

— PROMTPRESS PUBLIC REPORT

Channel audit

boomers watch

TV



@boomers_tv

Brands, marketing and fun digital stories. Collaboration: @alexdali
RKN: <https://rkn.link/muQ>

SUBS

167 797

-5752 per month

ERR (% SEE POSTS)

8.0%

per day 5.1%

REACH/POST

12.3K

ad reach 8.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

 SUBS 167 797 —	 SUBS REACH 7.31% avg % subs see post	 VIEWS/POST 12.3K median 12K · 29 days	 POSTS/DAY 9.8 ~69 per week
 7D TREND -14.4% vs previous week	 REACTIONS/POST 178.9 total 52,591 reactions, 58,853 reposts, 0 comments	 POST LENGTH 297 chars. median 213 · 29 days	 POSTS ANALYZED 294 29 days
 AD REACH 8.7K 24h avg	 CHURN / MONTH -5752 last month	 CITATION RATE 1 005 citation index · 3,161 channels mentioned all time	 CHANNEL AGE 6 years 5 months created 05.01.2020

AI EDITOR SUMMARY

Channel "boomers watch TV" — 167 797 subs. Each post averages 12.3K people (7% from subs), reach is low — expand audience. Publishes 69 posts per week (~10/day) — active posting. Week 8–14 June reach dropped -14.4% vs week 1–7 June — analyze why.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **294** posts over 29 days.
- 02 Dominant format – **Photo** (184/294 posts).
- 03 Avg post length – **297** characters (median 213).
- 04 Peak audience activity – **wed**, 10:00 MSK.
- 05 Top posts get **4x** more views than the weakest (40.9K avg for top vs 9.8K for bottom) – across 294 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 07:43 VIDEO At SPIEF they showed a new 'Volga' that turned out to be... Geely Monjaro. The car will sell from 4.2M rubles, while in China it...	VIEWS 76 925 REPOSTS 2 111	REACTIONS 283 ER 45.8%
Nº2 25.05 · 15:17 VIDEO A man with a laptop was found in one of the frescoes of Chisinau churches. No one knows exactly how it got there. Rumors say someone...	VIEWS 25 432 REPOSTS 857	REACTIONS 273 ER 15.2%
Nº3 03.06 · 17:29 VIDEO Fluff-sucker army launched in Moscow. Iron machines roam the streets and vigorously suck up poplar fluff. Fluff-suckers on guard...	VIEWS 20 485 REPOSTS 1 196	REACTIONS 404 ER 12.2%

Nº4 27.05 · 19:49 PHOTO A guy found a community of Kirills and realized there's a whole universe with his name. In chats like 'Moscow Kirieshki' and 'Business...	VIEWS 19 312 REPOSTS 683	REACTIONS 310 ER 11.5%
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Nº5 03.06 · 19:14 TEXT While the market debates whether the state should invest in creative industries, a strategic session 'Creative...' was held in Tsarskoye Selo.	VIEWS 19 113 REPOSTS 38	REACTIONS 38 ER 11.4%
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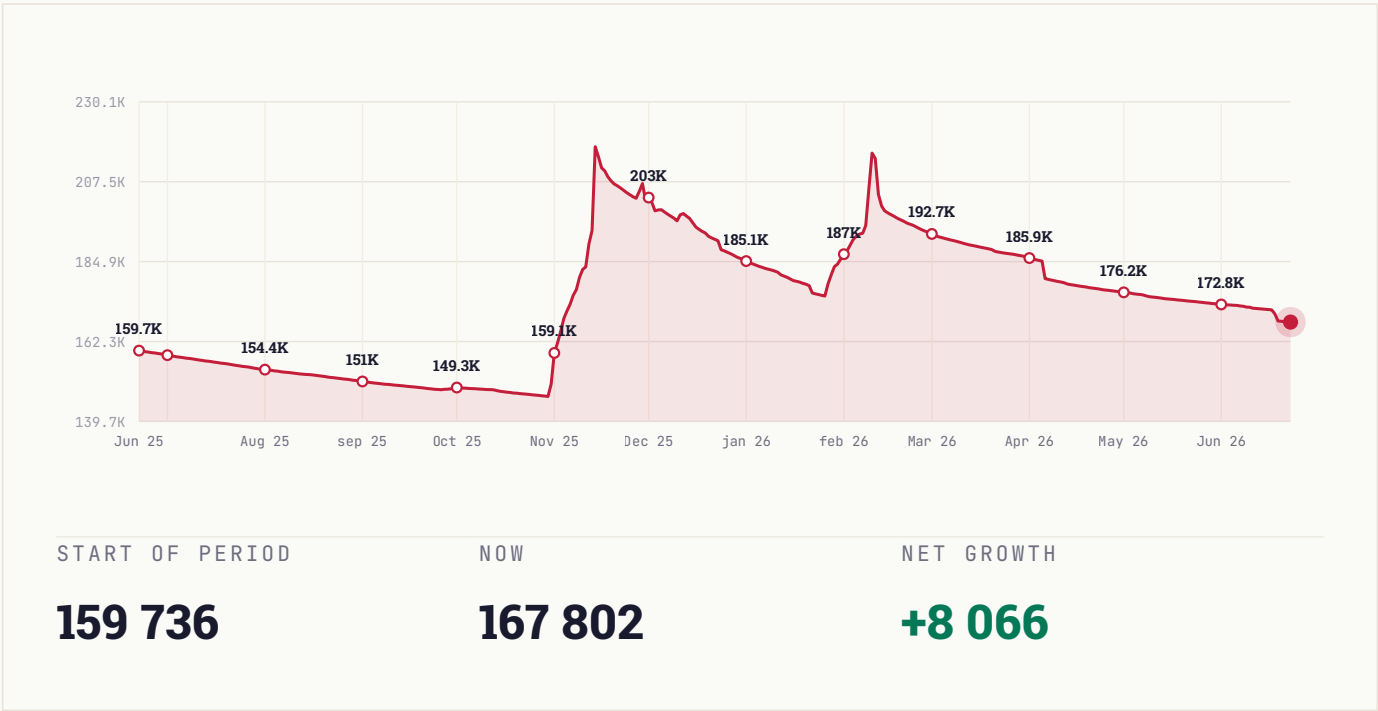
WORST 3

