

— PROMTPRESS PUBLIC REPORT

Channel audit

Business Podcasts



@business_podcast

Listen to top business podcasts from world-class leaders 🎧 Ads:
@IvanSolution A+ Registered with Roskomnadzor: <https://cutt.ly/qe2sl9cN>

SUBSCRIBERS

174 826

-407 per month

ERR (% SEE POSTS)

10.0%

daily 5.6%

REACH/POST

16.3K

ad reach 9.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 174 826 —	 SUBSCRIBER REACH 9.31% avg % subs see post	 VIEWS/POST 16.3K median 17.4K · 29 days	 POSTS/WEEK 24.9 over period
 7D TREND -3.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 148 chars. median 143 · 29 days	 POSTS ANALYZED 106 29 days
 AD REACH 9.8K 24h avg	 CHURN / MONTH -407 last month	 CITATION RATE 69 citation index · 226 channels mentioned ever	 CHANNEL AGE 6 years 2 months created 22.03.2020

AI EDITOR SUMMARY

Channel «Business Podcasts» — 174 826 subs. Each post avg views 16.3K people (9% from subs), reach is low — should grow audience. Publishes 25 posts/week (~4/day) — active posting. Week of Jun 1–7 reach stable (-3.9% vs week of May 25–31).

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 HAVE IN COMMON

- 01 Analysis based on **106** posts over 29 days.
- 02 Dominant format — **Text** (105/106 posts).
- 03 Avg post length — **148** chars (median 143).
- 04 Peak audience activity — **Thursday**, 16:00 MSK.
- 05 Strongest posts get **1x** more views than the weakest (18.4K avg for top vs 13.9K for worst) — among 106 posts over 29 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 15:18 TEXT ✂ Igor Rybakov ✂ Topic: allow yourself to earn ✂ 17:23 #podcasts #money #selfdevelopment Subscribe - @business_podcast	VIEWS 18 518 REP. 124	REACTIONS — ER 10.6%
Nº2 18.05 · 19:19 TEXT ✂ Maxim Temchenko ✂ Topic: what's the main secret of wealth ✂ 04:20 #podcasts #money #business Subscribe -...	VIEWS 18 334 REP. 144	REACTIONS — ER 10.5%
Nº3 18.05 · 15:15 TEXT ✂ Radislav Gandapas ✂ Topic: how to make yourself act ✂ 21:52 #podcasts #wealth #mindset Subscribe -...	VIEWS 18 223 REP. 133	REACTIONS — ER 10.4%

Nº415.05 · 19:19TEXT ⌘ Grant Cardone ⌘ Topic: what are you willing to sacrifice? ⌘ 4:15 #podcasts #success Subscribe - @business_podcast	VIEWS 18 144 REP. 108	REACTIONS — ER 10.4%
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Nº518.05 · 12:25TEXT ⌘ Rami Zaitsman ⌘ Topic: Self-employed won't exist in 2026! ⌘ 17:51 #podcasts #business #success Subscribe - @business_podcast	VIEWS 18 110 REP. 124	REACTIONS — ER 10.4%
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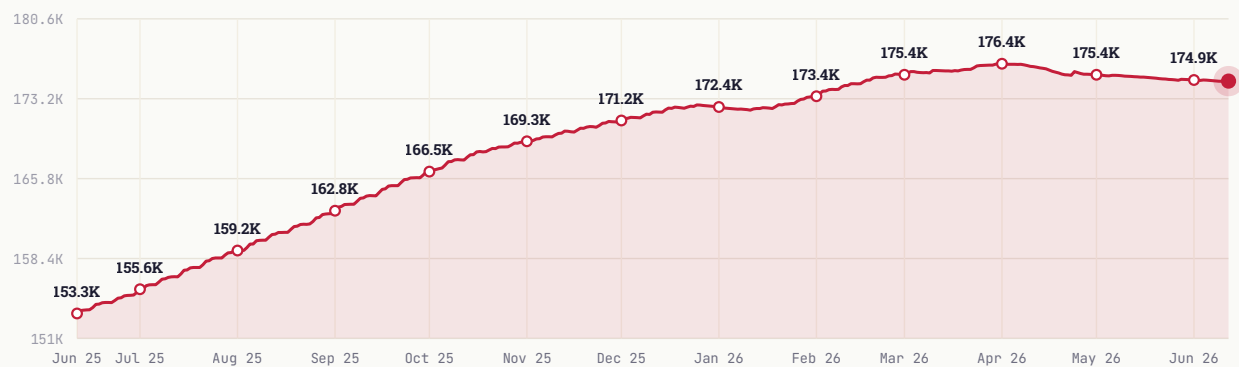
WORST 3

↓09.06 · 07:12TEXT ⌘ Bruce Lipton ⌘ Topic: this activates 100% of your brain ⌘ 11:49 #podcasts #motivation #selfdevelopment Subscribe -...	VIEWS 14 113 REP. 136	REACTIONS — ER 8.1%
↓09.06 · 12:24TEXT ⌘ Nikolay Mrochkovsky ⌘ Topic: investing in real estate funds ⌘ 19:59 #podcasts #business #finance Subscribe -...	VIEWS 13 841 REP. 131	REACTIONS — ER 7.9%
↓09.06 · 15:27TEXT ⌘ Denis Efremov ⌘ Topic: why it's important to take on seemingly impossible tasks ⌘ 12:23 #podcasts #business...	VIEWS 13 714 REP. 125	REACTIONS — ER 7.8%

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

153 344

NOW

174 826

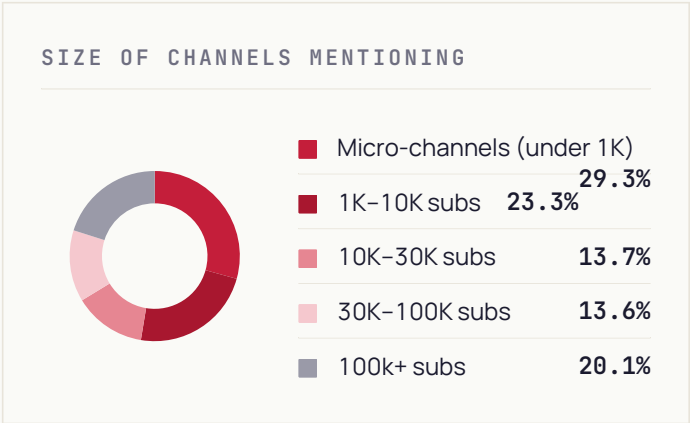
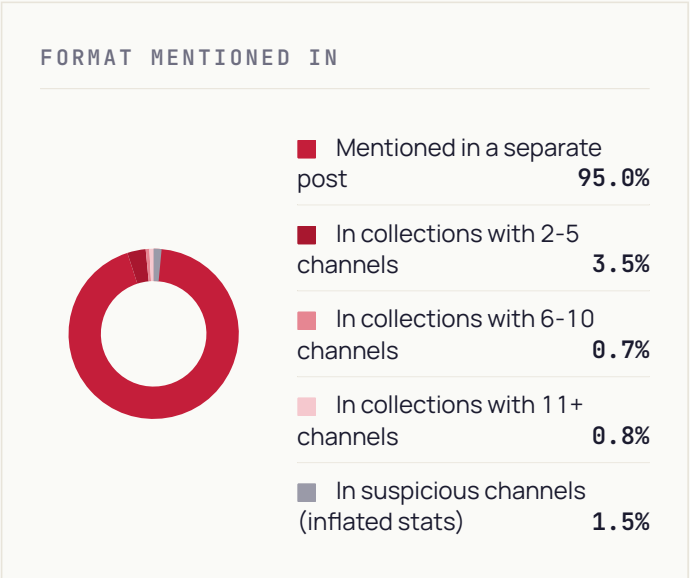
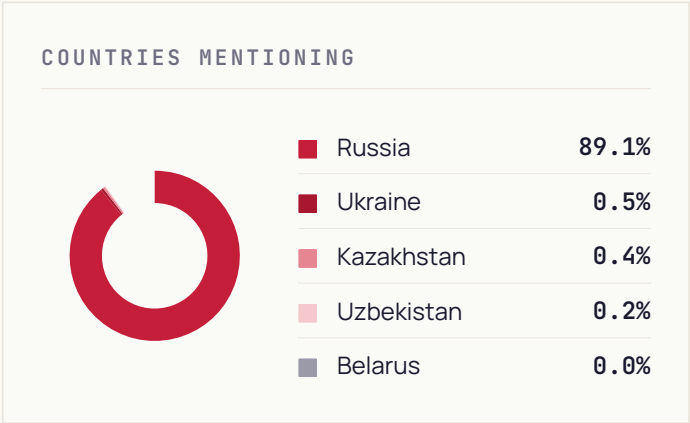
NET GROWTH

+21 482

SECTION 04 · MENTIONS

Who mentions the channel & how

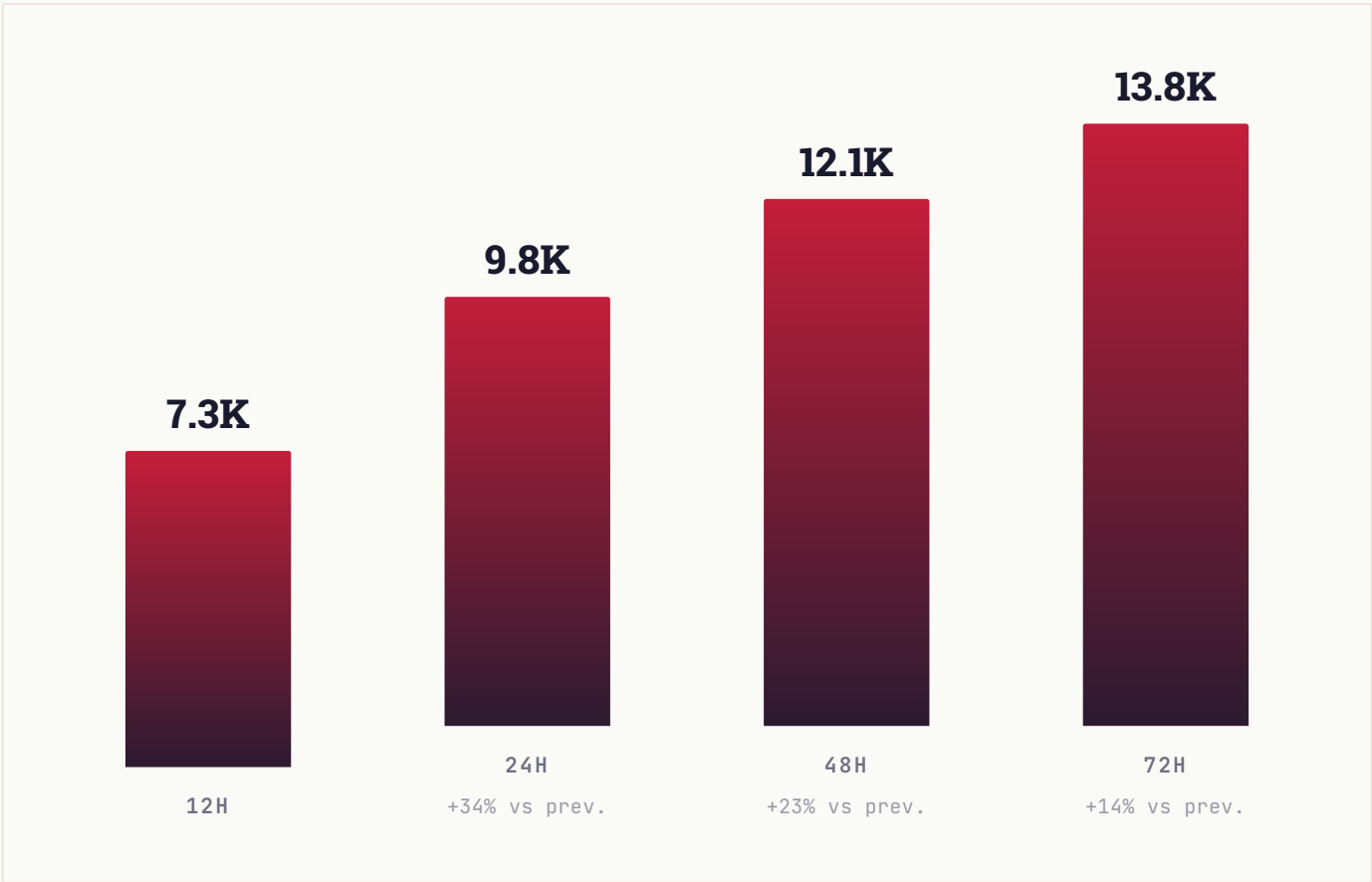
Citation index **69** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **226** different channels.



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 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	SUBSCRIBERS
MO Moscow Business	966.6K
CN Million-Dollar Books business blog	872.2K
SS M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
BP Business Podcasts YOU	174.8K

COMPARATIVE INSIGHT

Channel in top half of niche (#26 of 100). Niche leader — Moscow Business (966.6K), median subs 102.7K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

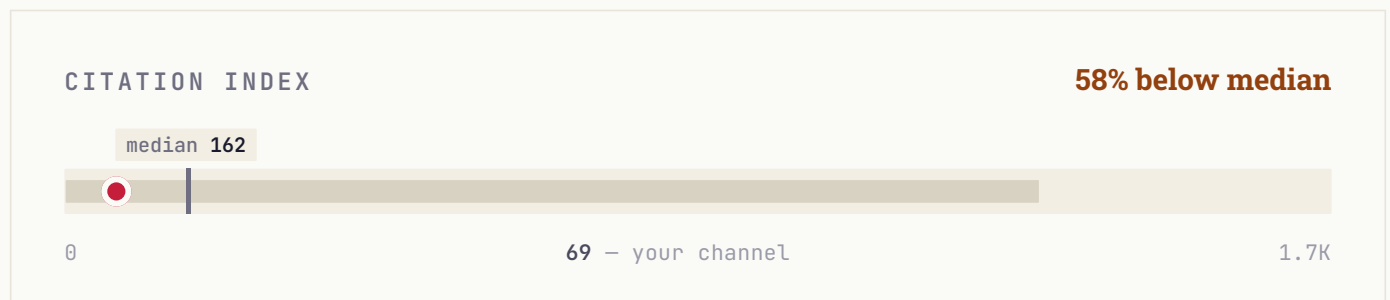
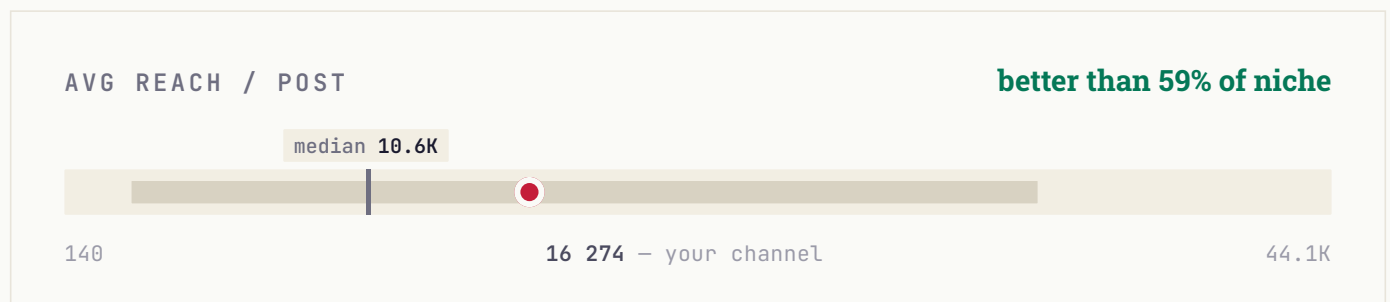
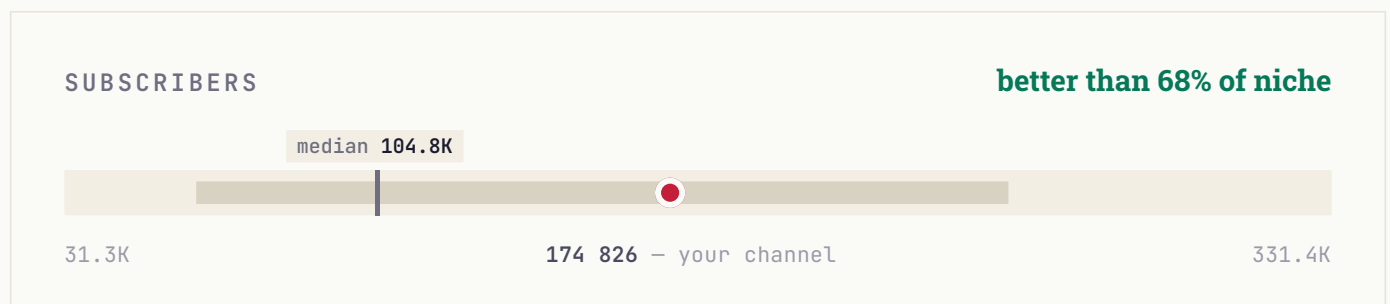
Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **91**, they brought **17 991** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	13	13	1 824
Nov 2025	11	11	2 077
Oct 2025	13	12	2 852
September 2025	17	17	3 897
August 2025	19	18	3 446
July 2025	18	16	3 895

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
91	6	17 991

Where the channel stands in its league

#26 /100 RANK IN NICHE
Channel in the top half of the ranking



— 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

Top post of the week — on Thursday

Audience is most active on this day at 16:00 MSK.

EFFECT

Best time for important posts
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. We recommend increasing its 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 finds 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 — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with similar channels

Exchange posts with similar 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 is 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.

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

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