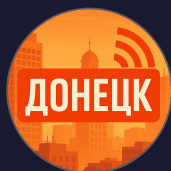


PROMTPRESS PUBLIC REPORT

Channel audit

Donetsk on Air



@donetskwow

We tell everything about Donetsk here and now — latest news, interesting places and event announcements Ads: @evgeniy_adm Collaborate with @swaymedia RKN: <https://rkn.link/Cm5>

SUBSCRIBERS

87 205

+26590 per month

ERR (% SEE POSTS)

13.0%

last day **10.0%**

REACH/POST

9.8K

ad reach **8.1K/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 87 205 —	 SUBS REACH 11.24% avg % subs see post	 VIEWS/POST 9.8K median 9.8K · 29 days	 POSTS/WEEK 10.6 for the period
 7D TREND -8.3% vs previous week	 REACTIONS/POST 70.8 only 3,114 reactions, 5,194 reposts, 0 comments	 POST LENGTH 446 chars median 316 · 29 days	 POSTS ANALYZED 44 29 days
 AD REACH 8.1K 24h avg	 CHURN / MONTH +26590 last month	 CITATION RATE 7 citation index · 897 channels mentioned all time	 CHANNEL AGE 1 year 3 months created 09.04.2025

AI EDITOR SUMMARY

Channel «Donetsk on Air» – 87 205 subs. Each post averages 9.8K people (11% of subs), reach is low – consider expanding audience. Publishes 11 posts per week (~2/day) – regular schedule. For week Jul 6–12, reach dropped -8.3% by week Jun 29 – Jul 5 – worth analyzing reasons.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 44 posts over 29 days.
- 02 Dominant format — Photo (38/44 posts).
- 03 Avg post length — 446 chars (median 316).
- 04 Peak audience activity — Wednesday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (15.6K avg for top vs 7K for worst) — among 44 posts over 29 days. Worth analyzing what the top posts have in common — topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 09:43 VIDEO ♦ ♦ Today's guest is Andrey Kovalev, CEO of the social enterprise Elektroapparat in Donetsk. This is a story about how...	VIEWS	REACTIONS
	21 483	88
	REPOSTS	ER
	3	24.6%
Nº2 05.07 · 14:27 VIDEO ♦ ♦ Today our guest is Konstantin Lambrinov, director of the Superpol store chain. For over 20 years, the company has helped residents of Donetsk and...	VIEWS	REACTIONS
	13 227	64
	REPOSTS	ER
	3	15.2%
Nº3 08.07 · 09:24 PHOTO Nearly 50 new families will appear on July 8 in the DPR Family, Love and Fidelity Day is traditionally one of the most popular dates for...	VIEWS	REACTIONS
	11 984	66
	REPOSTS	ER
	138	13.7%

Nº4 27.06 • 14:32 PHOTO In Donetsk, first phase of program relocates residents from 4 emergency houses Head of DPR Ministry of Construction Vladimir Dubovka noted that...	VIEWS 10 128 REPOSTS 196 REACTIONS 102 ER 11.6%
Nº5 12.07 • 14:51 PHOTO Residents of Donetsk, Yasynuvata and part of Chervonohvardiiske district of Makiivka may experience water supply interruptions. "Voda Donbasu"...	VIEWS 10 083 REPOSTS 123 REACTIONS 66 ER 11.6%
WORST 3	
↓ 12.07 • 16:35 PHOTO ♦ RANEPa Donetsk branch congratulated graduates of law, social tech, and finance & economics faculties...	VIEWS 8 032 REPOSTS — REACTIONS 107 ER 9.2%
↓ 12.07 • 16:56 PHOTO Since early 2026, entrepreneurs of Donbass and Novorossiia have received over 4 thousand... in the legal support service «MultiJurist» from PSB	VIEWS 7 795 REPOSTS — REACTIONS 59 ER 8.9%
↓ 09.07 • 12:45 PHOTO Launched mortgages for secondary housing in Donbas and Novorossiia ♦ You can buy an apartment from an individual or legal entity...	VIEWS 5 264 REPOSTS 3 REACTIONS 42 ER 6.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

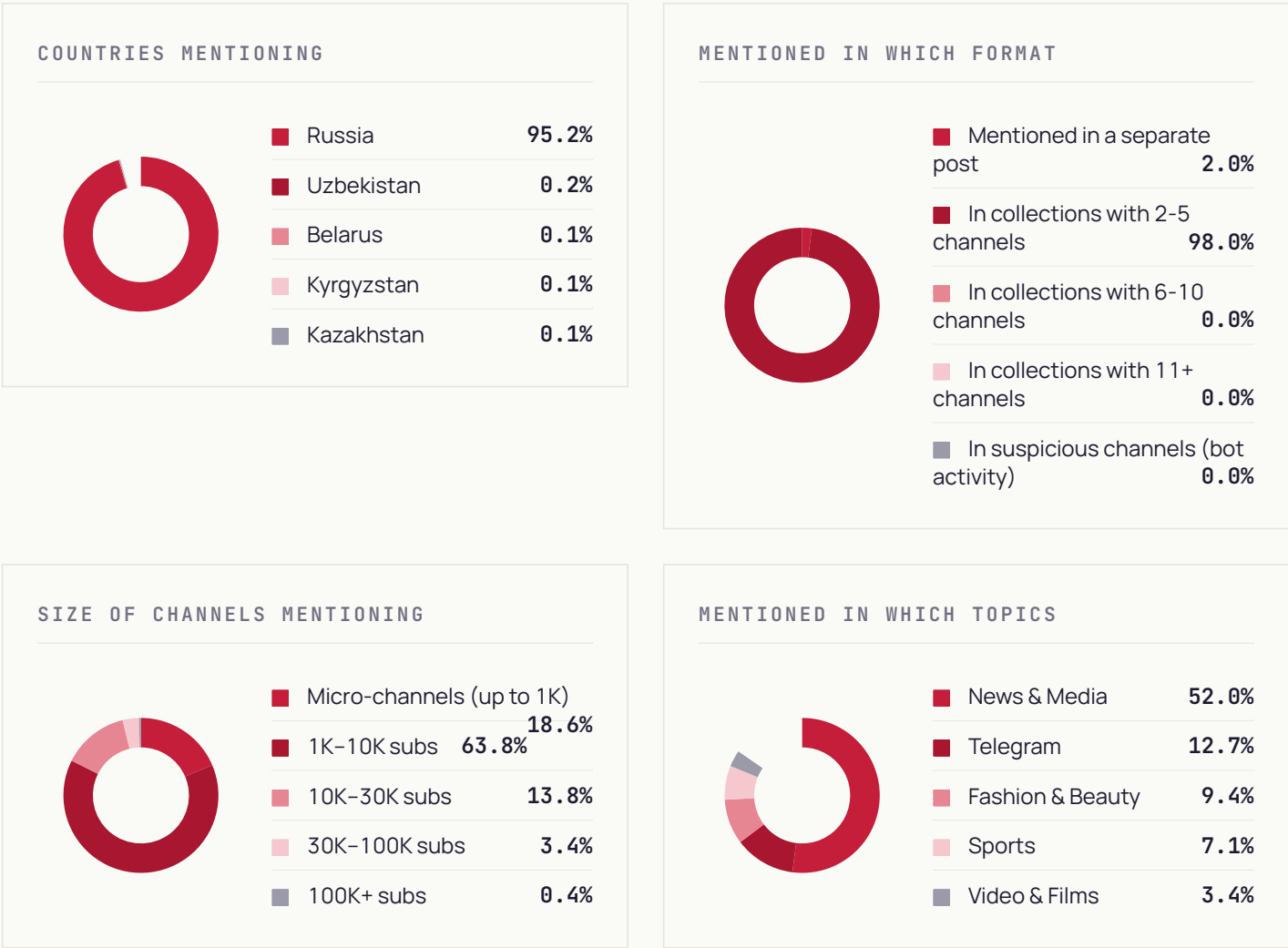
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

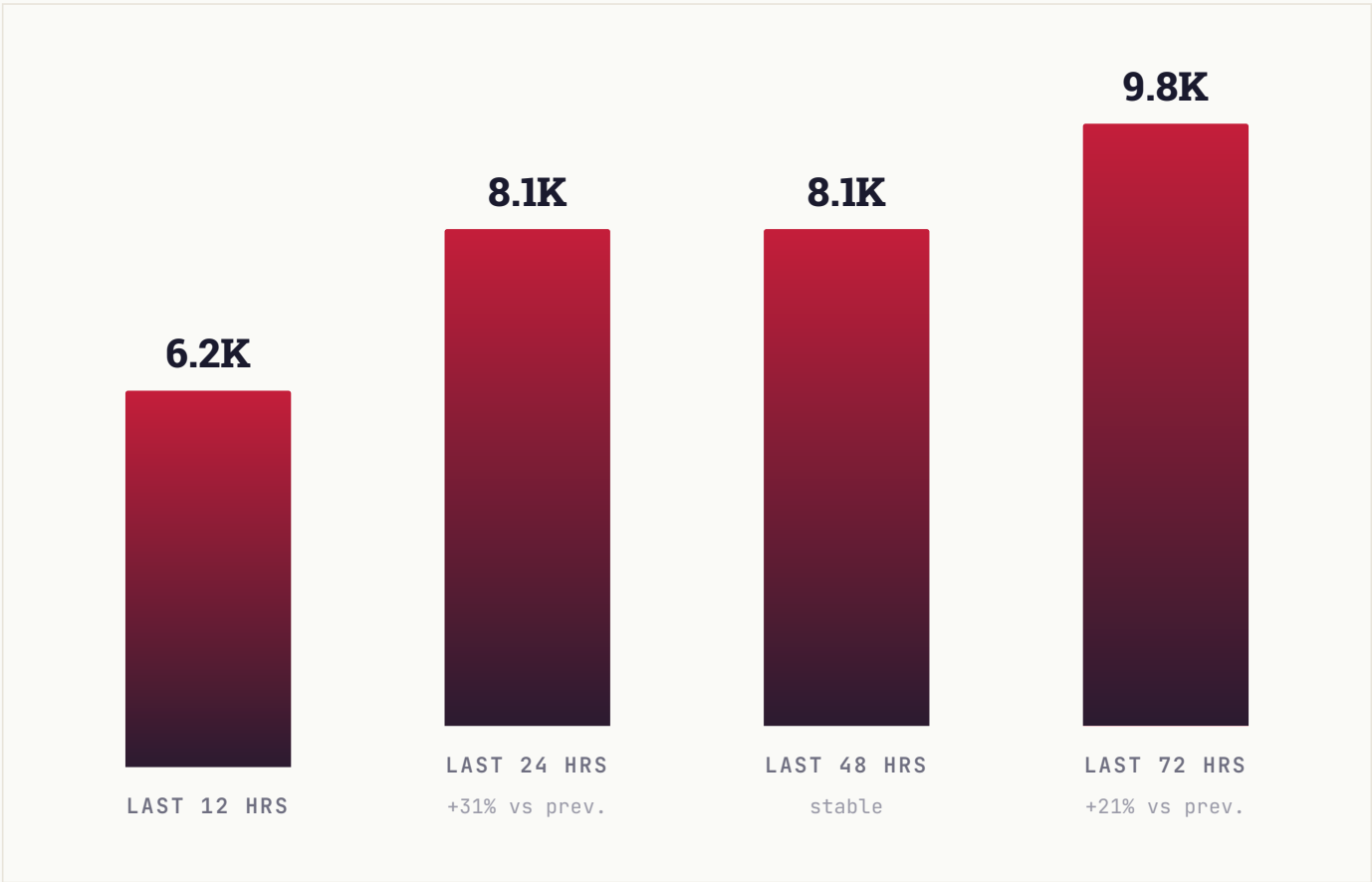
Citation index 7 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions: **897** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over 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 — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is Interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
DN Donetsk on Air YOU	87.2K

COMPARATIVE INSIGHT

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

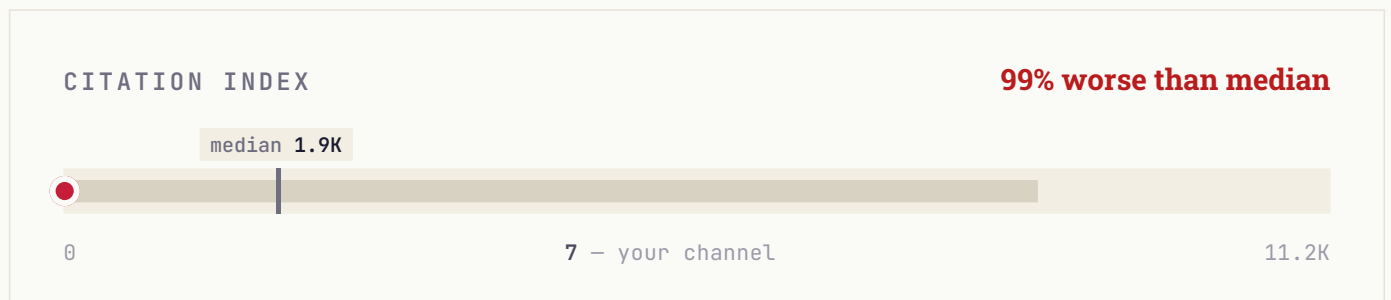
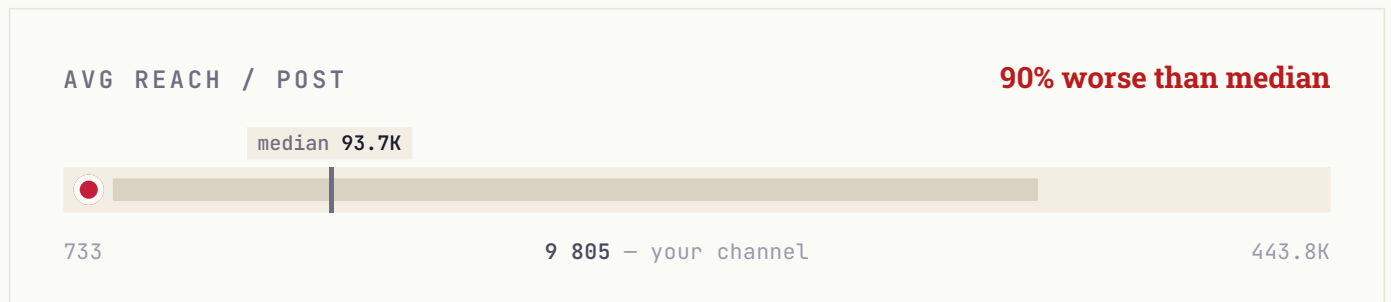
Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **879**, they brought **116 937** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	0	
December 2025	0	0	0	
Nov 2025	0	0	12884	
Oct 2025	879	877	104053	
September 2025	0	0	0	
August 2025	0	0	0	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
879		6	116 937	

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category «**News & Media**» (Russia) and compared your channel. Gray band – range covering 80% of niche channels (p10 to 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 this report in a month.

- 01

Top post of the week — on Wednesday
Audience most active on this day at 12:00 MSK.

EFFECT
Best window for important posts
- 02

Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT
Video retains audience better
- 03

System 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 growth lever.

EFFECT
+5-15% ER
- 05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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

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