

PUBLIC REPORT BY PROMTPRESS

Channel audit

britanka.media



@britankamedia

Design, tech & digital products, fashion, interior & art, business, creativity, communications & marketing. British website: link.britishdesign.ru/doqas Part of <https://t.me/uumoscw> 
Moscow,...

SUBSCRIBERS

10 112

+51 per month

ERR (% SEE POSTS)

8.0%

per day 3.5%

REACH/POST

717

ad reach 358/24h

— CONTENT · 2026

What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 10 112 —	 SUBS REACH 7.09% avg % of subs see post	 VIEWS/POST 717 median 694 · 28 days	 POSTS/WEEK 15.2 over the period
 7D TREND -16.1% vs previous week	 REACTIONS/POST 12.3 total 776 reactions, 511 reposts, 8 comments	 POST LENGTH 626 chars median 624 · 28 days	 POSTS ANALYZED 63 28 days
 AD REACH 358 24h avg	 CHURN / MONTH +51 over the last month	 CITATION RATE 73 citation index · 375 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 01.02.2018

AI EDITOR SUMMARY

Channel «britanka.media» — 10 112 subs. Each post averages 717 people (7% of subs), reach is low — consider expanding audience. Publishes 15 posts per week (~2/day) — regular schedule. For week Jul 6–12, reach dropped -16.1% by week of Jun 29 – Jul 5 — worth analyzing the reasons.

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 HAVE IN COMMON

- 01 Analysis based on 63 posts over 28 days.
- 02 Dominant format – Photo (49/63 posts).
- 03 Avg post length – 626 chars (median 624).
- 04 Peak audience activity – Wed, 19:00 MSK.
- 05 Top posts get 3× more views than the weakest (1.8K avg for top vs 524 for worst) – among 63 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 16:05 PHOTO How to break into the creative industry? Find out at the online festival Universal Creative Weekend on July 4 and 5 🌐 For two days we meet online and...	VIEWS 1 923 REPOSTS 36	REACTIONS 9 ER 19.0%
Nº2 14.07 · 13:34 PHOTO 1M RUB for brand development: a chance for young designers Fashion fund launched a 1,000,000 RUB prize for Moscow debutants...	VIEWS 1 768 REPOSTS 14	REACTIONS 16 ER 17.5%
Nº3 29.06 · 09:18 PHOTO Degree Show 2026 We're thrilled to announce: our annual exhibition is almost here! If you haven't yet...	VIEWS 1 588 REPOSTS 50	REACTIONS 25 ER 15.7%

Nº4 01.07 · 14:47 VIDEO Space, LEGO & pets: three takes on an ordinary hair dryer 🚀 Industrial design intensive students reimagined the familiar form...	VIEWS 1 103 REPOSTS 8	REACTIONS 12 ER 10.9%
Nº5 24.06 · 10:02 PHOTO Behind the scenes of a viral shoot: how were the viral frames created? Curator of the online styling program and fashion director of «Mnenie...	VIEWS 1 036 REPOSTS 7	REACTIONS 8 ER 10.2%

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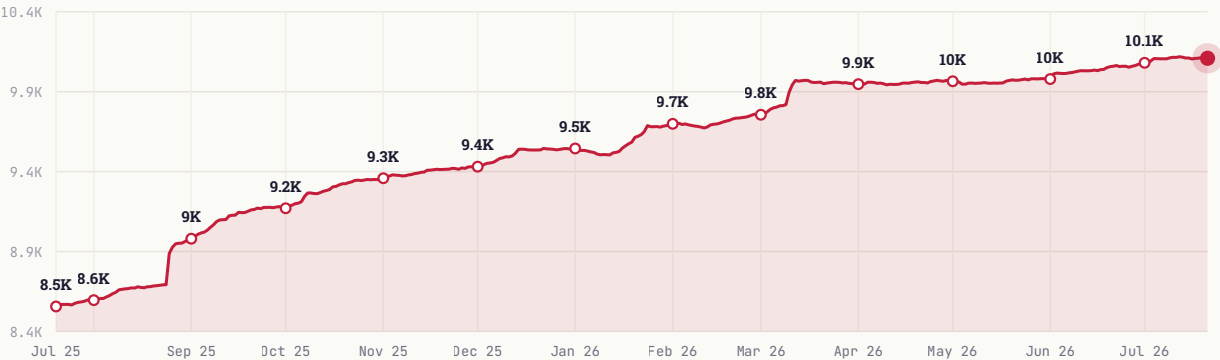
WORST 3

↓ 14.07 · 17:06 PHOTO Test drive of creative industries at Universal University According to Gosuslugi stats, over 85% of applicants choose Universal...	VIEWS 542 REPOSTS 8	REACTIONS — ER 5.4%
↓ 14.07 · 14:57 PHOTO Marketers, good news: we've gathered speakers for the industry day of the Business & Marketing faculty 🎤«Where are the leads?» July 19, 12:00, offline at...	VIEWS 540 REPOSTS 2	REACTIONS 16 ER 5.3%
↓ 16.07 · 06:42 PHOTO Limited Drop: Degree Show 2026 merch 🎓 Take home a piece of the University memory...	VIEWS 490 REPOSTS —	REACTIONS 11 ER 4.8%

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 or lost subs.

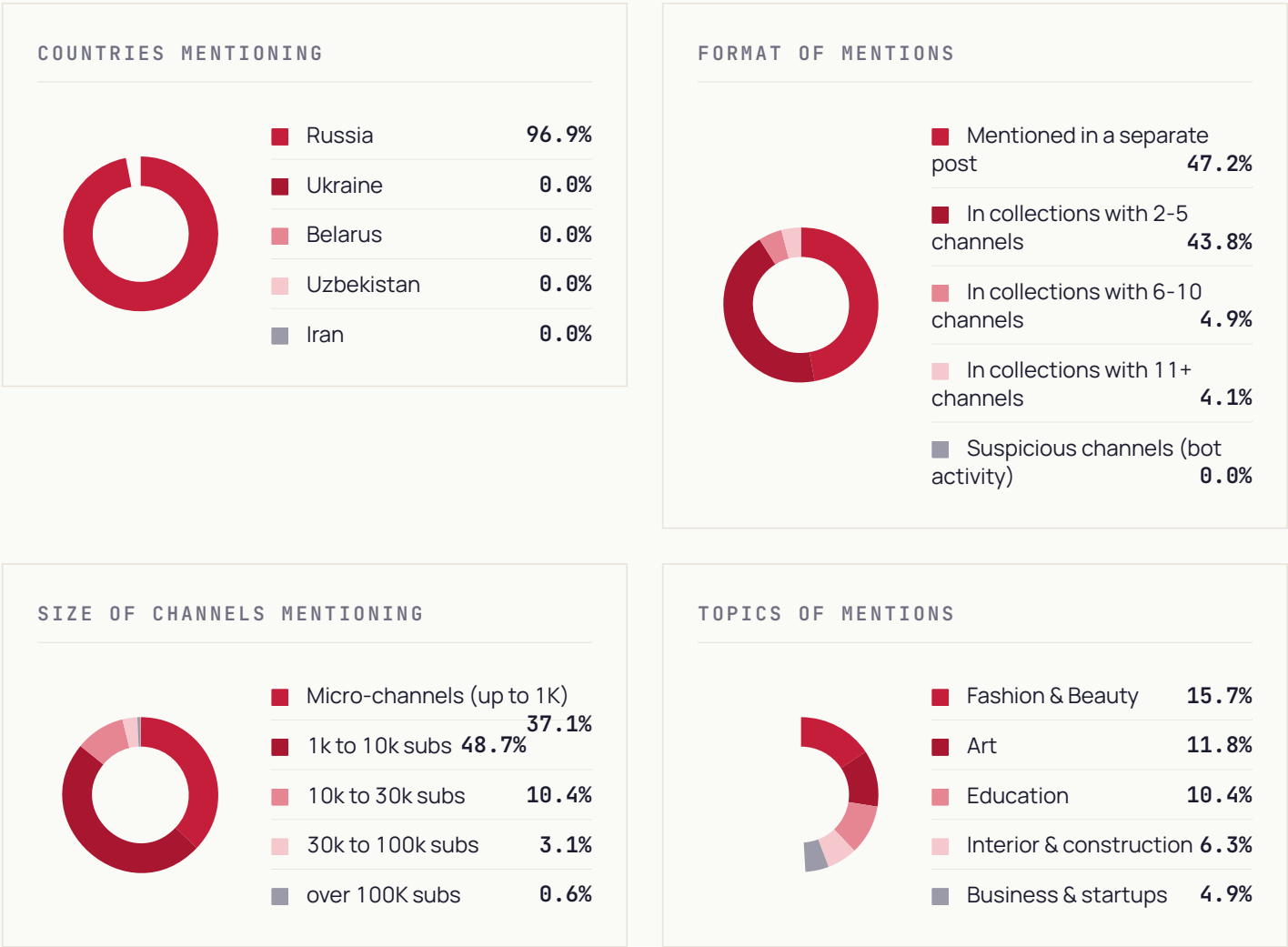


PERIOD START	NOW	NET GROWTH
8 532	10 112	+1 580

SECTION 04 · MENTIONS

Who mentions the channel and how

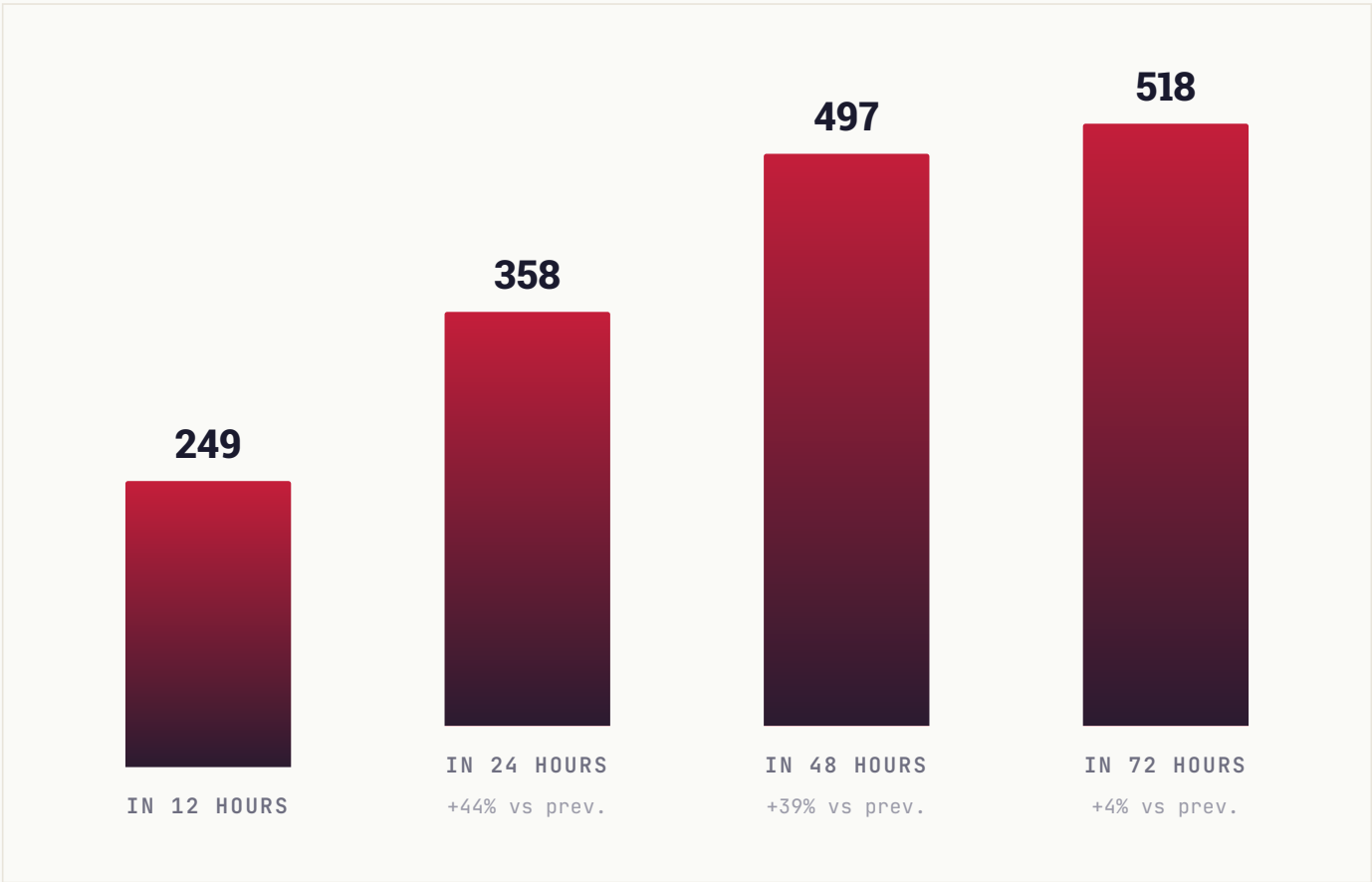
Citation index **73** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **375** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 your rank among niche peers.

CHANNEL	SUBSCRIBERS
66Lottery CRYPTO	387.4K
缅甸 缅甸缅北吃瓜新闻曝光	257.3K
AE After Effects Templates	181.4K
R R	178.6K
3D 3Dline.net	173.8K
DG Designer Gang	147.1K
TC template canva gratis	144.3K
TS Tube Sensei	137.2K
SZ STL Zone / 3D models / Free STL	136.8K
ER Sexy font. Cyrillic	134.7K
BR britanka.media YOU	10.1K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — 66Lottery CRYPTO (387.4K), top-99 median: 65.4K. First goal: enter top-99 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions occurred **73**, they brought **1 245** new subs.

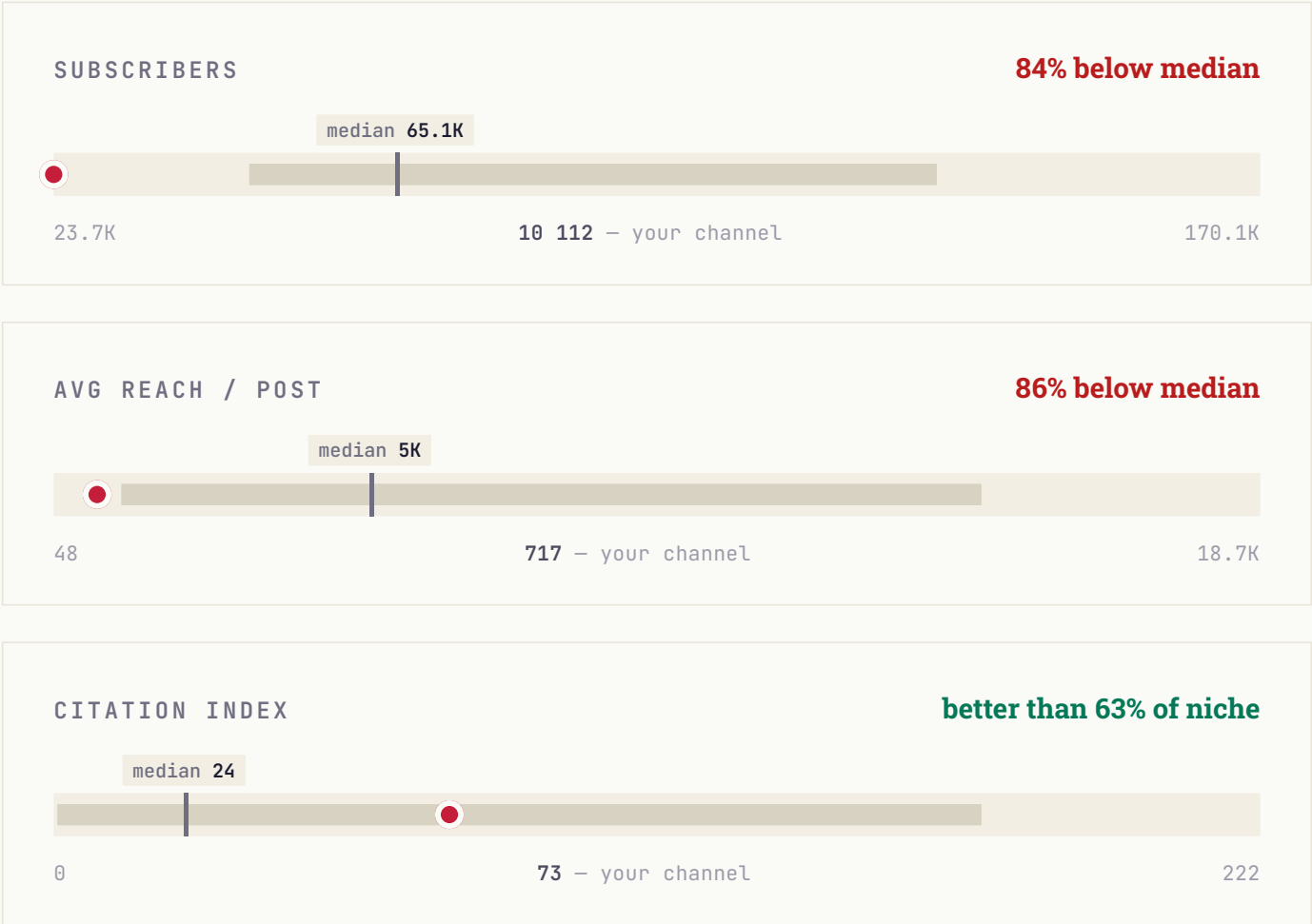
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	15	13	209
December 2025	13	12	130
Nov 2025	11	10	96
Oct 2025	14	11	199
Sep 2025	17	17	221
August 2025	3	3	390

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
73	6	1 245

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Design» (Russia) and compared your channel.
Gray band: range of 80% of niche channels (p10-p90). 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 next month.

- 01

Top post of the week — on Wednesday

Audience is most active on this day at 19:00 MSK.

EFFECT

Best window for important posts
- 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 retains 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 poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs give relevant growth.

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 through us and hit your growth target in a month.

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

02 **Contact manager** t.me/PromptPress_manager
