

PUBLIC REPORT PROMTPRESS

Channel audit

National Center 'Russia'



@gowithrussia

See you at the National Center 'Russia'! Creating the future together! Vote: t.me/boost/gowithRussia Channel on MAX <https://max.ru/gowithrussia> Registration in...

SUBSCRIBERS

81 050

+90 per month

ERR (% SEE POSTS)

32.0%

in 24 hrs **9.6%**

REACH/POST

23.1K

ad reach **7.8K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «News & Media»

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 81 050 —	 SUBS REACH 28.45% avg % subs see post	 VIEWS/POST 23.1K median 10.8K · 29 days	 POSTS/WEEK 46.8 over period
 7D TREND -28.6% vs previous week	 REACTIONS/POST 100.3 total 19,660 reactions, 3,618 reposts, 1,262 comments	 POST LENGTH 820 chars median 870 · 29 days	 POSTS ANALYZED 196 29 days
 AD REACH 7.8K 24h avg	 CHURN / MONTH +90 last month	 CITATION RATE 5 716 citation index · 14,493 channels mentioned all time	 CHANNEL AGE 3 years 4 months created 03.03.2023

AI EDITOR SUMMARY

Channel 'National Center 'Russia" — 81 050 subs. Each post averages 23.1K people (28% of subs), good reach. Publishes 47 posts per week (~7/day) — active posting. For week Jun 29 – Jul 5 reach dropped -28.6% by week 22–28 Jun — worth analyzing.

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 196 posts in 29 days.
- 02 Dominant format — Video (137/196 posts).
- 03 Avg post length — 820 chars (median 870).
- 04 Peak audience activity — Saturday, 11:00 MSK.
- 05 Top posts get 31x more views than the weakest (280.2K avg for top vs 9.1K for worst) — among 196 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 12:59 VIDEO ❤️ Maxim Oreshkin invites to Summer Expert Meetings of Open Dialogue National Center "Russia" in partnership with the Center...	VIEWS 379 321 REPOSTS 308	REACTIONS 127 ER 468.0%
Nº2 11.07 · 08:25 PHOTO ❤️ Wedding Festival on Channel One! This Sunday at 10:15 see the brightest moments of the III All-Russian Wedding Festival...	VIEWS 244 318 REPOSTS 144	REACTIONS 110 ER 301.4%
Nº3 08.07 · 08:37 VIDEO ❤️ "Family is life's main value" — President Putin congratulates Wedding Festival participants President Vladimir Putin...	VIEWS 217 037 REPOSTS 145	REACTIONS 121 ER 267.8%

Nº4 08.07 • 14:36 VIDEO ♥ Brothers not only in arms: male friendship on stage at Russia National Center One of the most touching moments of the III All-Russian Wedding...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>202 023</td><td>152</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>151</td><td>249.3%</td></tr> </table>	VIEWS	REACTIONS	202 023	152	REPOSTS	ER	151	249.3%
VIEWS	REACTIONS								
202 023	152								
REPOSTS	ER								
151	249.3%								
Nº5 19.06 • 06:31 VIDEO ♥ Love is a choice: Natalia Virtuzova on the main idea of #MET One of the most touching moments of the International...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>169 733</td><td>118</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>154</td><td>209.4%</td></tr> </table>	VIEWS	REACTIONS	169 733	118	REPOSTS	ER	154	209.4%
VIEWS	REACTIONS								
169 733	118								
REPOSTS	ER								
154	209.4%								

WORST 3

↓ 01.07 • 07:02 PHOTO ♥ Russia National Center – in TOP-4 venues for international events Russia National Center entered the top four Russian venues by number...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>9 807</td><td>106</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>5</td><td>12.1%</td></tr> </table>	VIEWS	REACTIONS	9 807	106	REPOSTS	ER	5	12.1%
VIEWS	REACTIONS								
9 807	106								
REPOSTS	ER								
5	12.1%								
↓ 28.06 • 17:04 VIDEO ♥ Tornado in Russia – a reality? At the National Center "Russia", Associate Professor of Moscow State University, UN expert, author of Moscow's climate model Pavel...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>9 749</td><td>100</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>7</td><td>12.0%</td></tr> </table>	VIEWS	REACTIONS	9 749	100	REPOSTS	ER	7	12.0%
VIEWS	REACTIONS								
9 749	100								
REPOSTS	ER								
7	12.0%								
↓ 01.07 • 09:01 VIDEO ♥ Set up a tent in a couple of minutes? Easy! At the "Geography Lessons" exhibition at Russia National Center, the "Masters' Camp" – three interactive...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>7 739</td><td>100</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>15</td><td>9.5%</td></tr> </table>	VIEWS	REACTIONS	7 739	100	REPOSTS	ER	15	9.5%
VIEWS	REACTIONS								
7 739	100								
REPOSTS	ER								
15	9.5%								

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 or lost subs.



START OF PERIOD

NOW

NET GROWTH

72 800

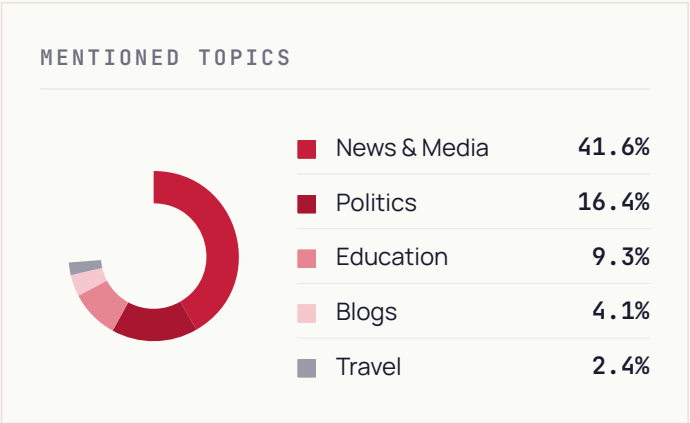
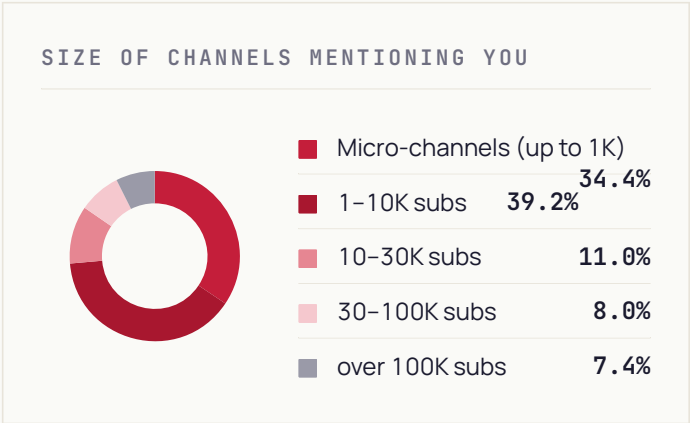
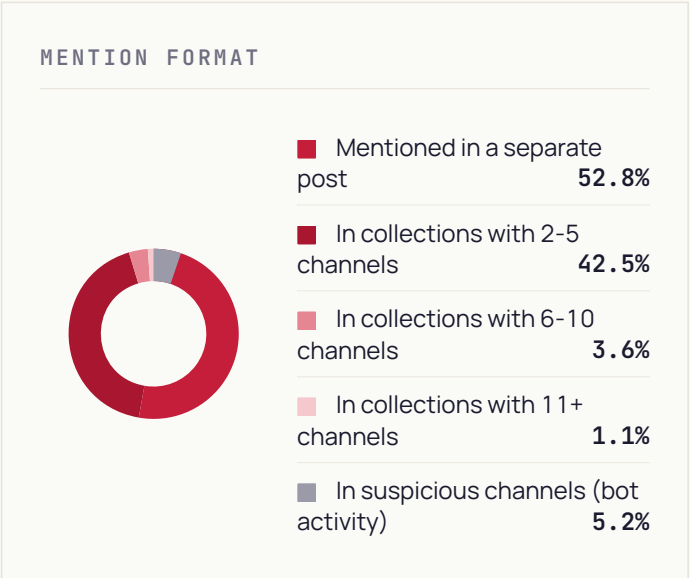
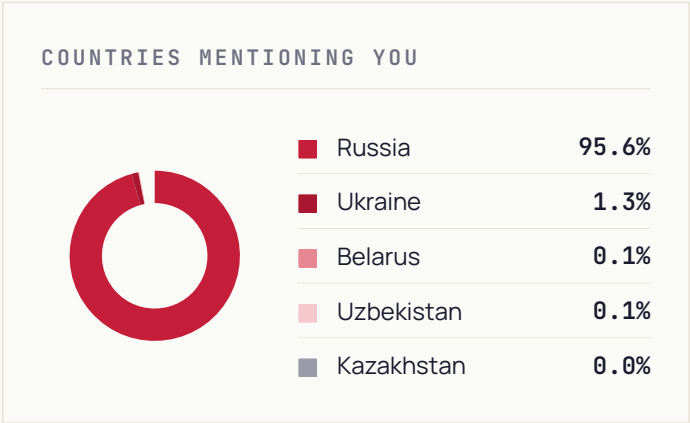
81 053

+8 253

SECTION 04 · MENTIONS

Who mentions the channel and how

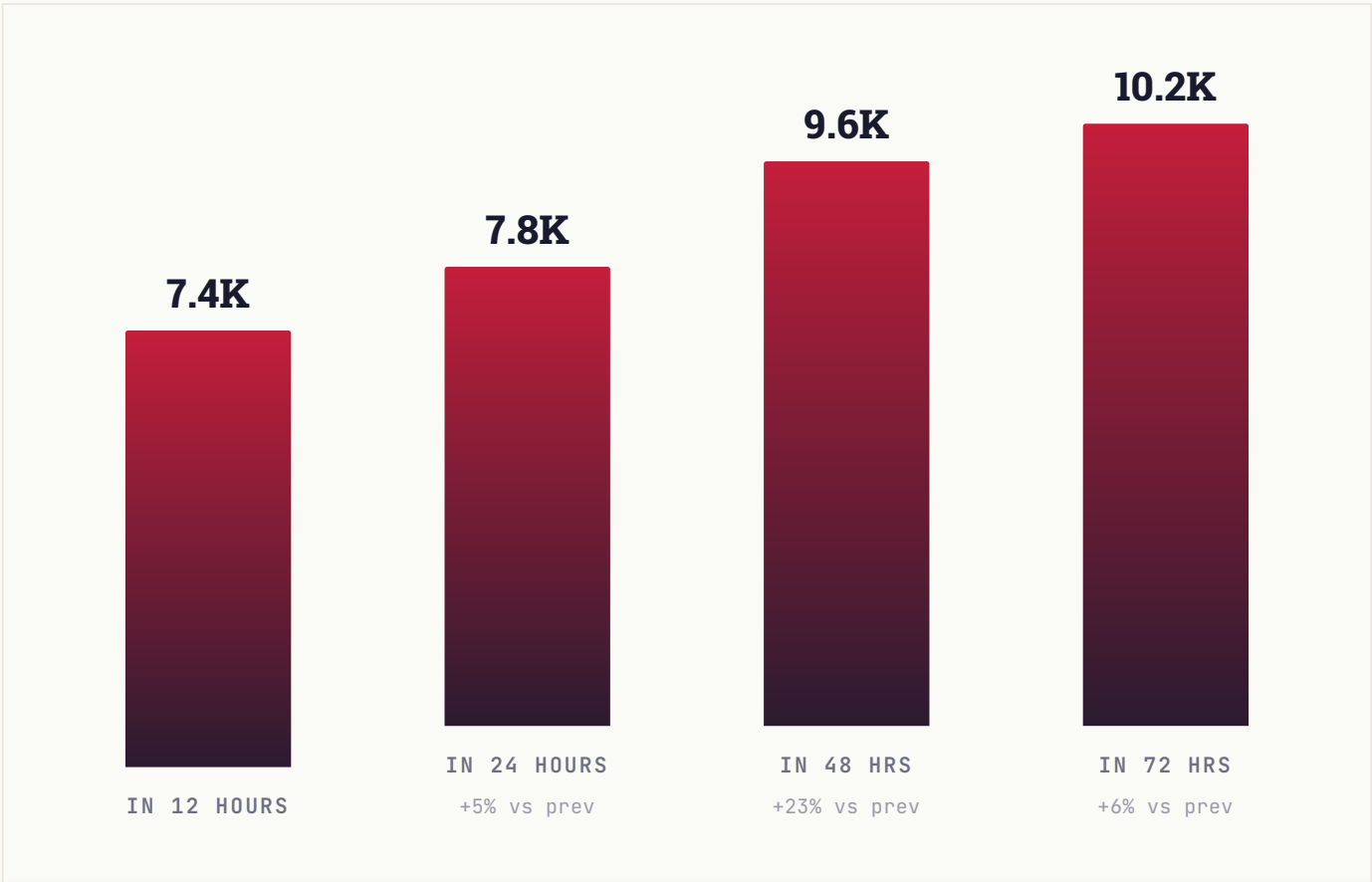
Citation index **5 716** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel 'weighs' more than from a 1k subs channel. All-time mentions: **14 493** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



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
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.4M
کا کانال اخبارفوری خبرفوری	4.3M
PE Live Stream • 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
NC National Center 'Russia' YOU	81K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6M), median top-97: 1.3M. First goal — enter top-97 through systematic traffic & 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 **5 106**, they brought **13 385** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	445	345	2 731
December 2025	1 192	709	1 747
Nov 2025	563	412	372
Oct 2025	989	586	6 112
Sep 2025	688	484	2 006
August 2025	1 229	648	417
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
5 106	6		13 385

Where channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar indicating the range of other channels. A vertical line marks the median, and a red dot marks the channel's performance. The channel's name and value are displayed below the bar.

SUBSCRIBERS

94% below median

median 1.3M

498.9K 81 050 — your channel 4.1M

AVG REACH / POST

75% below median

median 93.7K

733 23 057 — your channel 443.8K

CITATION INDEX

better than 72% of niche

median 1.9K

0 5 716 — your channel 11.2K

Metric	Channel Value	Median	Comparison
Subscribers	81,050	1.3M	94% below median
Avg Reach / Post	23,057	93.7K	75% below median
Citation Index	5,716	1.9K	better than 72% of niche

— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday
Audience most active on this day at 11:00 MSK.

EFFECT
Best window for an important post
- 02

System traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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
Cross-post with same-segment channels 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 — organic traffic source.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further? Run ads through us and close your growth
plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
