

— PUBLIC REPORT BY PROMTPRESS

Channel audit

5 Business Podcasts



@busspod

Top aggregator of successful business people's podcasts

Questions: @Adamanteuso A+ Registry Notice: <https://u.to/l1oTIQ>

SUBSCRIBERS

177 289

-467 per month

ERR (% SEE POSTS)

12.0%

last day **7.2%**

REACH/POST

19.6K

ad reach **12.8K**/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.

 SUBSCRIBERS 177 289 —	 SUBS REACH 11.07% avg % of subs see post	 VIEWS/POST 19.6K median 20.6K · 29 days	 POSTS/WK 16.8 for period
 7D TREND -2.9% vs previous week	 REACTS/POST — MTPROTO only	 POST LENGTH 102 chars median 100 · 29 days	 POSTS ANALYZED 70 29 days
 AD REACH 12.8K 24h avg	 CHURN / MONTH -467 last month	 CITATION RATE 307 citation index · 285 channels mentioned all time	 CHANNEL AGE 7 years 8 months created 04.10.2018

AI EDITOR SUMMARY

Channel «5 Business Podcasts» – 177 289 subs. Each post averages 19.6K people (11% of subs), reach is low – consider expanding audience. Publishes 17 posts per week (~2/day) – regular schedule. Week of June 1–7 reach stable (-2.9% vs week of May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 70 posts over 29 days.
- 02 Dominant format – Text (70/70 posts).
- 03 Avg post length – 102 chars (median 100).
- 04 Peak audience activity – Sunday, 09:00 MSK.
- 05 Strongest posts get 1× more views than the weakest (21.2K avg for top vs 17.4K for worst) – among 70 posts in 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 15:32 TEXT ✎ Author - Jose Mujica ✎ Topic: Life-Changing Advice ⌚ 3:12 #mindset #advice	VIEWS 21 294 REP. 130	REACTS — ER 12.0%
Nº2 18.05 · 10:56 TEXT ✎ Author: Mark Cuban ✎ Topic: Don't Look for the Perfect Job ⌚ 01:30 #advice #business	VIEWS 21 188 REP. 129	REACTS — ER 12.0%
Nº3 18.05 · 06:56 TEXT ✎ Author: Oscar Hartmann ✎ Topic: Money Is Not Your Goal! ⌚ 06:47 #money #business	VIEWS 21 187 REP. 137	REACTS — ER 12.0%

N⁴17.05 · 15:25 TEXT ⌘ Author: Robert Kiyosaki ⌘ Topic: Rich vs Poor Mindset ⌘⌘⌘⌘⌘: 11:11 #entrepreneurship #money_mindset	VIEWS 21 185	REACTS —
	REP. 143	ER 11.9%

N⁵14.05 · 15:57 TEXT ⌘ Author: Sergey Galitsky ⌘ Topic: If You Do This, You Won't Succeed! ⌘⌘⌘⌘⌘: 06:22 #business #advice	VIEWS 21 127	REACTS —
	REP. 119	ER 11.9%

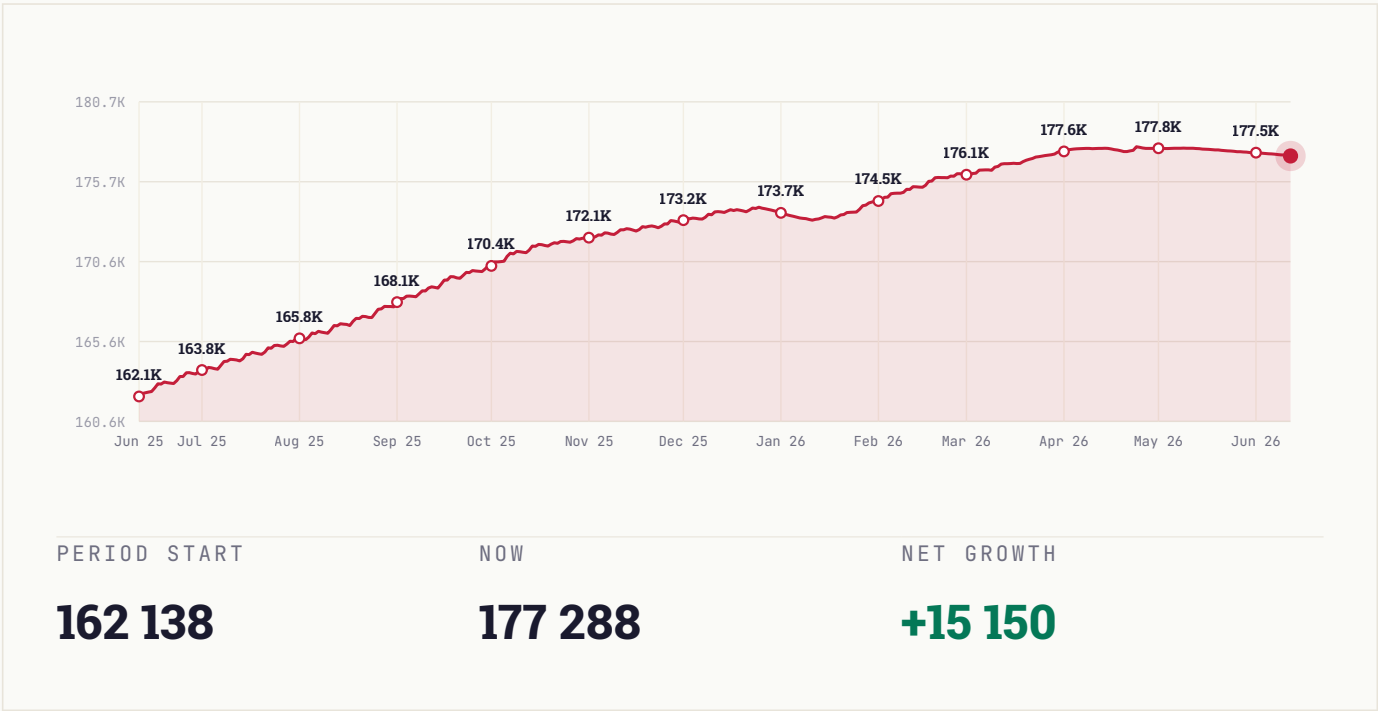
WORST 3

↓ 09.06 · 07:02 TEXT ⌘ Author - Margulan Seisembayev ⌘ Topic: How to Become Successful ⌘⌘⌘⌘⌘: 13:11 #business #mindset	VIEWS 17 552	REACTS —
	REP. 137	ER 9.9%
↓ 09.06 · 11:02 TEXT ⌘ Author - Elon Musk ⌘ Topic: Advice for Entrepreneurs ⌘⌘⌘⌘⌘: 6:57 #business #mindset	VIEWS 17 393	REACTS —
	REP. 132	ER 9.8%
↓ 09.06 · 15:16 TEXT ⌘ Author - Mark Zuckerberg ⌘ Topic: You Must Have Your Own Dream ⌘⌘⌘⌘⌘: 4:48 #business #mindset	VIEWS 17 285	REACTS —
	REP. 117	ER 9.7%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

