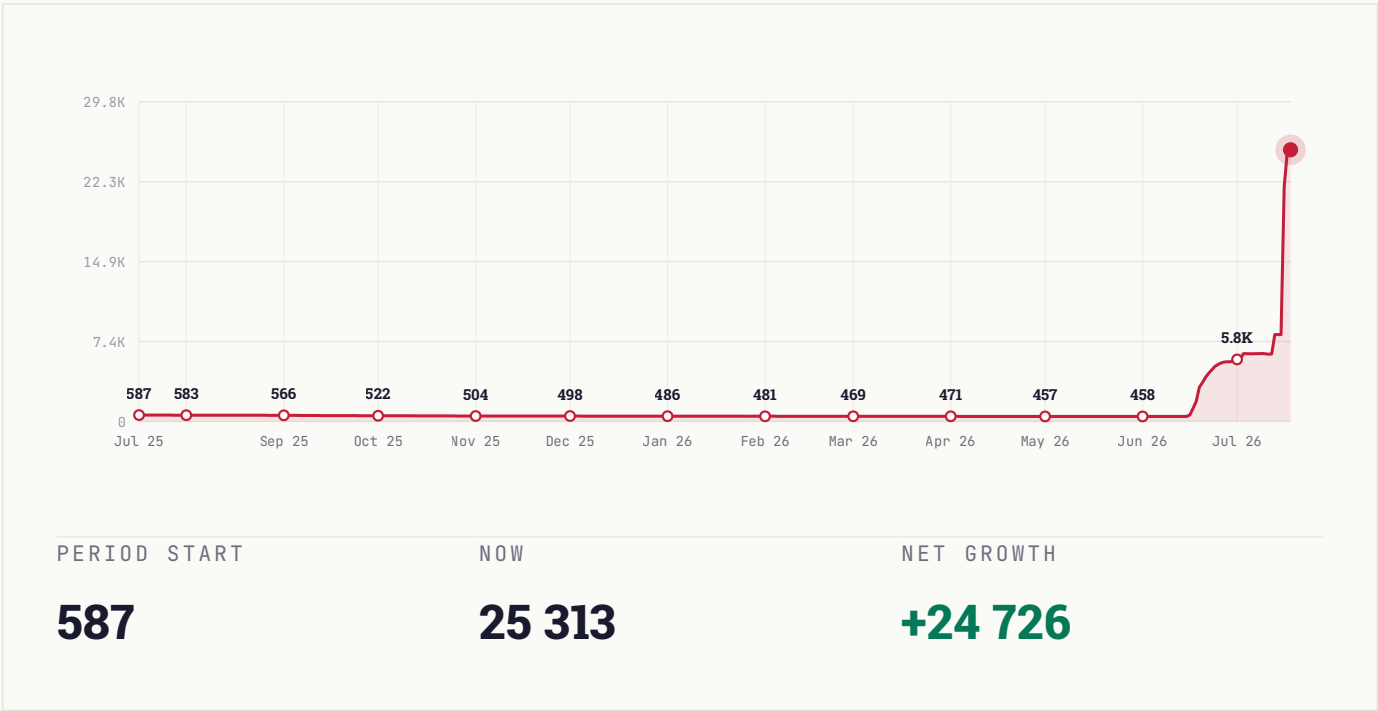
WORST 3

↓ 29.06 · 14:06 PHOTO Hot water cut in Barnaul for four days: address list From June 30 10:00 to July 3 20:00 residents of dozens of houses in...	VIEWS 9 REPOSTS —	REACTIONS — ER 0.0%
↓ 29.06 · 15:48 PHOTO Day summary: 317th anniversary of Biysk, heating network tests, and ex-mom case On Monday, June 29, Biysk TV journalists summed up the day...	VIEWS 9 REPOSTS —	REACTIONS — ER 0.0%
↓ 08.07 · 14:04 PHOTO At the All-Russian Field Day in Barnaul, 'Lyube' will replace Xolidayboy The program of the country's main agricultural forum has undergone...	VIEWS 9 REPOSTS —	REACTIONS — ER 0.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

