

PUBLIC PROMTPRESS REPORT

Channel audit

MTS Belarus



@by_mts

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SUBSCRIBERS

163 315

+14417 per month

ERR (% SEE POSTS)

33.0%

last 24 hrs **15.0%**

REACH/POST

53.9K

ad reach **24.7K/24h**

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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 163 315 —	 SUBSCRIBER REACH 33.0% avg % subs see post	 VIEWS/POST 53.9K median 55.6K · 29 days	 POSTS/WEEK 9.3 for period
 7D TREND -4.6% vs previous week	 REACTIONS/POST 1674.0 65,287 reactions, 2,417 reposts, 0 comments	 POST LENGTH 415 chars median 384 · 29 days	 POSTS ANALYZED 39 29 days
 AD REACH 24.7K 24h avg	 CHURN / MONTH +14417 last month	 CITATION RATE 4 citation index · 40 channels mentioned all time	 CHANNEL AGE 10 years 7 months created 04.11.2015

AI EDITOR SUMMARY

Channel «MTS Belarus» — 163 315 subs. Each post avg views 53.9K people (33% of subs), good reach. Publishes 9 posts/week (~1/day) — regular. Week Jun 8–14 reach stable (-4.6% vs week 1–7 June).

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 **39** posts over 29 days.
- 02 Dominant format – **Video** (19/39 posts).
- 03 Avg post length – **415** chars (median 384).
- 04 Peak audience activity – **Friday, 12:00 MSK**.
- 05 Top posts get **2×** more views than the weakest (77.5K avg for top vs 43.8K for worst) – among 39 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 09:00 PHOTO Xiaomi 17T just hit the shelves... and one is already ready to become someone's gift 🎁 We're giving away 5 Xiaomi devices, and the grand prize is...	VIEWS 80 961 REP. 651	REACTIONS 17 296 ER 49.6%
Nº2 12.06 · 11:35 PHOTO While players gear up for the World Cup finals, Dreame tech is ready to handle home chores 🤖 Robot vacuums...	VIEWS 76 156 REP. 5	REACTIONS 630 ER 46.6%
Nº3 29.05 · 14:37 PHOTO We know who'll be watching the Champions League final closely 🇫🇷 But in 🇫🇷 there's something that would definitely lift Kylian's mood and...	VIEWS 75 435 REP. 15	REACTIONS 999 ER 46.2%

Nº4 27.05 · 12:59 PHOTO Happy Birthday! For the 14th anniversary of our Online Store, we're giving subscribers up to 50% off gadgets & home tech...	VIEWS 71 683 REP. 35	REACTIONS 1 001 ER 43.9%
Nº5 01.06 · 14:34 VIDEO 📺Infinix in 📺📺 Let's give a warm welcome to the brand's new arrivals! 📺 GT 30 Series – gaming smartphones GT 30 – a cool gaming device with a 6.78"...	VIEWS 68 155 REP. 12	REACTIONS 621 ER 41.7%

|

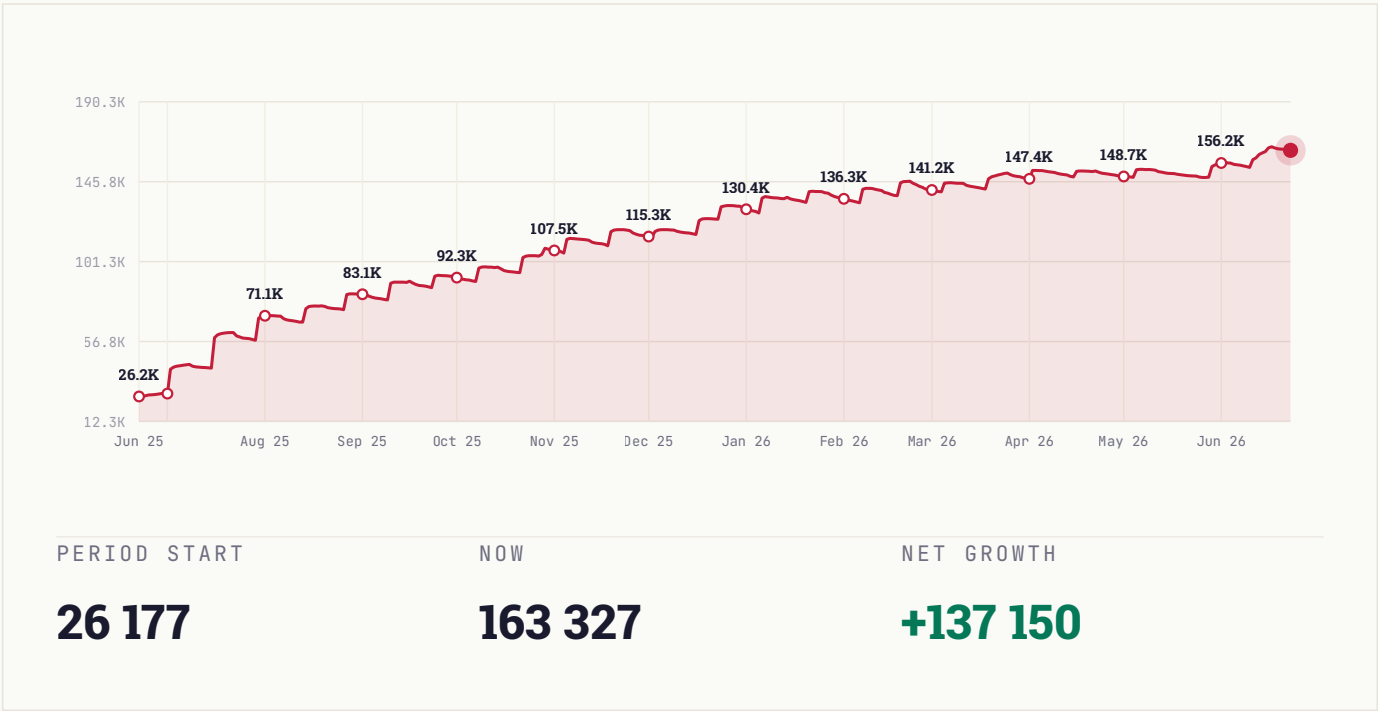
WORST 3

↓ 17.06 · 14:26 VIDEO (post without caption – video)	VIEWS 44 445 REP. 8	REACTIONS 174 ER 27.2%
↓ 26.05 · 12:47 VIDEO (post without caption – video)	VIEWS 44 282 REP. 2	REACTIONS 214 ER 27.1%
↓ 16.06 · 07:09 VIDEO Summer is made for movement! And the new HUAWEI Watch FIT 5 and FIT 5 Pro will help you not miss a single activity📺📺 Sales have started in 📺📺...	VIEWS 42 813 REP. 10	REACTIONS 372 ER 26.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

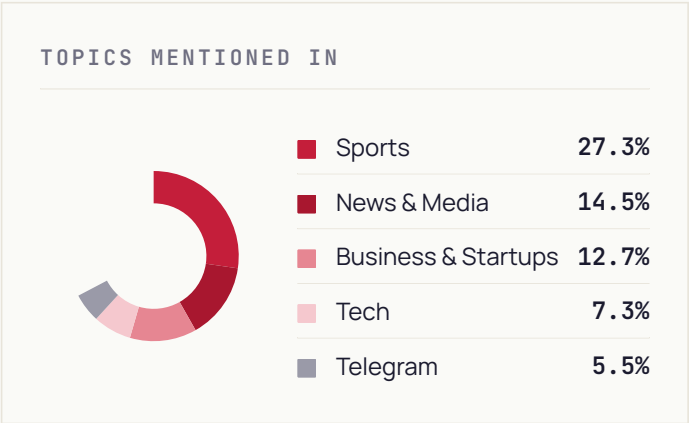
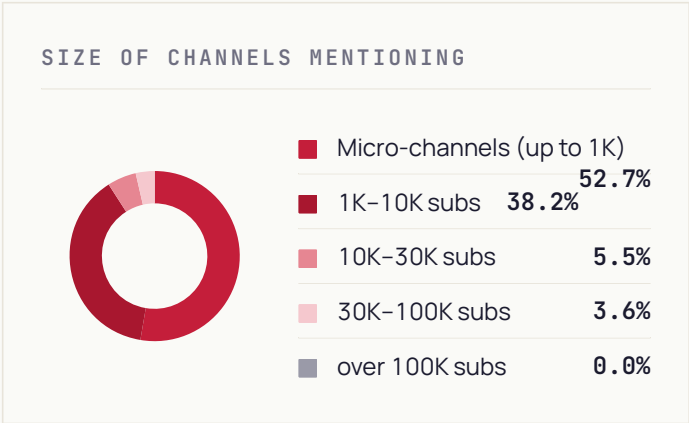
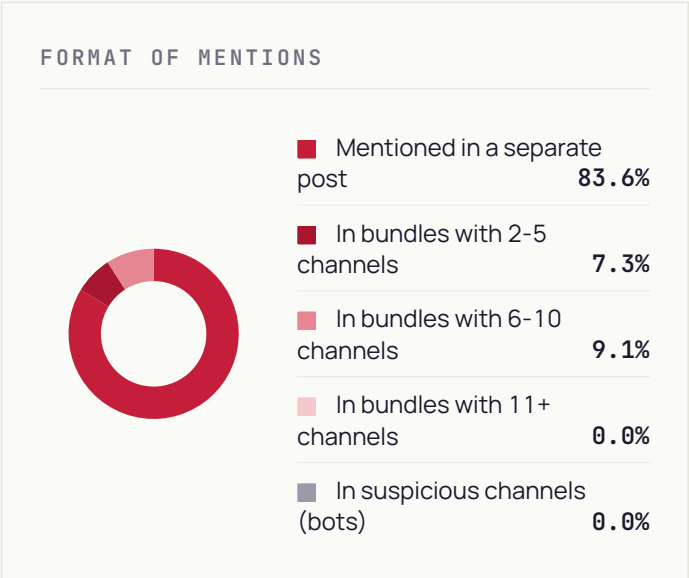
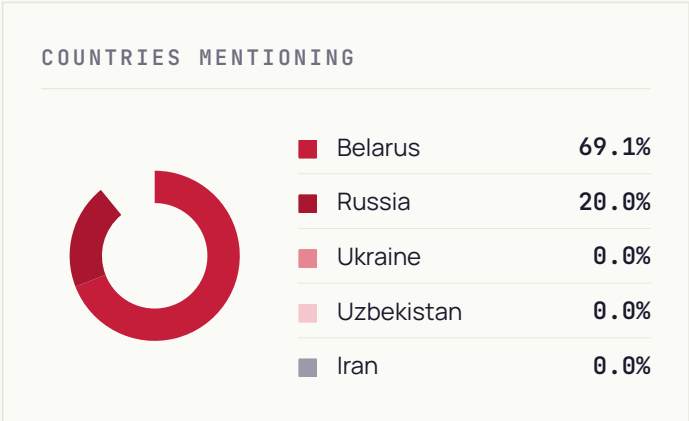
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

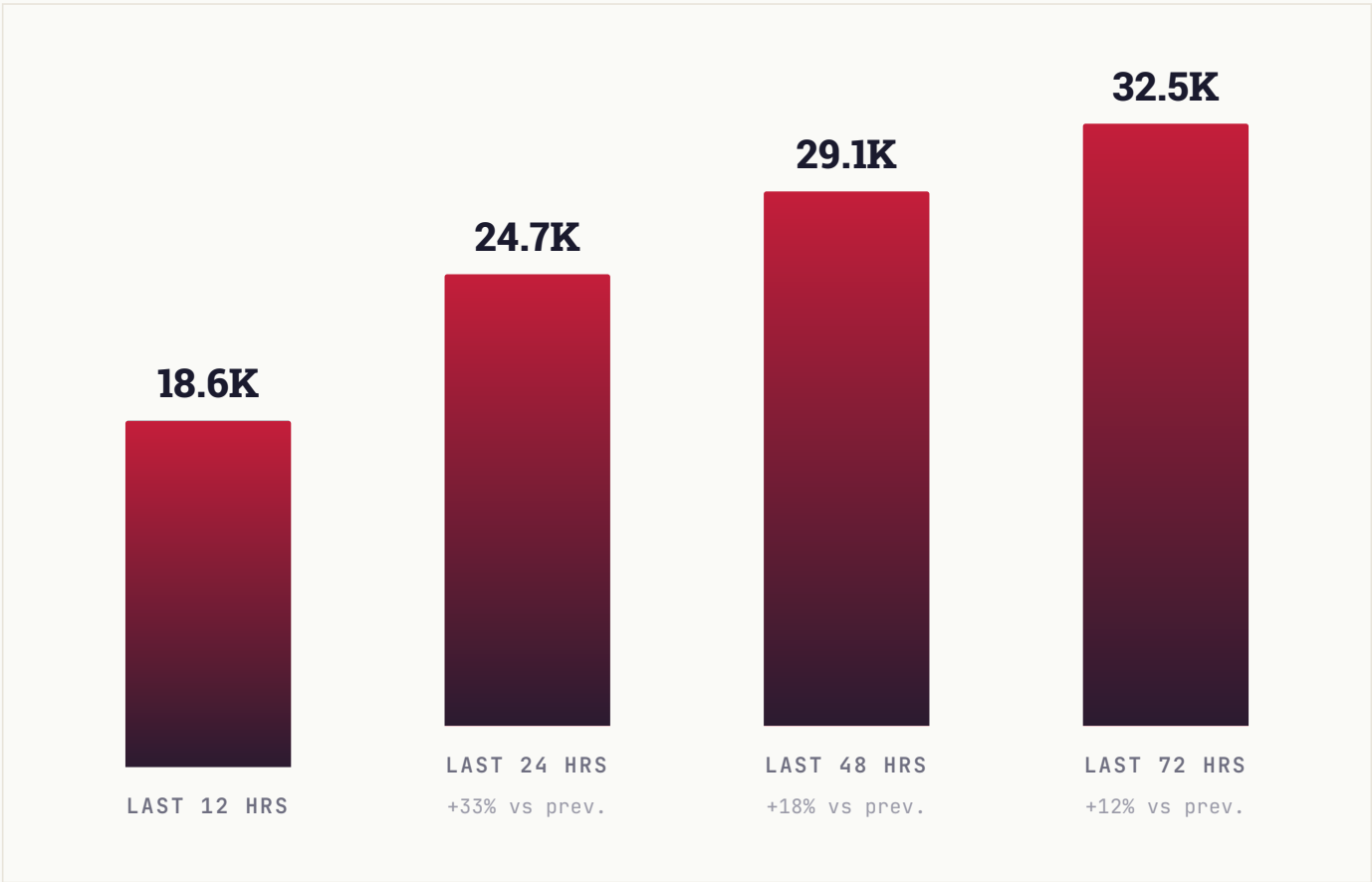
Citation index 4 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned 40 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 neighbors.

CHANNEL	SUBSCRIBERS
MB MTS Belarus YOU	163.3K
AB A1 Belarus	154.1K
XI Xistore.Халява	130.8K
CY CyberSecurityTechnologies	35.7K
MO Manager from heaven	25.6K
DT dev.by: top IT news Belarus	25.6K
AI AiTiBoroda	19.5K
CI CYBERFORTRESS	19.3K
KN K-Tech News	13.9K
In iPhones in Minsk Evgeniy_Apple	12.3K
EC EPAM Campus (West and Central Asia)	12.2K

COMPARATIVE SUMMARY

Channel in top-1 niche (#1 of 77 channels in category). One of the leaders — client-partners can go for cross-promo with peers; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **9**, they brought **145 656** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	5	5	20 706
November 2025	1	1	17 194
October 2025	0	0	22 178
September 2025	2	2	17 774
August 2025	0	0	18 318
July 2025	1	1	49 486
TOTAL MENTIONS			9
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			145 656

SECTION 08 · NICHE COMPARISON

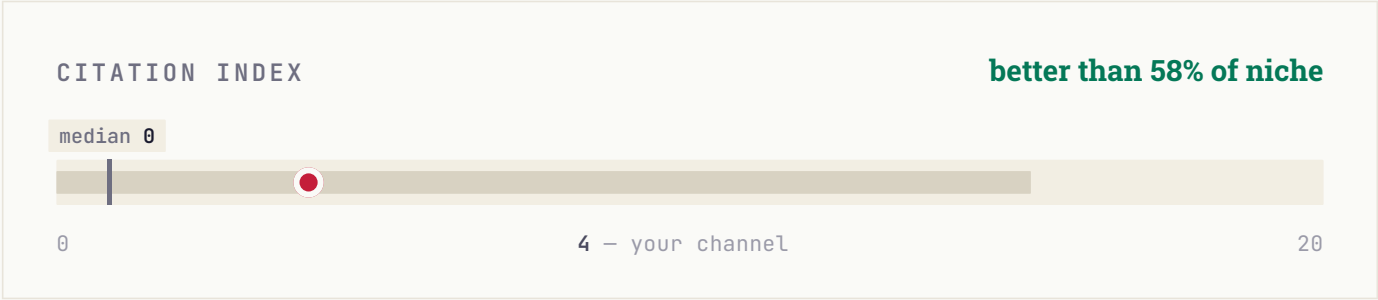
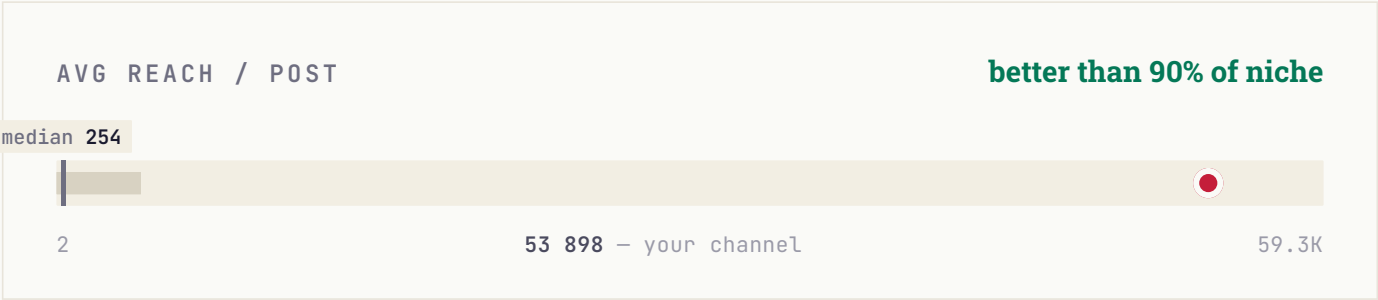
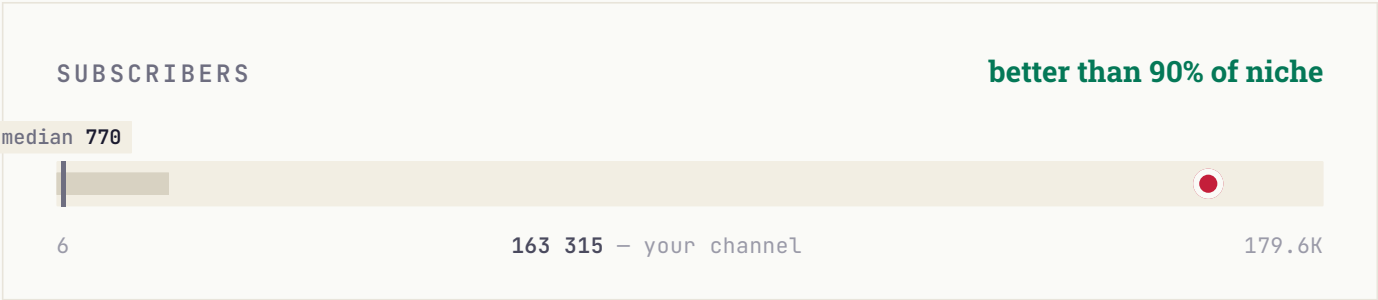
Where the channel stands in its league

Top-77 channels in category «Tech» (Belarus) and saw how your channel compares. Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#1/77

POSITION IN NICHE

Channel in top 1% tech Belarus



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

- 01

Post of the week — on Friday
 Audience is most active on this day at 12:00 MSK.

EFFECT
Best window for key posts
- 02

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
- 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.

EFFECT
+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.

EFFECT
Growth from relevant audience
- 05

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

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 ads on Telegram** <https://panel.promptpress.com/register>

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