

PUBLIC REPORT PROMTPRESS

Channel audit

112



@enews112

112 – top Russian Telegram channel for incidents. Send news & earn with @E112News_bot

SUBS

363 230

-1260 this month

ERR (% SEE POSTS)

21.0%

in 24 hrs **13.9%**

REACH/POST

73.7K

ad reach **50.7K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBS 363 230 —	 SUBS REACH 20.3% avg % subs see post	 VIEWS/POST 73.7K median 73.7K · 29 days	 POSTS/DAY 13.8 ~97 per week
 7D TREND -5.5% vs prev week	 REACTS/POST — MTPROTO only	 POST LENGTH 535 chars median 487 · 29 days	 POSTS ANALYZED 407 29 days
 AD REACH 50.7K 24h avg	 CHURN / MONTH -1260 last month	 CITE RATE 3 748 citation index · 9,274 channels mentioned ever	 CHANNEL AGE 8 years 6 months created 09.01.2018

AI EDITOR SUMMARY

Channel «112» — 363 230 subs. Each post avg views 73.7K people (20% of subs), avg reach — room to grow. Posts 97 posts/week (~14/day) — very active. Week Jun 29–Jul 5 reach dropped -5.5% by week Jun 22–28 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **407** posts in 29 days.
- 02 Dominant format – **Photo** (153/407 posts).
- 03 Avg post length – **535** chars (median 487).
- 04 Peak audience activity – **Thursday**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (128.7K avg for top vs 60K for worst) – among 407 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 18:00 PHOTO Moscow migrants can no longer buy temporary registration on websites. Court blocked such resources at prosecutor's request. Enter...	VIEWS 146 593 REPOSTS 245	REACTS — ER 40.4%
Nº2 02.07 · 10:41 PHOTO Son of one of the largest Ural industrialists detained for commercial bribery of 162 million rubles. His assets seized. Speech...	VIEWS 133 360 REPOSTS 311	REACTS — ER 36.7%
Nº3 01.07 · 07:09 VIDEO Half a ton of cocaine found in tuna carcasses in St. Petersburg port. Suspected organizer's luxury cars, watches, and crypto seized. By...	VIEWS 106 117 REPOSTS 1 094	REACTS — ER 29.2%

Nº4 19.06 · 20:29 PHOTO Conductor Vladimir Spivakov hospitalized with suspected stroke – reported by Metropolitan Hilarion. «Suspected stroke, taken to...	VIEWS 104 469 REPOSTS 133	REACTS — ER 28.8%
Nº5 17.06 · 19:39 PHOTO Businessman Ilya Traber arrested for organizing a contract killing. Traber will be held for two months. According to 112, before...	VIEWS 100 738 REPOSTS 115	REACTS — ER 27.7%

WORST 3

↓ 11.07 · 07:17 TEXT Production warehouse of 3,000 sq m on fire in Moscow region. According to 112, fire engulfed warehouse in Ramenskoye, by...	VIEWS 60 142 REPOSTS 120	REACTS — ER 16.6%
↓ 10.07 · 12:59 PHOTO Unknown person had a fun start to the workday in Moscow: stole someone else's Porsche Taycan GTS from a car wash, crashed it, and returned it. By...	VIEWS 59 963 REPOSTS 95	REACTS — ER 16.5%
↓ 08.07 · 06:55 TEXT Two female tourists fell off a cliff in Kyn village, Perm Krai. Last Friday, two women aged 45 and 46 were rafting on the Chusovaya River and decided...	VIEWS 59 916 REPOSTS 85	REACTS — ER 16.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

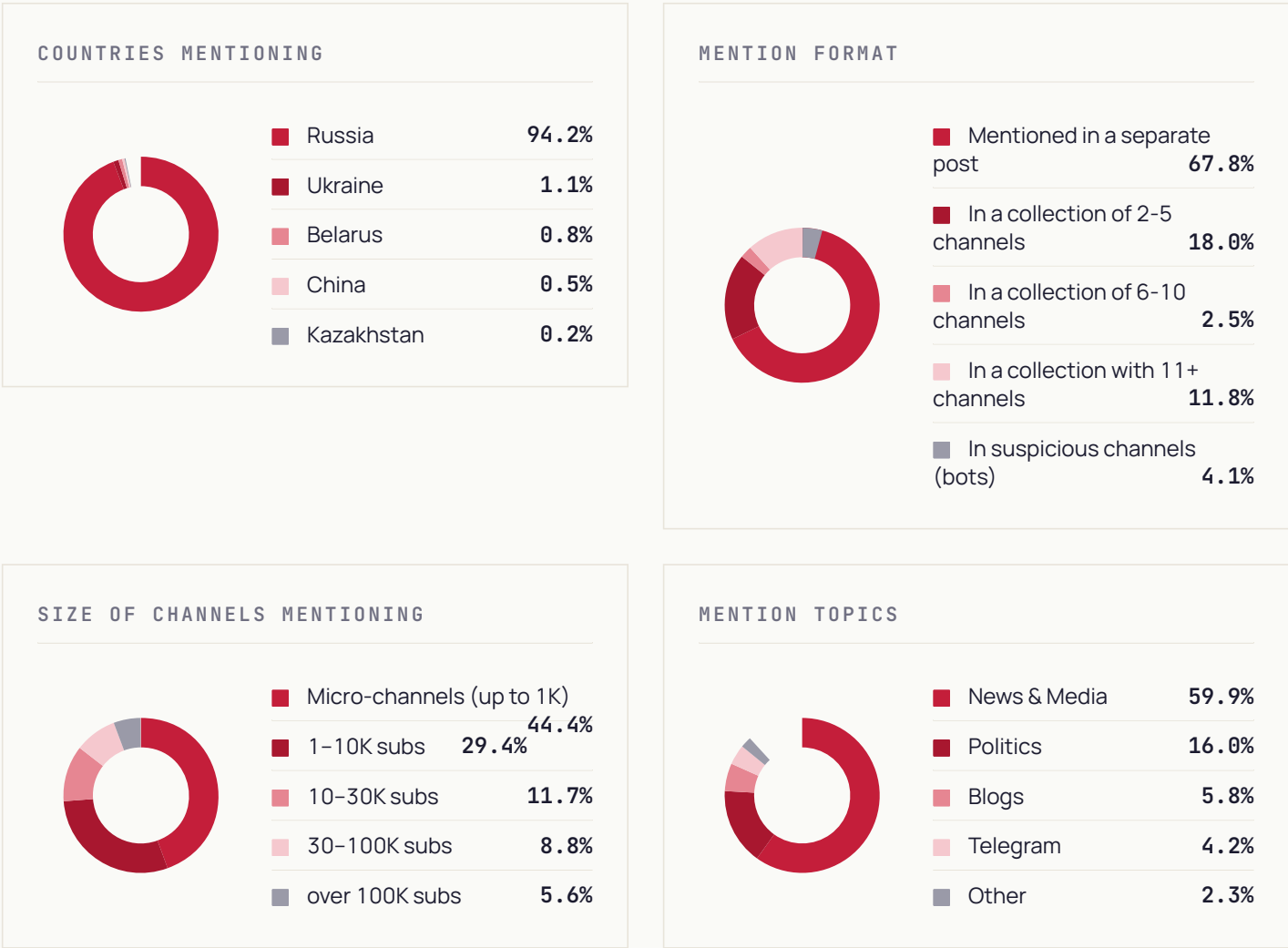
Yearly subscriber growth chart. Key months show exact subscriber count. Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who and how mentions the channel

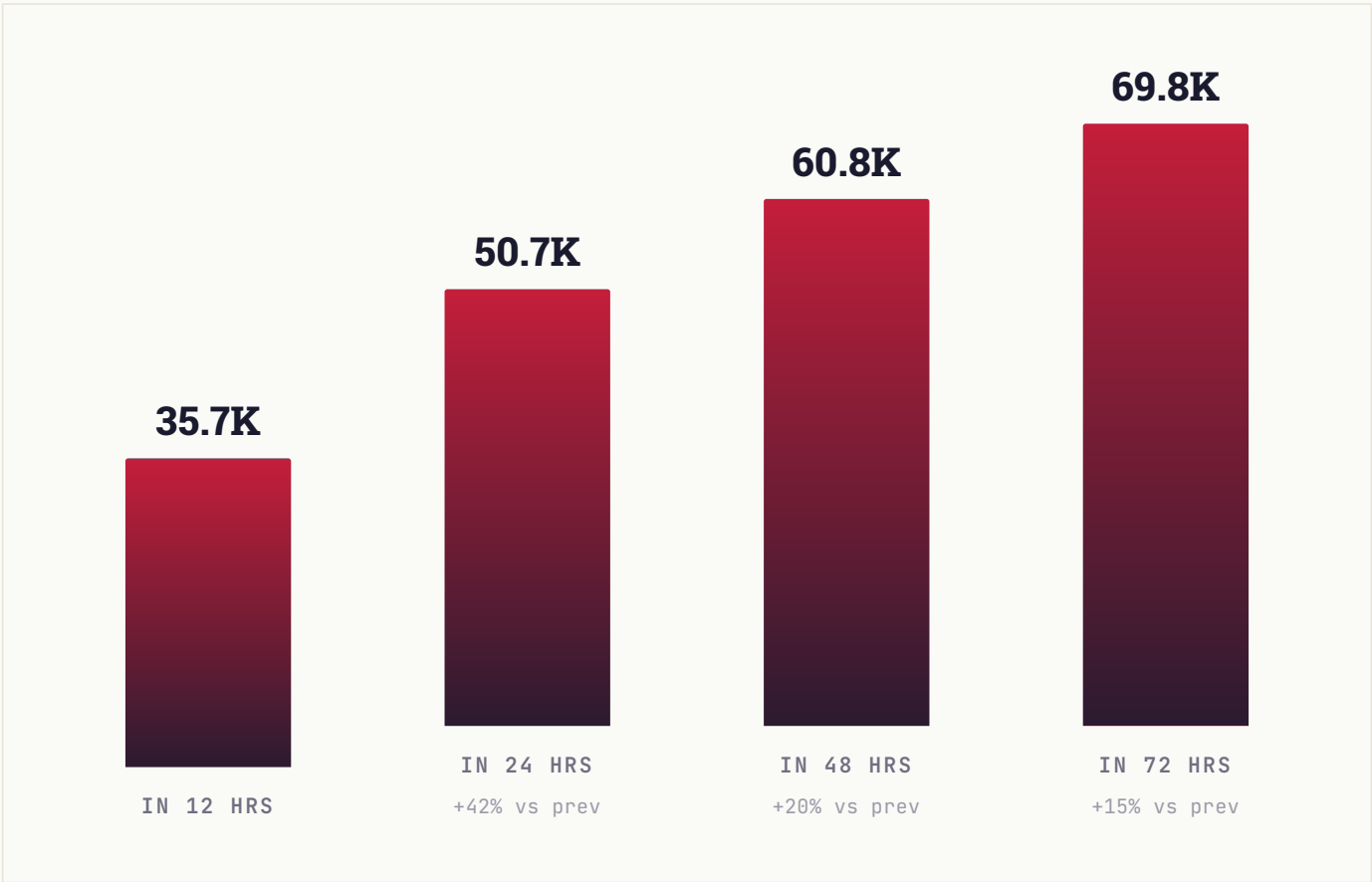
Citation index **3 748** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **9 274** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBS
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 • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
11 112 YOU	363.2K

COMPARATIVE SUMMARY

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 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **6 310**, they brought **13 965** new subs.

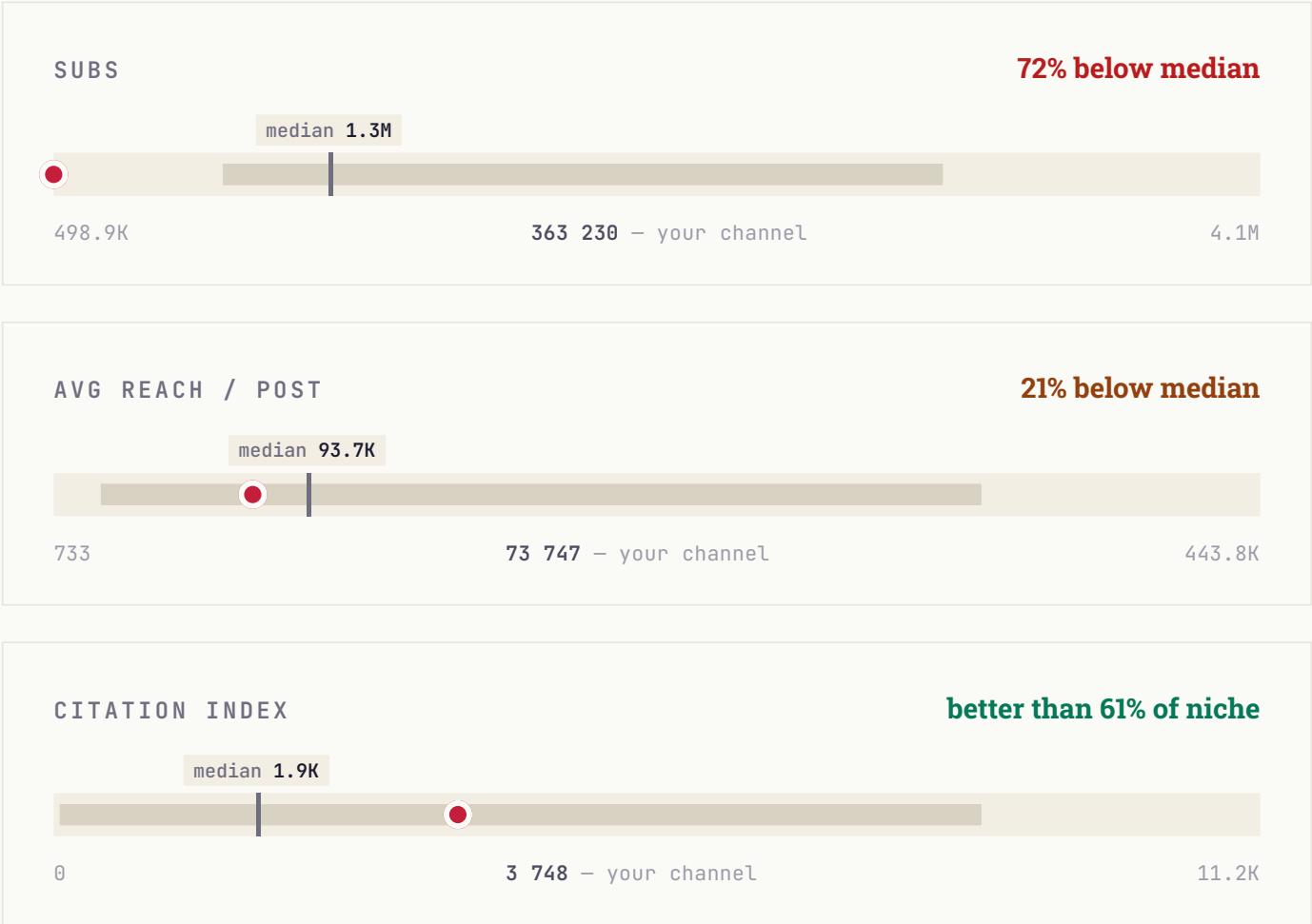
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	1 618	424	2 251
December 2025	2 006	536	3 844
Nov 2025	1 567	391	1 209
Oct 2025	322	188	330
September 2025	587	391	5 214
August 2025	210	124	1 117

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
6 310	6	13 965

SECTION 08 · NICHE COMPARISON

Where 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-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

Main post of the week — on Thursday

Audience most active on this day at 21:00 MSK.

EFFECT

**Best window
for important
post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in same segment. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 ad

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

02

Contact manager

t.me/PromptPress_manager