↓ 19.06 · 14:04 TEXT Russia may introduce movie ticket subsidies for large families – initiative by Gazprom-Media Holding CEO...	VIEWS 9 832 REPOSTS 15	REACTIONS 31 ER 5.9%
↓ 10.06 · 15:33 PHOTO Roblox officially unblocked in Russia. Ministry of Digital confirmed the game is available again without restrictions. This is the first big...	VIEWS 9 734 REPOSTS 104	REACTIONS 114 ER 5.8%
↓ 10.06 · 15:20 PHOTO Roblox administration, 2012-born gamers and Ekaterina Mizulina after game server unblocking in Russia	VIEWS 9 713 REPOSTS 42	REACTIONS 87 ER 5.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.

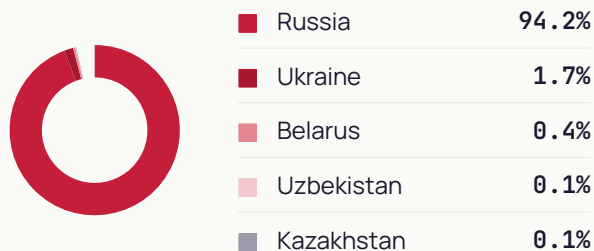


— SECTION 04 · MENTIONS

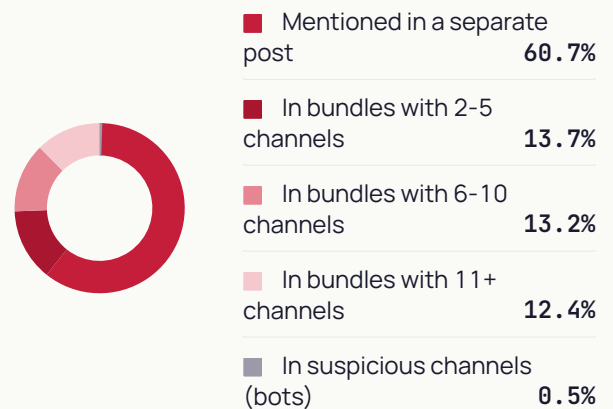
Who mentions the channel and how

Citation index **1 005** — 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 channel was mentioned **3 161** different channels.

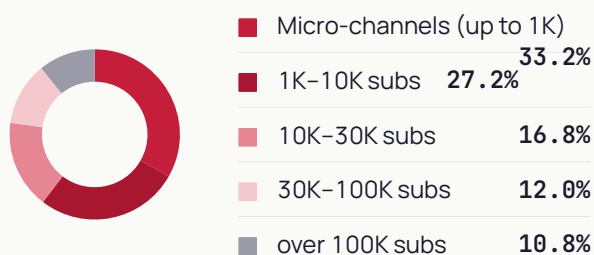
COUNTRIES MENTIONING



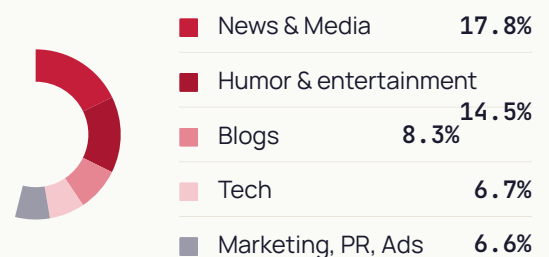
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



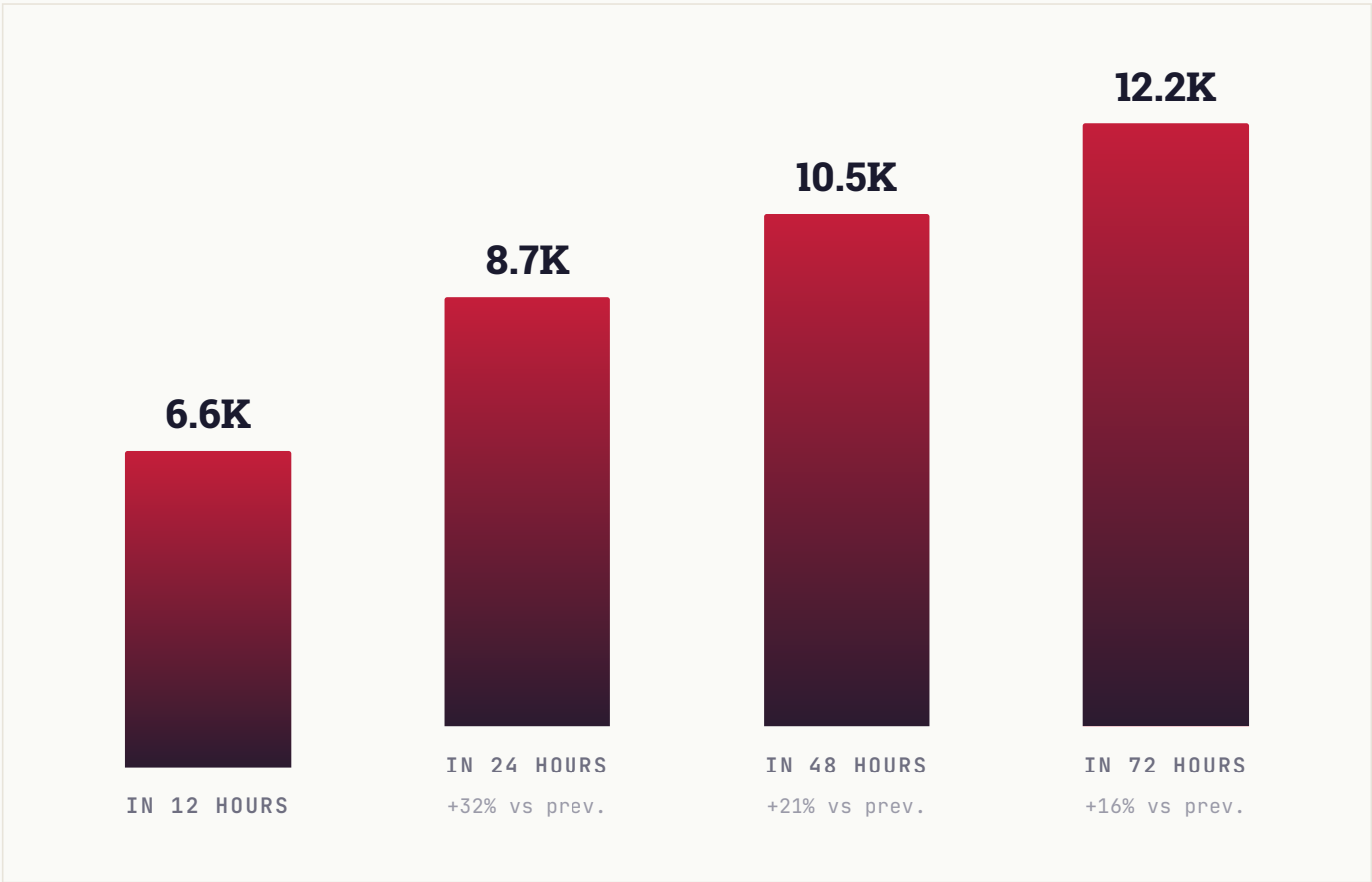
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



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	SUBS
TM My feed trends	2.5M
MO Ice Cream	1.8M
OK Okak	1.6M
SE Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
SV Trending today	1M
TB trends by russia	1M
TV Trend or leave	935.3K
TR Trendach	909.3K
BS boomers watch TV YOU	167.8K

COMPARATIVE CONCLUSION

Channel intop half of niche (#33 of 99). Niche leader — My feed trends (2.5M), median subs 125.2K. Aim for the top quarter — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions occurred **195**, they brought **78 494** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	34	25	3 095
Nov 2025	55	32	71 279
Oct 2025	18	14	3 563
Sep 2025	21	16	557
August 2025	28	16	0
July 2025	39	17	0

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
195	6	78 494

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Top-100 channels in category "Marketing, PR, Ads» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#33 /100

RANK IN NICHE

Channel in top half of ranking

SUBS

better than 52% of niche

median 123.8K

29.7K

167 797 — your channel

1.1M

AVG REACH / POST

better than 51% of niche

median 11.4K

73

12 258 — your channel

50.1K

CITATION INDEX

better than 62% of niche

median 366

0

1 005 — your channel

3.1K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Wednesday
 Audience is most active on this day at 10:00 MSK.

IMPACT
Best window for important posts
- 02

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

IMPACT
+1000-3000 subs
- 03

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic — easy growth lever.

IMPACT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

IMPACT
Growth from relevant audience
- 05

Update channel description for Telegram search
 Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

IMPACT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth target in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager