

PROMTPRESS PUBLIC REPORT

Channel audit

BlueScreen |

Digital

Kazakhstan



@bluescreenkz

Media of Kazakhstan's tech industry Price 📄 <https://bluescreen.kz/rieklama/> Contacts: @melnikovaanya

SUBS	ERR (% WHO SEE POSTS)	REACH/POST
25 181	4.0%	889
03.07.2026 +7252 per month	per day 4.5%	ad reach 1.1K/24h
	HTTPS://PROMTPRESS.COM/AUDIT/BLUESCREENKZ	

— 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

Year 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 «Tech» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 25 181 —	 SUB REACH 3.53% avg % subs see post	 VIEWS/POST 889 median 878 · 29 days	 POSTS/DAY 7.8 ~55 per week
 7D TREND -3.9% vs previous week	 REACTS/POST 7.7 total 1,815 reactions, 1,789 reposts, 243 comments	 POST LENGTH 816 chars median 881 · 29 days	 POSTS ANALYZED 235 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH +7252 last month	 CITATION RATE 61 citation index · 249 channels mentioned ever	 CHANNEL AGE 7 years 6 months created 05.12.2018

AI EDITOR SUMMARY

Channel «BlueScreen | Digital Kazakhstan» – 25 181 subs. Each post averages 889 people (4% of subs), reach is low – consider expanding audience. Publishes 55 posts per week (~8/day) – active posting. For the week of June 22–28, reach stable (-3.9% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **235** posts over 29 days.
- 02 Dominant format – **Photo** (125/235 posts).
- 03 Avg post length – **816** chars (median 881).
- 04 Peak audience activity – **Tuesday**, 13:00 ALMT.
- 05 Top posts get **2×** more views than the weakest (1.6K avg top vs 702 worst) – among 235 posts in 29 days. Analyze what top shares: topic, format, time.

TOP 5 POSTS

Nº1 30.06 · 07:53 PHOTO  The day has come: Kaspi Gold can be added to Apple Pay You can link the card via the Apple Wallet app. Functionality and...	VIEWS 2 034 REPOSTS 152	REACTS 31 ER 8.1%
Nº2 30.06 · 08:10 TEXT  Kaspi Gold can also be linked to Google Pay Contactless payments can now be made with Kaspi card via Android. #GooglePay...	VIEWS 1 424 REPOSTS 31	REACTS 16 ER 5.7%
Nº3 30.06 · 05:52 PHOTO  WhatsApp will soon launch usernames: phone number can be hidden WhatsApp officially introduced usernames, which...	VIEWS 1 418 REPOSTS 21	REACTS 22 ER 5.6%

Nº4 17.06 · 10:10 TEXT  Kazakhstan proposes using AI for earthquake warnings Majilis deputy Abutalip Mutali proposed accelerating...	VIEWS 1 397 REPOSTS 3	REACTS 5 ER 5.5%
Nº5 29.06 · 10:02 TEXT  Kazakhstan and 01.AI create joint AI company Q.AI Kazakhstan and Chinese company 01.AI announced the creation of a joint venture...	VIEWS 1 272 REPOSTS 35	REACTS 9 ER 5.1%

WORST 3

↓ 26.06 · 13:35 TEXT  Participants announced for MOBA PC – DOTA 2 tournament at “Games of the Future 2026” As part of the international multi-sport tournament “Games...	VIEWS 714 REPOSTS 7	REACTS 4 ER 2.8%
↓ 26.06 · 13:15 TEXT  Kazakh AI company TrustExam enters second cohort of international accelerator Presight Kazakh AI company TrustExam...	VIEWS 705 REPOSTS 4	REACTS 8 ER 2.8%
↓ 08.06 · 17:36 TEXT  Apple promises to speed up iOS 27. Apps will launch faster, and file transfers via AirDrop will become noticeably...	VIEWS 688 REPOSTS —	REACTS 8 ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

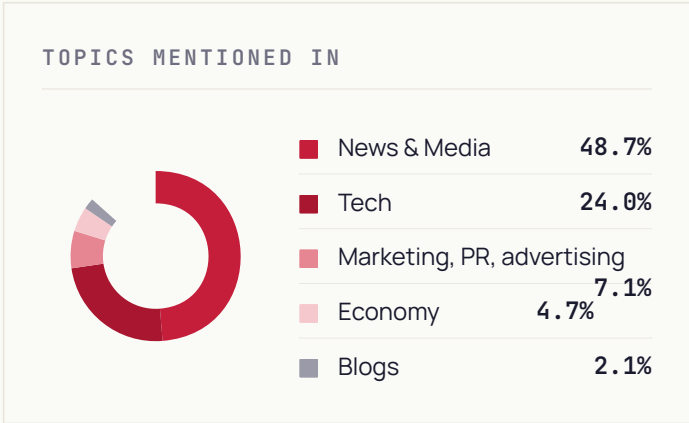
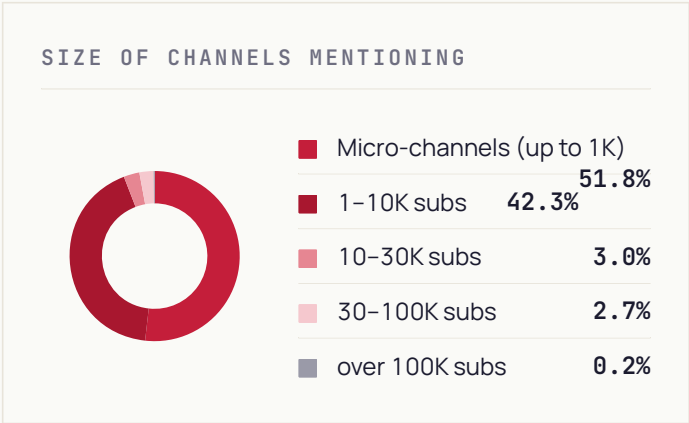
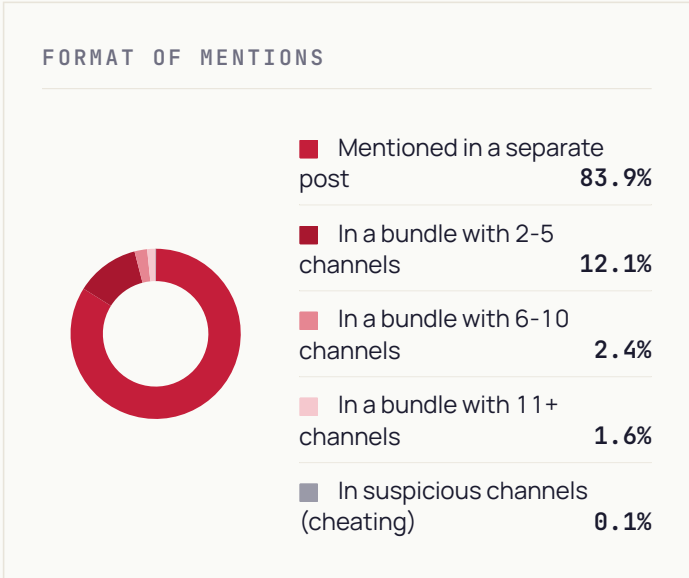
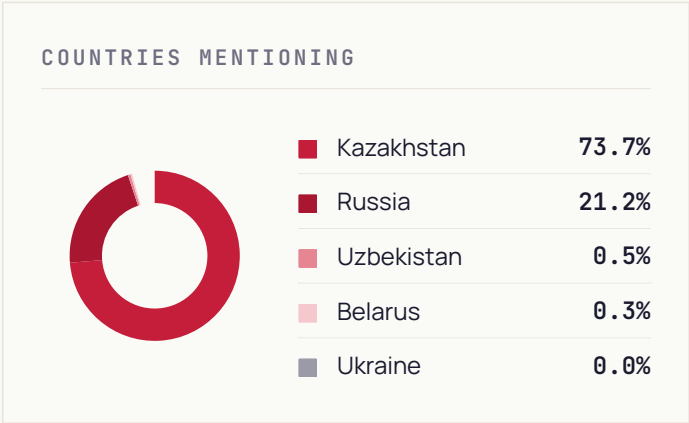
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

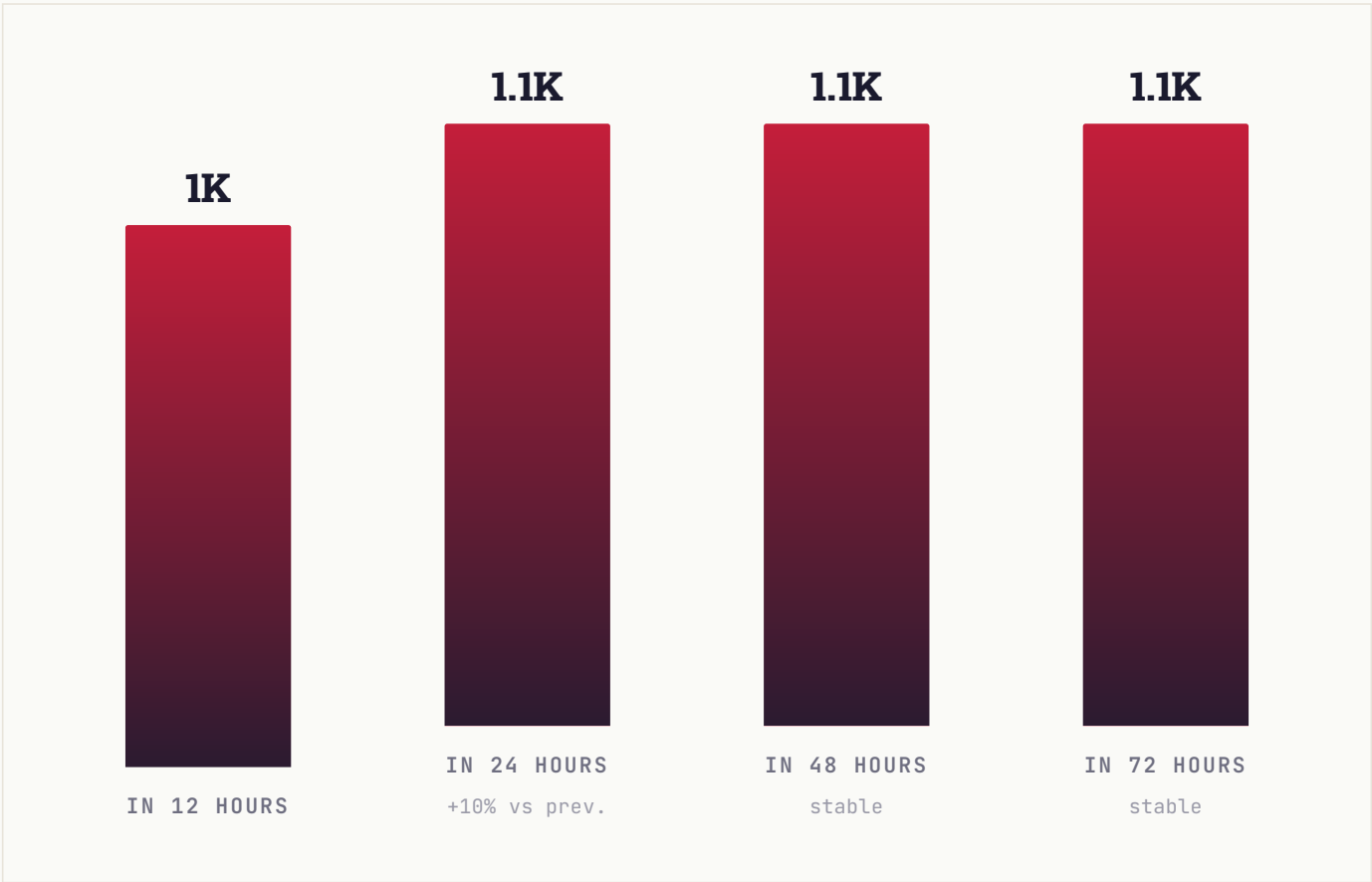
Citation index **61** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **249** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement should live.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
TW Tim Wallpapers & Techno Time	120.9K
AB Alisher Beisebay	53.5K
TT The Tech	26.1K
BI BlueScreen Digital Kazakhstan YOU	25.2K
CI Kazakhstan remote	20.9K
AP AI Prompt Office	15.2K
AH Astana Hub	13.2K
AB Alisher Beisebay IT	10.9K
DE Devs.kz	10.2K
SE SecuriXy.kz	9.8K
NI NICASES	9.3K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#4 of 93). Strong position. Niche leader — Tim Wallpapers & Techno Time (120.9K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **128**, they brought **19 031** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	12	7	1 231
December 2025	19	13	5 227
Nov 2025	28	13	4 447
Oct 2025	29	16	1 730
Sep 2025	21	13	3 395
August 2025	19	14	3 001

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
128	6	19 031

SECTION 08 · NICHE COMPARISON

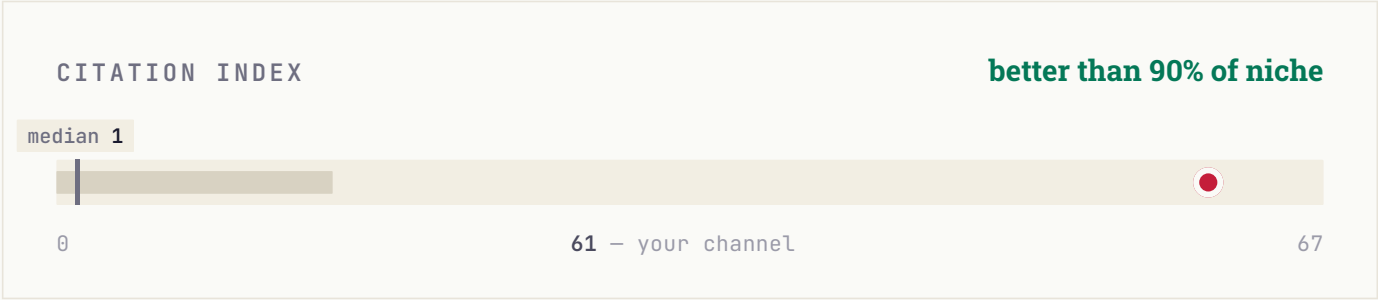
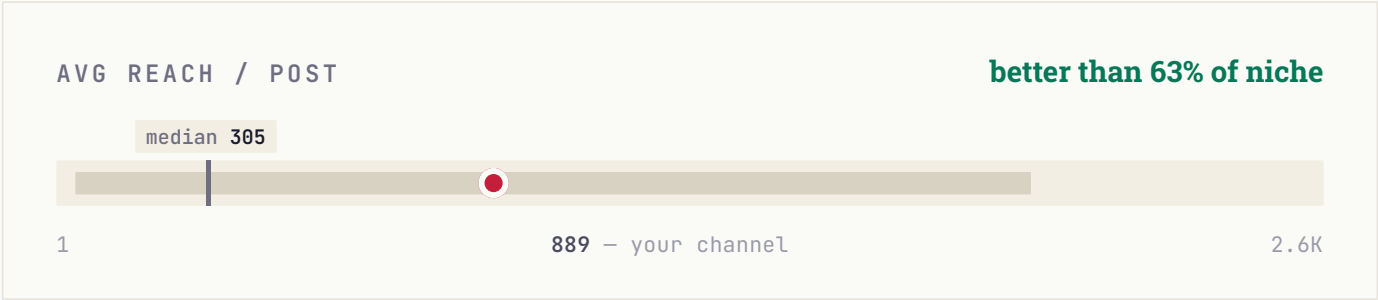
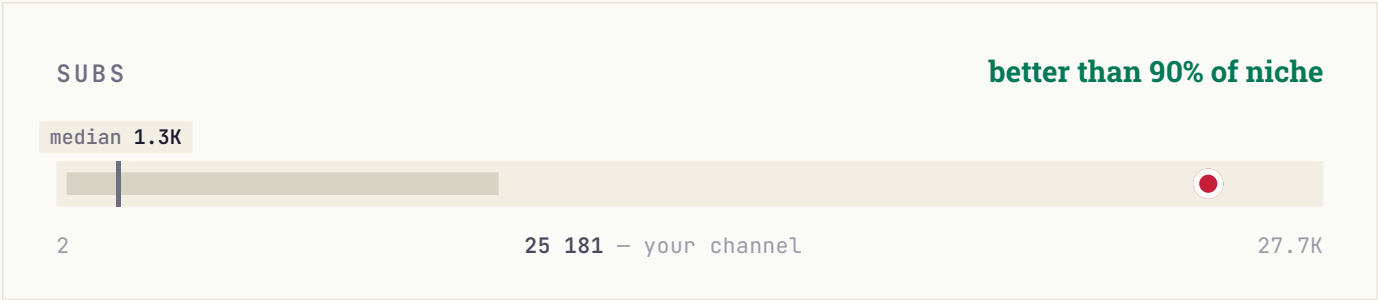
Where the channel stands in its league

Took top-93 channels in “Tech» and saw how your channel compares. Gray band – range where 80% of niche channels fall (p10 to p90). Black vertical – median. Red dot – your channel.

#4/93

RANK IN NICHE

Channel in top 4% tech



— 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 Tuesday

On this day at 13:00 ALMT audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

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

EFFECT

**Video holds
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.53% vs norm 4.5%. Try polls & interactive formats.

EFFECT

+1.0pp ER

04

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**

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll 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 from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager