

PUBLIC REPORT PROMTPRESS

Channel audit

E1.RU | Новости Екатеринбурга



@e1_news

Read our channel that works even offline — max.ru/e1 Write to us at [@e1novosti](https://t.me/e1novosti) Poster — [@e1_afisha](https://t.me/e1_afisha) Jobs — [@poisk_ekat](https://t.me/poisk_ekat) Ads — [@e1_pr](https://t.me/e1_pr) Registration in RKN: <https://rkn.link/UCG>

SUBSCRIBERS

421 393

-2473 per month

ERR (% SEE POSTS)

10.0%

per day 8.1%

REACH/POST

35.1K

Ad reach 34.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media» category

09 Strategy

5 priority actions

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 421 393 —	 SUBS REACH 8.32% Avg % subs see post	 VIEWS/POST 35.1K Median 35.6K · 10 days	 POSTS/DAY 47.7 ~334 per week
 7D TREND — No data for period	 REACT./POST 358.2 171,589 reactions, 38,945 reposts, 8,081 comments	 POST LENGTH 506 chars Median 466 · 10 days	 POSTS ANALYZED 479 10 days
 AD REACH 34.1K 24h avg	 CHURN / MONTH -2473 last month	 CITATION RATE 1 332 Citation index · 4,108 channels mentioned ever	 CHANNEL AGE 10 years 2 months Created 21.03.2016

AI EDITOR SUMMARY

Channel «E1.RU | Yekaterinburg News» — 421 393 subs. Each post averages 35.1K people (8% from subs), low reach — consider expanding audience. Publishes 334 posts/week (~48/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 479 posts in 10 days.
- 02 Dominant format – Photo (312/479 posts).
- 03 Avg post length – 506 chars (median 466).
- 04 Audience peak – Friday, 23:00 MSK.
- 05 Top posts get 2× More views than weakest (48.9K avg top vs 25.2K worst) – across 479 posts in 10 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 17:34 PHOTO "This salary race is unsustainable today" Workers are no longer lured to construction with high salaries because the market can't take it...	VIEWS 50 206 REP. 21	REACT. 287 ER 11.9%
Nº2 29.05 · 16:12 VIDEO 📺Putin makes important statement A drone fell in Romania, after which authorities accused Russia. Responding to...	VIEWS 48 617 REP. 164	REACT. 771 ER 11.5%
Nº3 29.05 · 16:18 TEXT 📺It's impossible to name specific timelines for ending the conflict in Ukraine amid hostilities, Putin said. 📺 Here we always...	VIEWS 47 810 REP. 117	REACT. 904 ER 11.3%

Nº4 29.05 · 16:36 TEXT 🔗 What Putin said about the special operation in Ukraine: 🔗 It's impossible to name specific timelines for ending the conflict in Ukraine amid hostilities...	VIEWS 47 430 REACT. 1 020 REP. 108 ER 11.3%
Nº5 29.05 · 16:57 VIDEO Enjoy the incredible sunset in Yekaterinburg 🔗 If you also took shots, share in comments ↓ 🔗 We're always here...	VIEWS 47 377 REACT. 547 REP. 68 ER 11.2%

|

WORST 3

↓ 05.06 · 13:54 PHOTO Viewers have umbrellas out and are waiting for Sergey Bobunets 🔗 Despite bad weather, no one left. Crowds still around the stage...	VIEWS 25 254 REACT. 162 REP. 39 ER 6.0%
↓ 05.06 · 13:01 VIDEO Hail is approaching Yekaterinburg. This is the situation at the Koltsovsky tract interchange with the Yekaterinburg Ring Road. 🔗 We're always here. Subscribe!	VIEWS 25 228 REACT. 85 REP. 101 ER 6.0%
↓ 05.06 · 13:05 VIDEO Heavy rain in Sysert 🌧️ 🔗 We're always here. Subscribe!	VIEWS 25 189 REACT. 65 REP. 10 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.
Shows which months the channel gained or lost subs.



PERIOD START

367 958

NOW

421 398

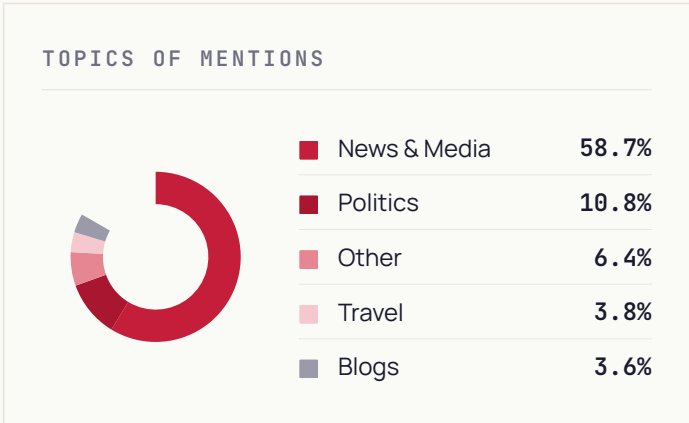
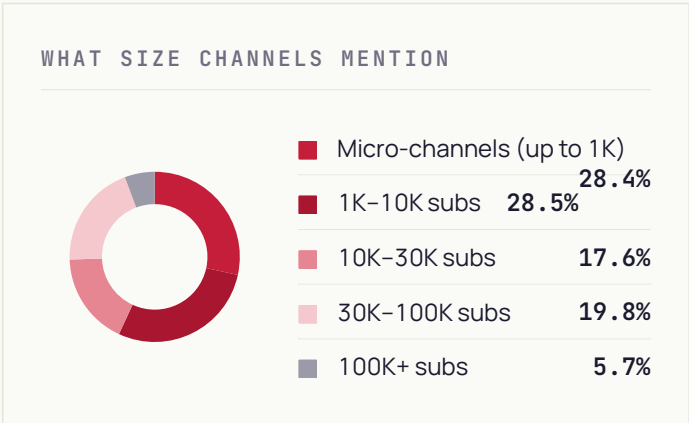
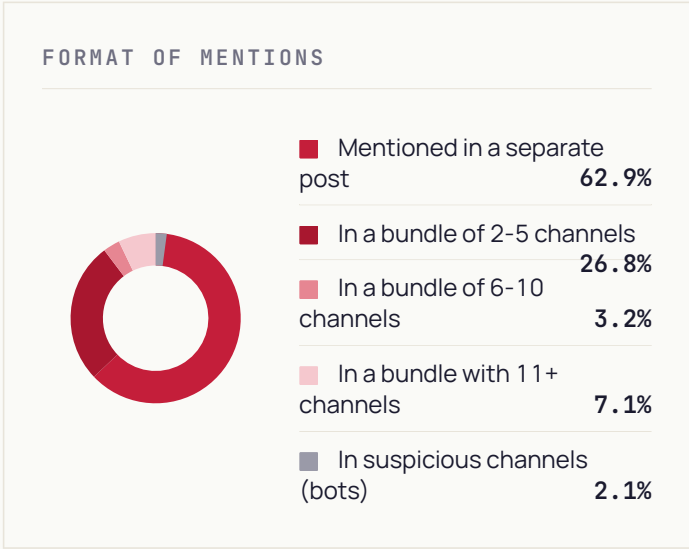
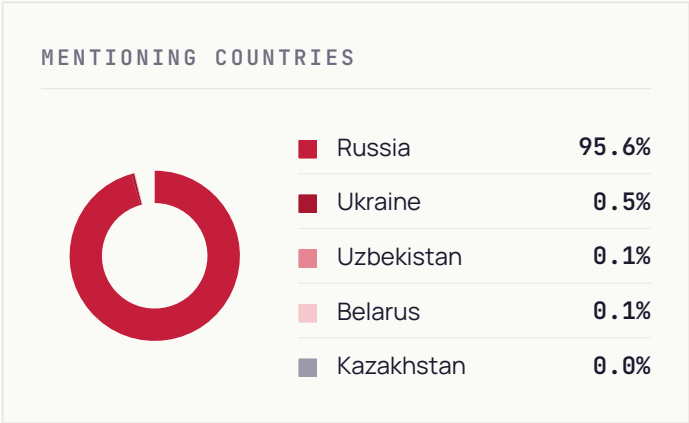
NET GROWTH

+53 440

SECTION 04 · MENTIONS

Who mentions the channel and how

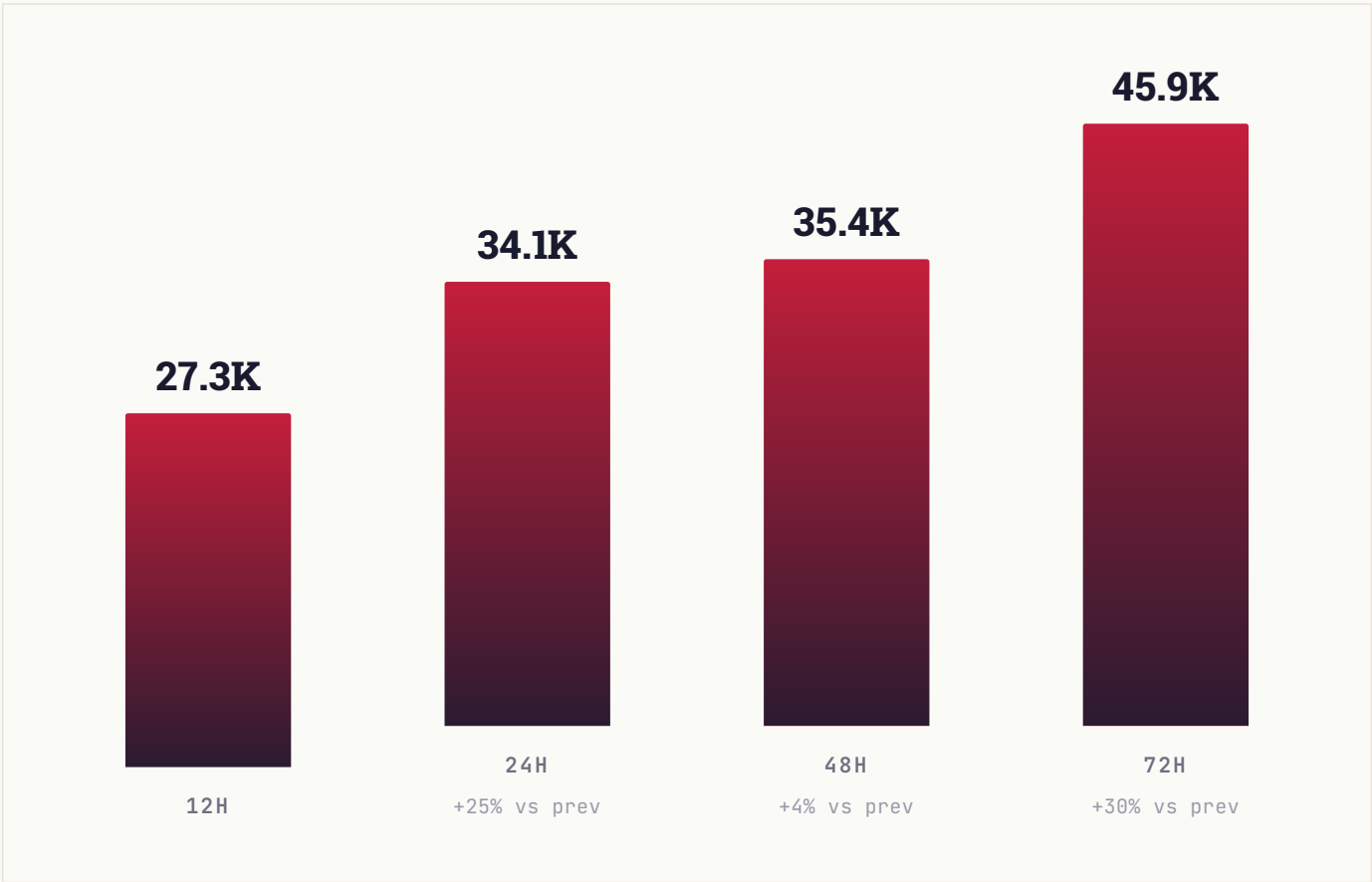
Citation index **1 332** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub one. All-time mentions: **4 108** different channels.



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

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
CPM Media Russia (non-Moscow)	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
E E1.RU Новости Екатеринбурга YOU	421.4K

COMPARATIVE CONCLUSION

Channel in Bottom half of top-100 niche (#98 of 99). Niche median — 843.7K subs. First growth KPI — reach the median. Leader: Live Broadcast • News (4.1M).

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 were **3 146**, they brought **42 930** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	383	166	2 650
November 2025	341	168	1 286
October 2025	433	193	8 838
Sep 2025	645	204	9 926
August 2025	597	174	10 898
July 2025	747	207	9 332

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
3 146	6	42 930

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 Channels in category «News & Media» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#86/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- | | | |
|-----------|---|--|
| 01 | Main post of the week — on Friday | EFFECT |
| | Audience is most active on this day at 23:00 MSK. | Best window for an important post |
| <hr/> | | |
| 02 | System traffic buy | EFFECT |
| | Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche. | +1000-3000 subs |
| <hr/> | | |
| 03 | Test polls & interactive formats | EFFECT |
| | Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic — easy growth lever. | +5-15% ER |
| <hr/> | | |
| 04 | Cross-promo with neighboring channels | EFFECT |
| | Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth. | Growth from relevant audience |
| <hr/> | | |
| 05 | Update channel description for Telegram search | EFFECT |
| | Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic. | Organic traffic source |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads on Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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