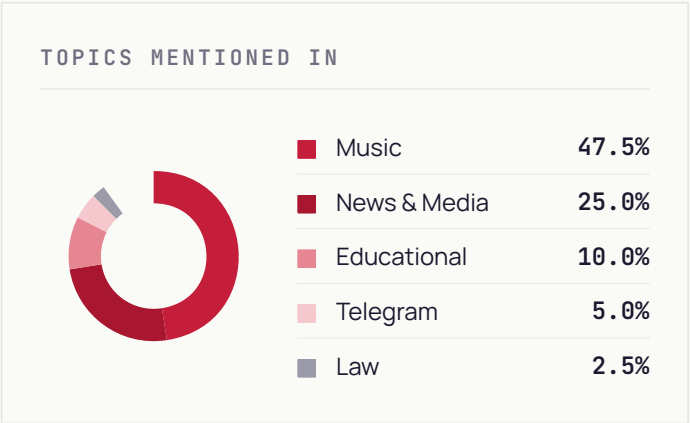
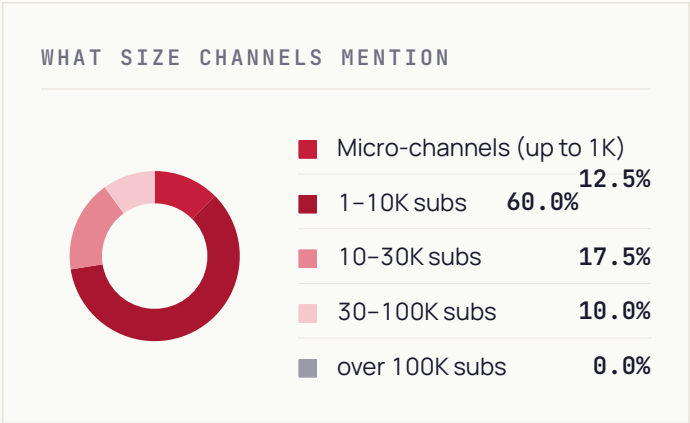
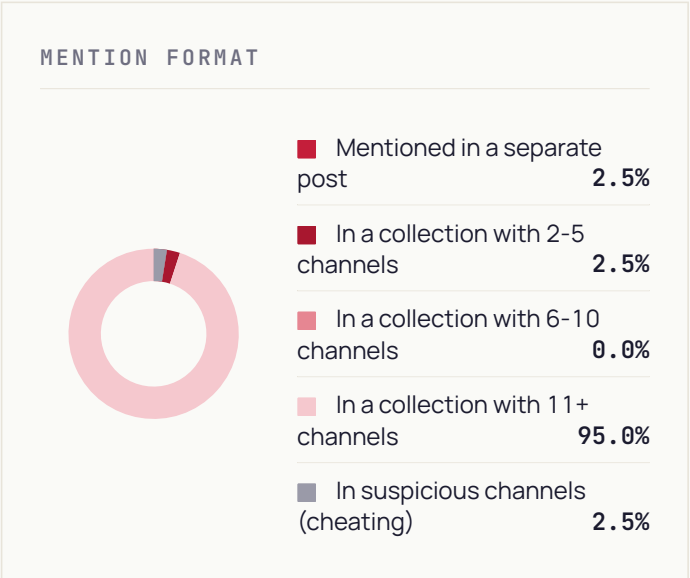
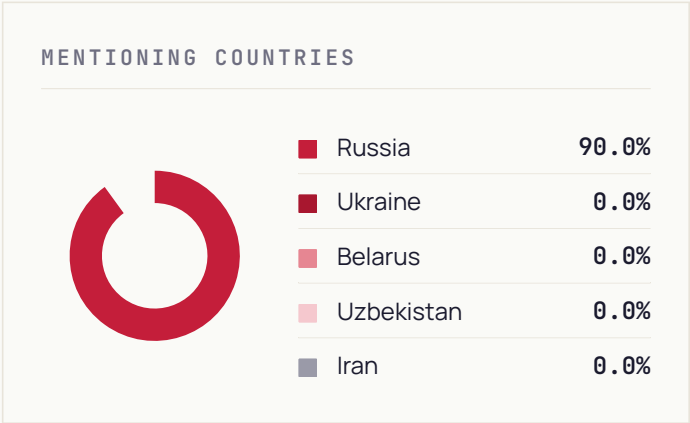
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

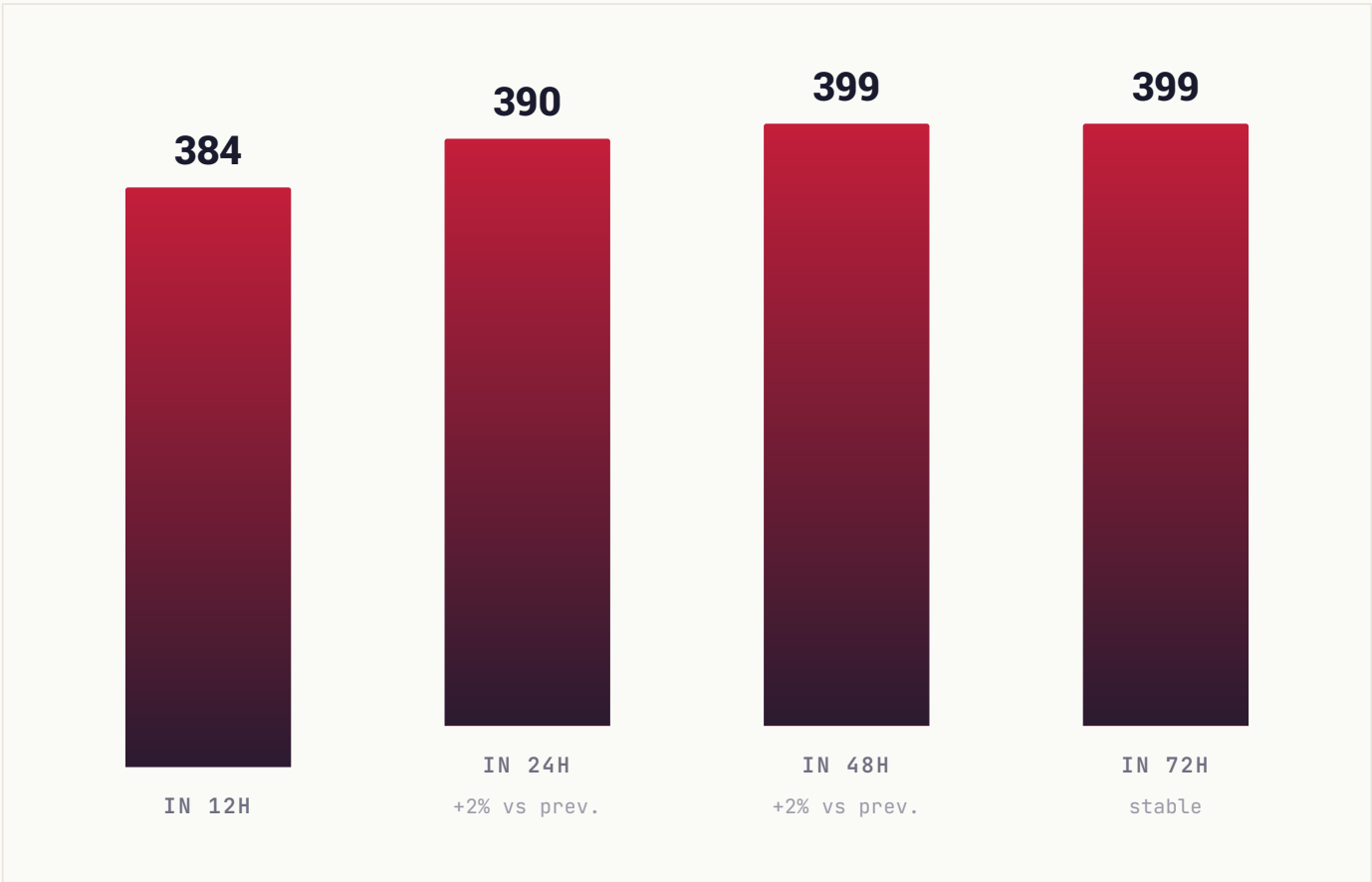
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: 41 different channels.



— 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 peers.

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.4M
ک ا کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
BI Бийск YOU	25.3K

COMPARATIVE INSIGHT

Channel not yet outside top 97 niches — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

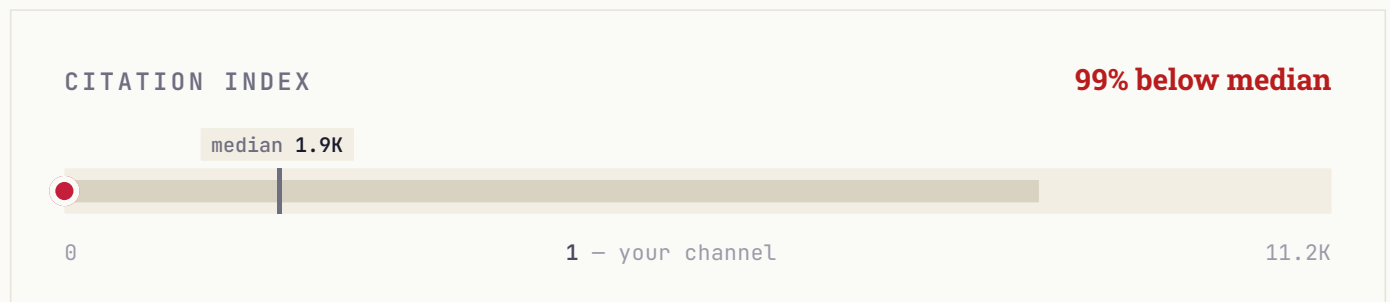
How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions: **0**, they brought **9** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	4
December 2025	0	0	0
Nov 2025	0	0	4
Oct 2025	0	0	0
September 2025	0	0	1
August 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBS
0	6		9

Where the channel stands in its league

Black vertical – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Thursday

On this day at 14:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

EFFECT

**Video better
retains
audience**

03

ER below niche benchmark — rethink formats

Current ER 2.99% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.5pp ER

04

System traffic buy

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

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager