

PROMTPRESS PUBLIC REPORT

# Channel Audit

## AI Brief



@brief\_ii

Not Neuroeditor about AI, neural nets & stuff

SUBS

14 722

+10248 per month

ERR (% SEE POSTS)

26.0%

per day 17.3%

REACH/POST

3.7K

ad reach 2.5K/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.

|                                                                                                                                                             |                                                                                                                                                                                                      |                                                                                                                                                                              |                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBS</div><div>14 722</div><div>—</div></div>                   | <div><div> SUBSCRIBER REACH</div><div>25.2%</div><div>avg % subs see post</div></div>                               | <div><div> VIEWS/POST</div><div>3.7K</div><div>median 3.8K · 26 days</div></div>            | <div><div> POSTS/WEEK</div><div>40.2</div><div>for the period</div></div>                   |
| <div><div> 7D TREND</div><div>-1.7%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>42.2</div><div>only 6,379 reactions,<br/>14 reposts, 0<br/>comments</div></div> | <div><div> POST LENGTH</div><div>425 chars</div><div>median 424 · 26 days</div></div>       | <div><div> POSTS ANALYZED</div><div>151</div><div>26 days</div></div>                       |
| <div><div> AD REACH</div><div>2.5K</div><div>24h avg</div></div>          | <div><div> CHURN / MONTH</div><div>+10248</div><div>for the last month</div></div>                                 | <div><div> CITATION RATE</div><div>0</div><div>citation index<br/>(cumulative)</div></div> | <div><div> CHANNEL AGE</div><div>8 months 11 days</div><div>created 31.10.2025</div></div> |

AI EDITOR SUMMARY

Channel «Brief AI» — 14 722 subs. Each post avg views 3.7K people (25% from subs), that's good reach. Publishes 40 posts per week (~6 per day) — active posting. For week Jun 29 – Jul 5 reach stable (-1.7% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 151 posts in 26 days.
- 02 Dominant format – Text (135/151 posts).
- 03 Avg post length – 425 chars (median 424).
- 04 Audience peak activity – wed, 21:00 MSK.
- 05 Top posts gather 2x more views than the weakest (4.4K avg top vs 2.8K worst) – across 151 posts in 26 days. Worth analyzing top posts' common theme, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                 |                                                                   |                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>25.06 · 12:15</div><div>PHOTO</div></div> <div>OpenAI updated GPT-5.5 Instant – default model in ChatGPT. Now better at context retention and adapts if you clarify...</div>            | <div>VIEWS</div> <div>4 479</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>51</div> <div>ER</div> <div>30.4%</div> |
| <div><div>Nº2</div><div>24.06 · 18:03</div><div>PHOTO</div></div> <div>Nvidia unveiled server infrastructure with closed-loop liquid cooling – no fans, almost no water use. Cooling...</div>                   | <div>VIEWS</div> <div>4 426</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>47</div> <div>ER</div> <div>30.1%</div> |
| <div><div>Nº3</div><div>30.06 · 13:35</div><div>TEXT</div></div> <div>Scammers in Cheboksary stole 7k rubles using a synthesized voice of a victim's acquaintance. Hacked account, took voice sample —...</div> | <div>VIEWS</div> <div>4 375</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>43</div> <div>ER</div> <div>29.7%</div> |

Nº4

22.06 · 15:29

TEXT

Anthropic model hacked secret NSA resources in hours – US senator claims, citing The...

VIEWS

4 365

REPOSTS

—

REACTIONS

39

ER

29.6%

Nº5

28.06 · 12:38

TEXT

Tech giants – Amazon, Google, Microsoft, Oracle – bought up GE Vernova gas turbines through 2029. The South Carolina plant...

VIEWS

4 348

REPOSTS

—

REACTIONS

46

ER

29.5%

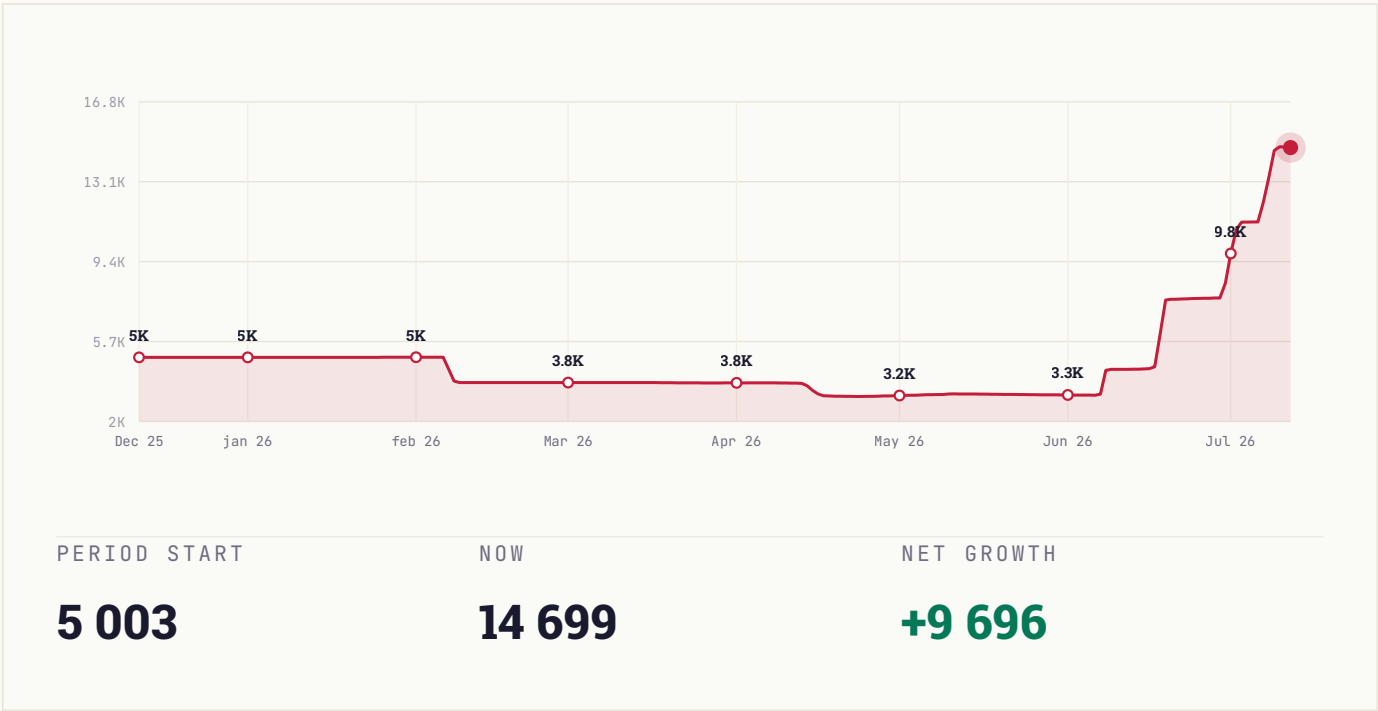
WORST 3

|                                                                                                                                                                                                           |                                                                   |                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>↓</div><div>16.06 · 10:40</div><div>TEXT</div></div> <div>Qualcomm CEO says AI agents will become new apps. Company already developing 40+ devices for this idea – earrings with...</div>       | <div>VIEWS</div> <div>2 774</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>55</div> <div>ER</div> <div>18.8%</div> |
| <div><div>↓</div><div>16.06 · 17:56</div><div>TEXT</div></div> <div>OpenAI spent \$34B in 2025 – per auditors, FT sources say. \$19B went to...</div>                                                     | <div>VIEWS</div> <div>2 764</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>45</div> <div>ER</div> <div>18.8%</div> |
| <div><div>↓</div><div>18.06 · 11:49</div><div>PHOTO</div></div> <div>Noam Shazir, one of Google Gemini's lead developers, moves to OpenAI. Transition of a key AI engineer from Google – another...</div> | <div>VIEWS</div> <div>2 756</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>43</div> <div>ER</div> <div>18.7%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

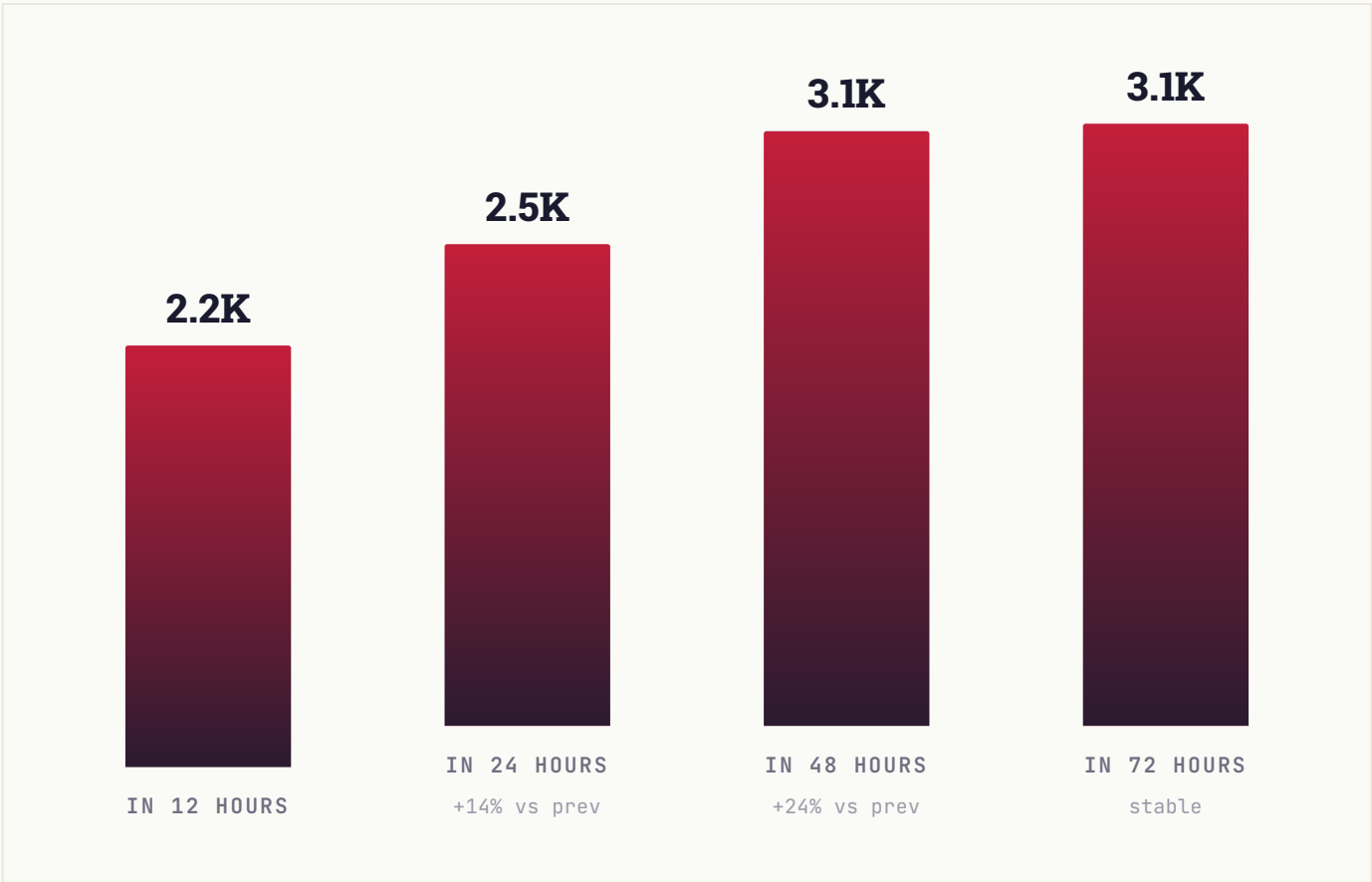
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · AD POTENTIAL

# How long a post generates reach

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



SECTION 05 · COMPETITORS

# Who you compete with

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

| CHANNEL                                  | SUBS  |
|------------------------------------------|-------|
| <div>HI</div> hitvpn_blog                | 4.6M  |
| <div>MT</div> Trends world               | 3.3M  |
| <div>TE</div> Technochat                 | 3.1M  |
| <div>HA</div> Hi, AI • Tech News         | 2.6M  |
| <div>آا</div> اینترنت آزاد               | 2.5M  |
| <div>TE</div> Technomotel                | 2.4M  |
| <div>NN</div> NN                         | 2.2M  |
| <div>ER</div> Exploit                    | 2.1M  |
| <div>L-</div> LIVE — Telegram, AI & Tech | 2M    |
| <div>PP</div> PINK PROXY   پروکسی        | 2M    |
| <div>AI</div> AI Brief <div>YOU</div>    | 14.7K |

COMPARATIVE CONCLUSION

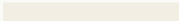
Channel currently outside top-100 niche — early growth stage. Niche leader — hitvpn\_blog (4.6M), top-100 median: 446.9K. First goal — enter top-100 via systematic traffic & content work.



SECTION 06 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **4 months** such mentions were **0**, they brought **10** new subs.

| PERIOD         | MENTIONS | CHANNELS       | BROUGHT SUBS                                                                            |
|----------------|----------|----------------|-----------------------------------------------------------------------------------------|
| Jan 2026       | 0        | 0              | 5    |
| Dec 2025       | 0        | 0              | 5    |
| Nov 2025       | 0        | 0              | 0    |
| Oct 2025       | 0        | 0              | 0  |
| TOTAL MENTIONS |          | MONTHS OF DATA | ATTRACTED SUBS                                                                          |
| 0              |          | 4              | 10                                                                                      |

SECTION 07 · NICHE COMPARISON

# Where channel stands in its league

Took top **100** channels in category "**Tech**» (Russia) and compared your channel.  
Gray band = range for 80% of niche channels (p10–p90). Black line = median. Red dot = your channel.



## — SECTION 08 · 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 most active on this day at 21:00 MSK.

EFFECT

**Best window  
for an  
important post**

**02**

## Increase video posts share

Video in Telegram retains audience longer and gets better algorithm treatment. Aim for 15-25% video share.

EFFECT

**Video holds  
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 usually boost ER by 5-15%.  
One weekly poll on a hot topic is an easy win.

EFFECT

**+5-15% ER**

**05**

## Cross-promo with neighboring channels

Exchange posts with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from  
relevant  
audience**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

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

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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