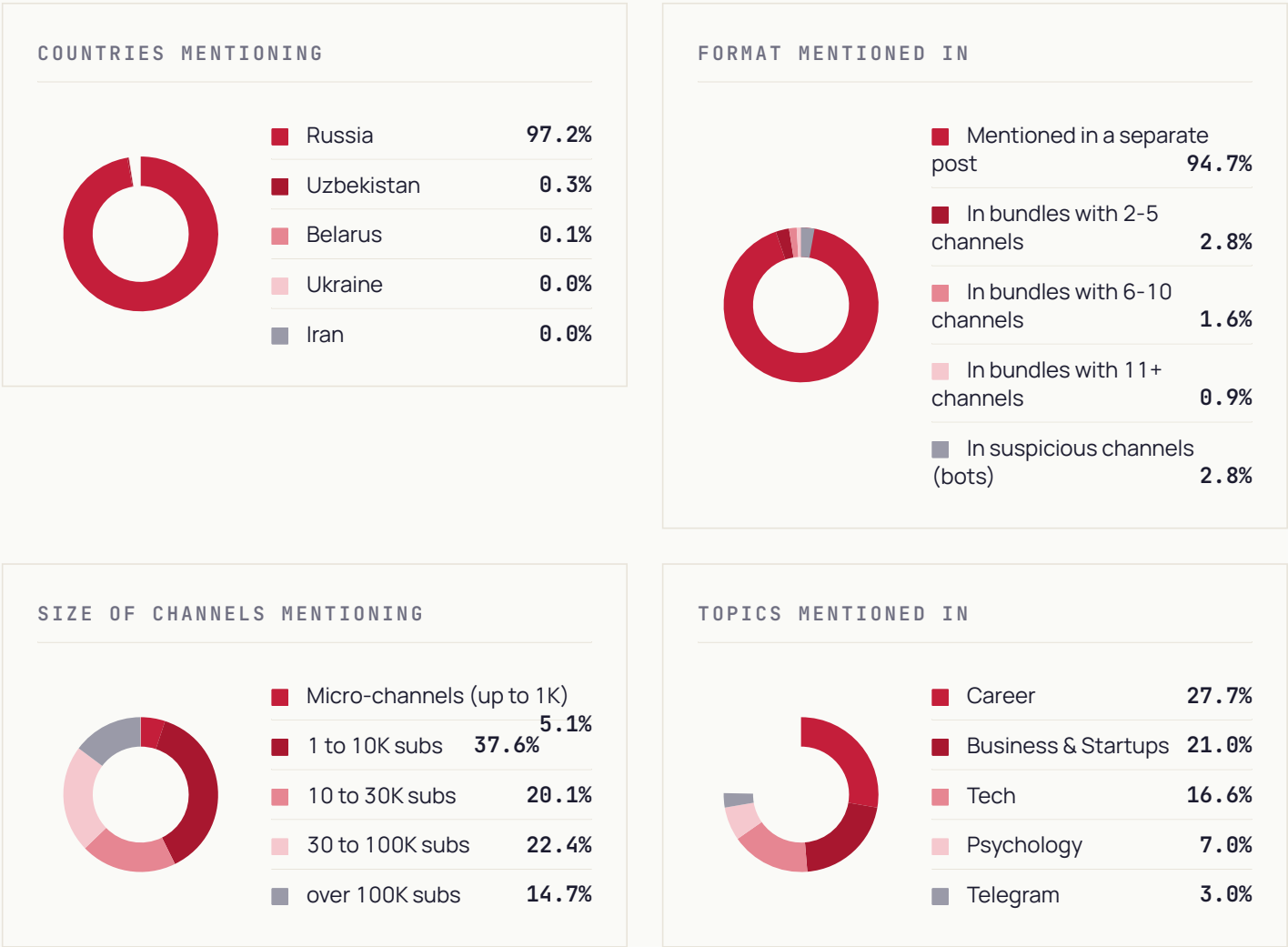
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

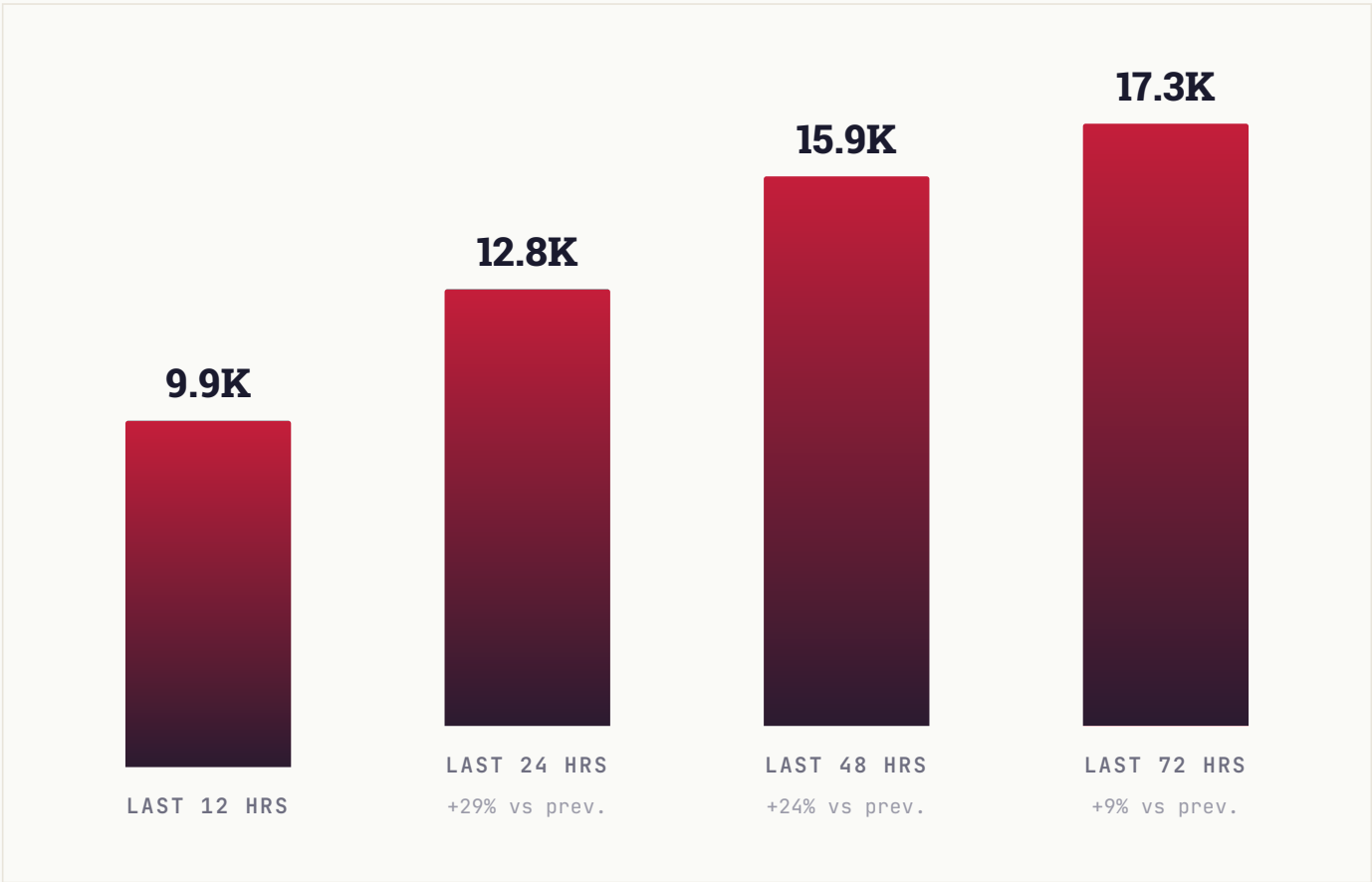
Citation index **307** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **285** different channels.



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 & audience. Your channel is highlighted — see your rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Million-Dollar Books business blog	872.2K
USSR M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
DB Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
5B 5 Business Podcasts YOU	177.3K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#23 of 100). Leader — Moscow Business (966.6K). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **86**, they brought **13 026** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	13	12	1 358
Nov 2025	11	11	1 537
Oct 2025	14	14	2 121
September 2025	16	16	2 908
August 2025	14	14	2 457
Jul 2025	18	17	2 645

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
86	6	13 026

SECTION 08 · NICHE COMPARISON

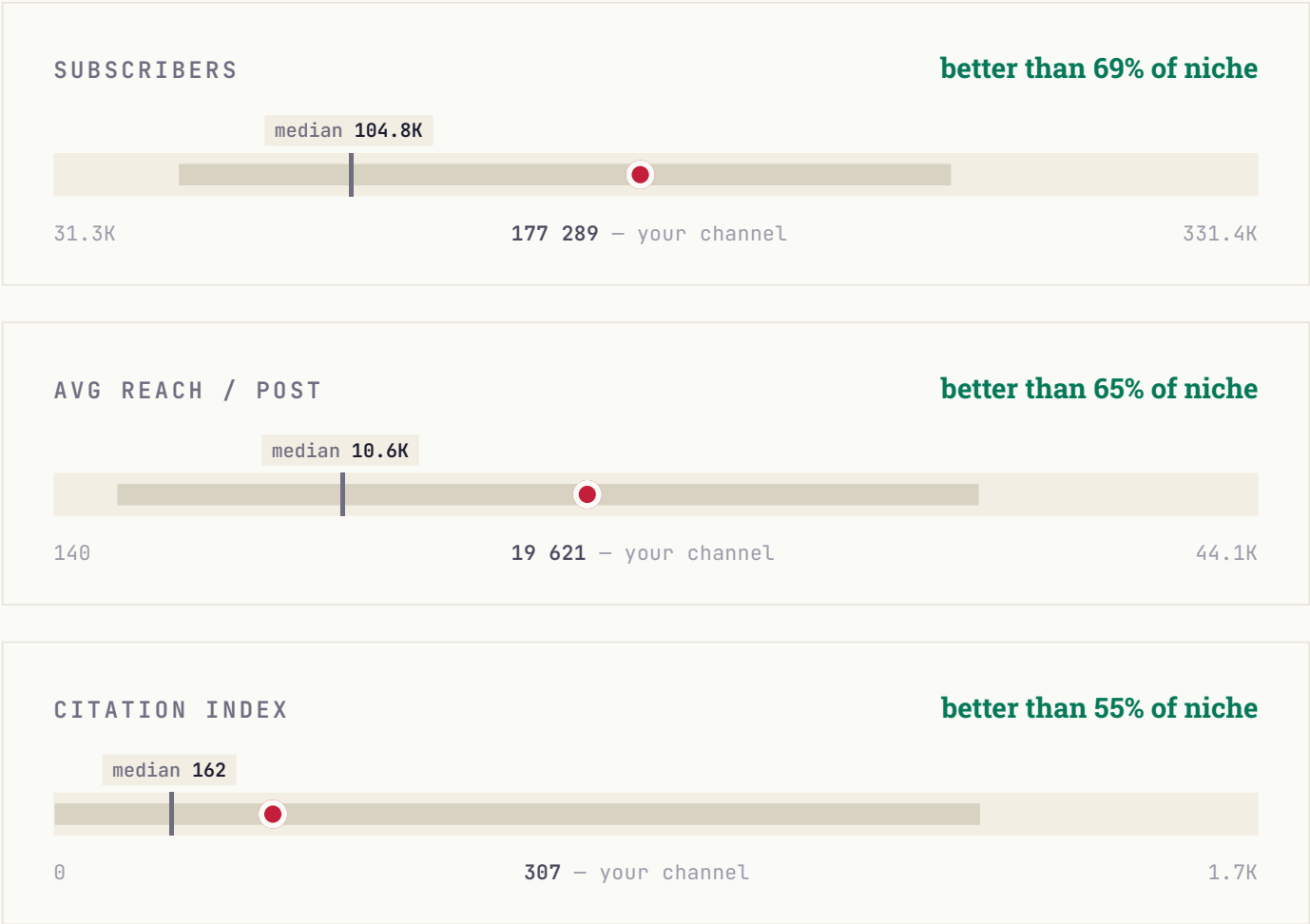
Where the channel stands in its league

Took top-100 channels in category «Business & Startups» (Russia) and compared your channel against them. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#23/100

RANK IN NICHE

Channel in top 23% – strong position



— 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 — Sunday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for important
post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. 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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighbor channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager