

PUBLIC REPORT BY PROMTPRESS

Channel audit

Govorit

Rosaviatsia



@favt_info

Press service of Rosaviatsiya Agency press secretary – Deputy
Head of FATA Artyom Korenyako: @akorenyako Agency TG channel:
@favt_ru We & drones: @favt_drone

SUBSCRIBERS

126 198

+13372 per month

ERR (% SEE POSTS)

21.0%

past day 20.2%

REACH/POST

25.9K

ad reach 25.4K/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 126 198 —	 SUBSCRIBER REACH 20.54% avg % subs see post	 VIEWS/POST 25.9K median 25.2K · 29 days	 POSTS/DAY 20.8 ~146 per week
 7D TREND +1.4% vs previous week	 REACTIONS/POST 28.0 total 17,249 reactions, 24,284 reposts, 0 comments	 POST LENGTH 234 chars. median 188 · 29 days	 POSTS ANALYZED 617 29 days
 AD REACH 25.4K 24h avg	 CHURN / MONTH +13372 last month	 CITATION RATE 554 citation index · 1,543 channels mentioned all time	 CHANNEL AGE 2 years 10 months created 10.08.2023

AI EDITOR SUMMARY

Channel «Govorit Rosaviatsia» — 126 198 subs. Each post avg views 25.9K people (21% of subs), avg reach — room to grow. Posts 146 posts/week (~21/day) — very active. Week Jun 8–14 reach stable (+1.4% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 617 posts over 29 days.
- 02 Dominant format – Text (602/617 posts).
- 03 Avg post length – 234 chars (median 188).
- 04 Audience peak – Thursday, 11:00 MSK.
- 05 Top posts get 3× more views than the weakest (46.2K avg for top vs 17.4K for worst) – among 617 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 12:45 TEXT ✈ Airports – VNUKOVO – SHEREMETYEVO ➔Restrictions lifted on flight arrivals & departures. ➔Restrictions were introduced to ensure...	VIEWS 49 606 REACTIONS 37 REPOSTS 97 ER 39.3%
Nº2 17.06 · 20:32 TEXT About the aviation incident with Boeing 737-800 of Smartavia The crew of Boeing 737-800 of Smartavia...	VIEWS 44 702 REACTIONS 532 REPOSTS 606 ER 35.4%
Nº3 22.06 · 09:33 TEXT ✈ Airports – VNUKOVO – DOMODEDOVO – ZHUKOVSKY (Ramenskoye) – SHEREMETYEVO ➔TEMPORARY restrictions on flight arrivals & departures...	VIEWS 44 388 REACTIONS 85 REPOSTS 656 ER 35.2%

Nº4 18.06 · 13:20 TEXT ✕ZHUKOVSKY Airport (Ramenskoye) ➔Restrictions lifted on flight arrivals & departures. ➔Restrictions were introduced to ensure...	VIEWS 43 847 REPOSTS 21	REACTIONS 38 ER 34.7%
Nº5 19.06 · 12:16 TEXT ✕Airports – DOMODEDOVO – ZHUKOVSKY (Ramenskoye) ➔Restrictions lifted on flight arrivals & departures. ➔Restrictions were introduced to...	VIEWS 43 063 REPOSTS 80	REACTIONS 28 ER 34.1%

|

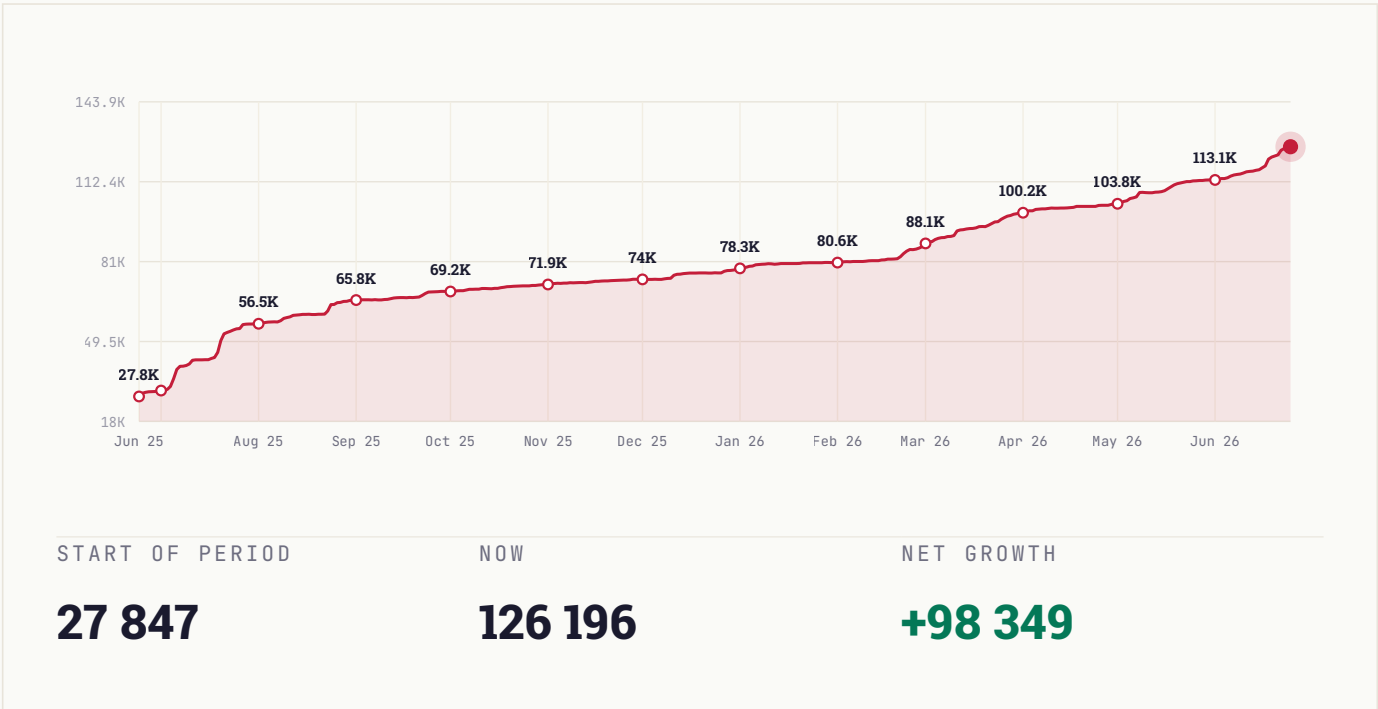
WORST 3

↓ 05.06 · 00:46 TEXT ✕ORENBURG Airport ➔Restrictions lifted on flight arrivals & departures. ➔Restrictions were introduced to ensure safety...	VIEWS 17 428 REPOSTS —	REACTIONS 12 ER 13.8%
↓ 04.06 · 23:34 TEXT ✕ Airports – PENZA – SARATOV (Gagarin) ➔Restrictions lifted on flight arrivals & departures. ➔Restrictions were introduced to ensure...	VIEWS 17 390 REPOSTS 4	REACTIONS 16 ER 13.8%
↓ 04.06 · 23:03 TEXT □ORENBURG Airport ➔TEMPORARY restrictions on flight arrivals & departures. ➔Restrictions needed to ensure...	VIEWS 17 233 REPOSTS 16	REACTIONS 14 ER 13.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

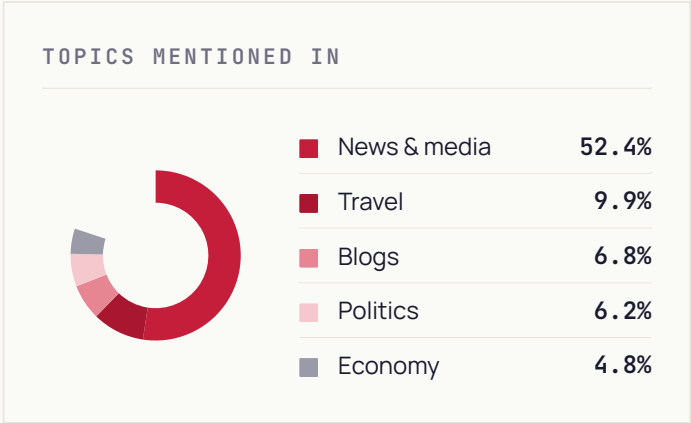
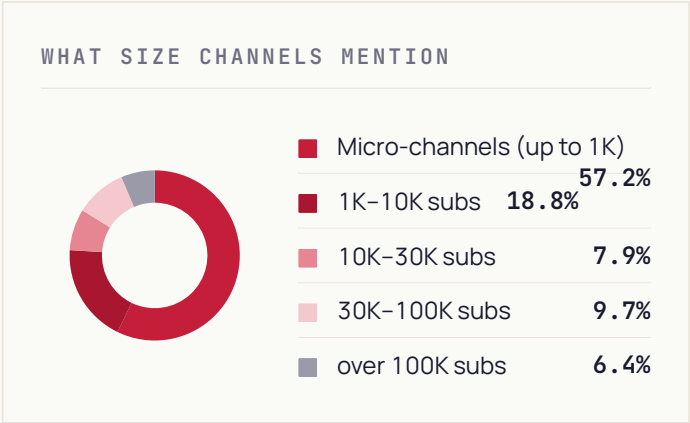
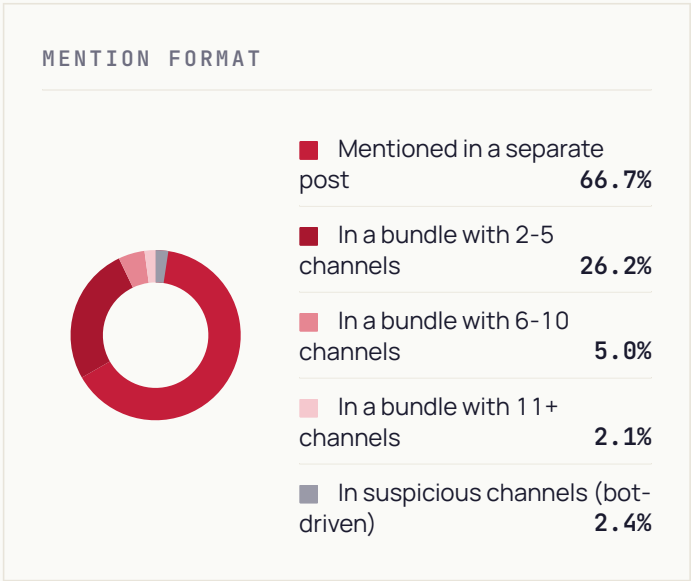
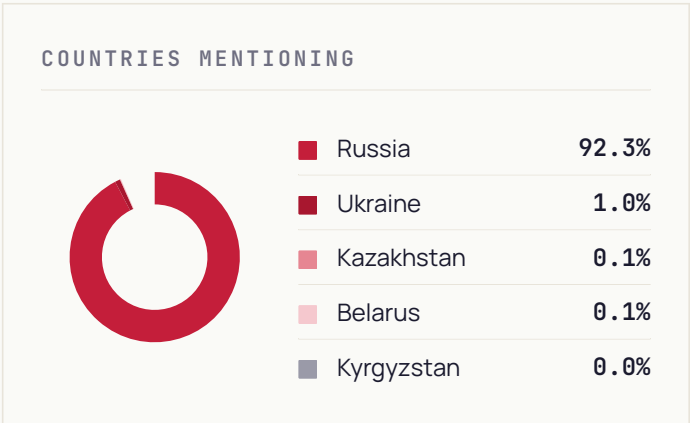
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

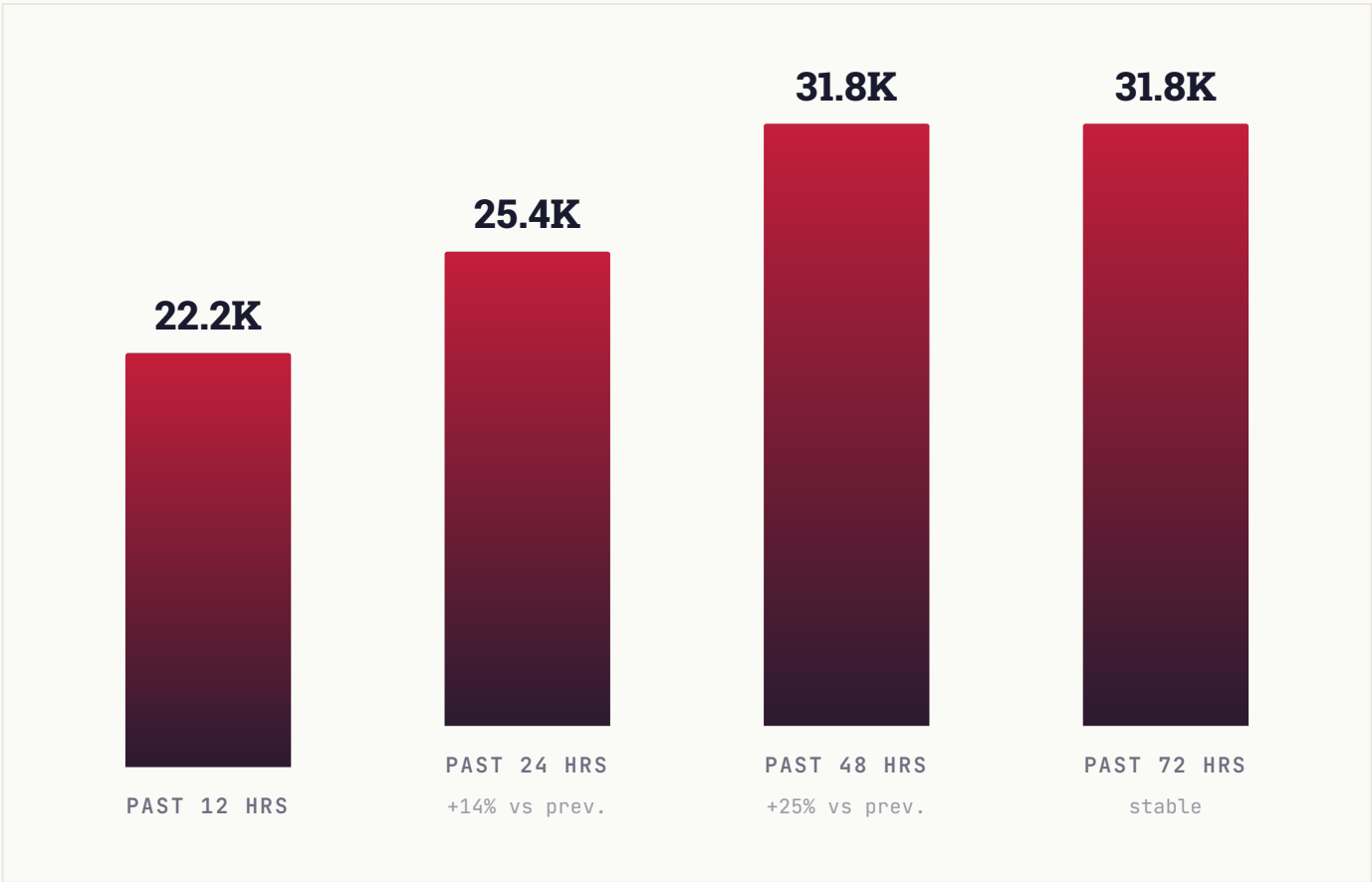
Citation index **554** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **1 543** different channels.



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

CHANNEL	SUBSCRIBERS
TI Cars & Dot	3.4M
AB Avtomanya	1.8M
WE WENGALLBI	1M
DS Dubrovsky Syndicate Zhekich Dubrovsky	694K
FI Fighterbomber	520.8K
AB Auto.ru	497.5K
GA Garage	487K
AB AVTOZAKAZ.RU	479.8K
ZR Za Rulyom	473.8K
AB Auto instructor	466.8K
GR Govorit Rosaviatsia YOU	126.2K

COMPARATIVE CONCLUSION

Channel inbottom half of niche top-100 (#72 of 98). Niche median — 166K subs. First KPI goal — reach median. Leader: Cars & Dot (3.4M).

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 **3 470**, they brought **48 952** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	472	93	4 102	
November 2025	613	101	2 221	
October 2025	520	95	2 821	
Sep 2025	487	88	3 712	
August 2025	560	99	9 386	
July 2025	818	179	26 710	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
3 470	6	48 952

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Transport» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

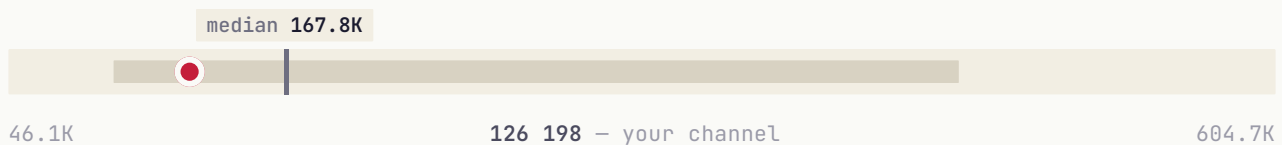
#72 /100

RANK IN NICHE

Channel in the lower half of the ranking

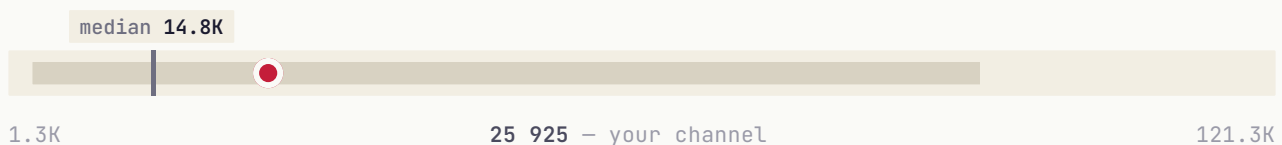
SUBSCRIBERS

25% below median



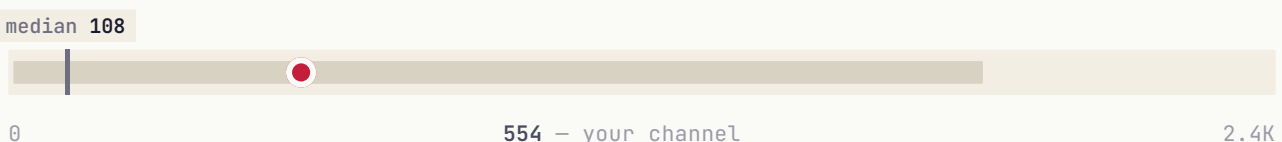
AVG REACH / POST

better than 55% of niche



CITATION INDEX

better than 60% of niche



— 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

On this day at 11:00 MSK audience is most active.

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

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

EFFECT

**Video holds
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 typically 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 nearby 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 using public data. Want to go further? Run ads through us and hit your growth plan in a month.

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