

PROMTPRESS PUBLIC REPORT

# Channel audit

## Moscow 24



@infomoscw24

Suggestions: @infomoscw24bot Ads: @AdvM24 Registered with  
Roskomnadzor: [https://knd.gov.ru/license?](https://knd.gov.ru/license?id=6763b55796de59064d0d5d9c&istryType=bloggersPermission)  
id=6763b55796de59064d0d5d9c&istryType=bloggersPermission

SUBSCRIBERS

**498 394**

-321 per month

ERR (% SEE POSTS)

**9.0%**

per day 9.1%

REACH/POST

**38.1K**

ad reach 45.4K/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.

|                                                                                                                                                  |                                                                                                                                                                                             |                                                                                                                                                                                          |                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>498 394</div> <div>—</div>         | <div> SUBSCRIBER REACH</div> <div>7.65%</div> <div>avg % of subs see post</div>                            | <div> VIEWS/POST</div> <div>38.1K</div> <div>median 38.7K · 12 days</div>                               | <div> POSTS/DAY</div> <div>55.4</div> <div>~388 per week</div>                      |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>439.5</div> <div>total 298,449 reactions, 94,256 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>479 chars</div> <div>median 460 · 12 days</div>                            | <div> POSTS ANALYZED</div> <div>679</div> <div>12 days</div>                        |
| <div> AD REACH</div> <div>45.4K</div> <div>24h avg</div>      | <div> CHURN / MONTH</div> <div>-321</div> <div>last month</div>                                          | <div> CITATION RATE</div> <div>3 577</div> <div>citation index · 10,393 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>8 years 4 months</div> <div>created 26.01.2018</div> |

AI EDITOR SUMMARY

Channel «Moscow 24» — 498 394 subs. Each post averages 38.1K people (8% of subs), reach is low — consider expanding audience. Publishes 388 posts per week (~55/day) — very active posting.

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 TOP POSTS SHARE

- 01 Analysis based on 679 posts in 12 days.
- 02 Dominant format — Text (280/679 posts).
- 03 Avg post length — 479 chars (median 460).
- 04 Peak audience activity — Tuesday, 00:00 MSK.
- 05 Top posts get 3× more views than the weakest (69.8K avg for top vs 25.8K for worst) — among 679 posts in 12 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                             |                                                                      |                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>05.06 · 12:34</div><div>PHOTO</div></div> <div>The plenary session of SPIEF with Vladimir Putin will be moderated by Indian journalist Geeta Mohan from India Today. This was announced...</div>    | <div>VIEWS</div> <div>86 662</div> <div>REPOSTS</div> <div>134</div> | <div>REACTIONS</div> <div>235</div> <div>ER</div> <div>17.4%</div> |
| <div><div>Nº2</div><div>02.06 · 14:10</div><div>PHOTO</div></div> <div>Pushkin descendant robbed in Moscow. In the evening at Izmailovo Park, two men approached Andrey De Torbi. After a verbal altercation, they...</div> | <div>VIEWS</div> <div>61 573</div> <div>REPOSTS</div> <div>450</div> | <div>REACTIONS</div> <div>517</div> <div>ER</div> <div>12.4%</div> |
| <div><div>Nº3</div><div>02.06 · 16:39</div><div>PHOTO</div></div> <div>▲ Noctilucent cloud season is open — Muscovites can see the highest clouds on Earth. Best viewed right after sunset...</div>                         | <div>VIEWS</div> <div>61 205</div> <div>REPOSTS</div> <div>394</div> | <div>REACTIONS</div> <div>213</div> <div>ER</div> <div>12.3%</div> |

|                                                                                                                                                                                                                                                                                                          |                                                                      |                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº4</div><div>02.06 · 15:24</div><div>TEXT</div></div> <div><div>In Moscow, two suspects detained for robbing Pushkin descendant Andrey de Torbi, TASS reported citing the Main Directorate of the Ministry of Internal Affairs. The incident occurred on the evening of May 20...</div></div> | <div>VIEWS</div> <div>58 463</div> <div>REPOSTS</div> <div>93</div>  | <div>REACTIONS</div> <div>282</div> <div>ER</div> <div>11.7%</div> |
| <div><div>Nº5</div><div>04.06 · 12:35</div><div>PHOTO</div></div> <div><div>First section of new Rublyovo-Arkhangelskaya metro line to open by year-end, readiness at nearly 90%. Announced at SPIEF...</div></div>                                                                                      | <div>VIEWS</div> <div>57 450</div> <div>REPOSTS</div> <div>346</div> | <div>REACTIONS</div> <div>223</div> <div>ER</div> <div>11.5%</div> |

WORST 3

|                                                                                                                                                                                                                      |                                                                     |                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>↓</div><div>05.06 · 13:50</div><div>TEXT</div></div> <div><div>Eurozone govt debt rose to 81.7% of GDP. Russia's — 16.4%, Putin said. «Share of ruble payments for export supplies...</div></div>          | <div>VIEWS</div> <div>26 234</div> <div>REPOSTS</div> <div>10</div> | <div>REACTIONS</div> <div>320</div> <div>ER</div> <div>5.3%</div> |
| <div><div>↓</div><div>05.06 · 14:56</div><div>TEXT</div></div> <div><div>Two air leaks found on Russian segment of ISS, Roscosmos reports. First leak promptly sealed...</div></div>                                 | <div>VIEWS</div> <div>25 650</div> <div>REPOSTS</div> <div>33</div> | <div>REACTIONS</div> <div>308</div> <div>ER</div> <div>5.1%</div> |
| <div><div>↓</div><div>05.06 · 15:24</div><div>VIDEO</div></div> <div><div>⚡ If Trump had stayed in power in 2020, the Ukraine conflict might not have started, Putin says. In his view, the US leader...</div></div> | <div>VIEWS</div> <div>25 549</div> <div>REPOSTS</div> <div>24</div> | <div>REACTIONS</div> <div>369</div> <div>ER</div> <div>5.1%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

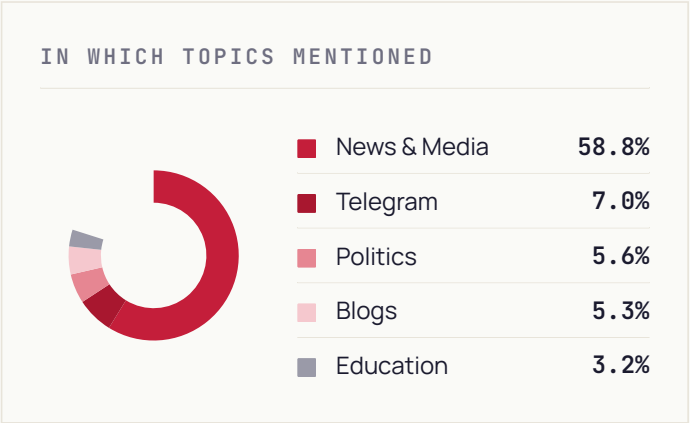
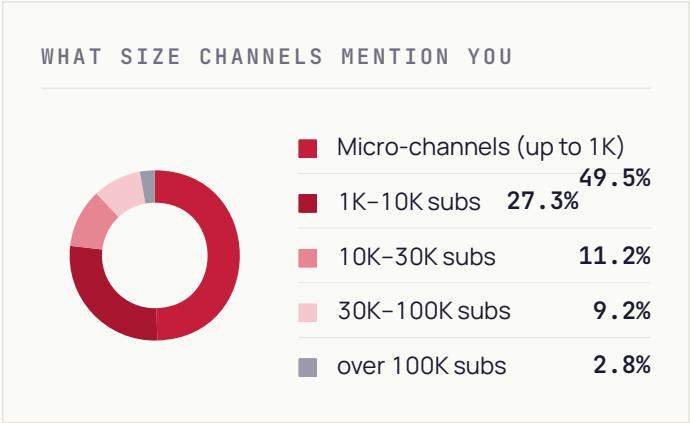
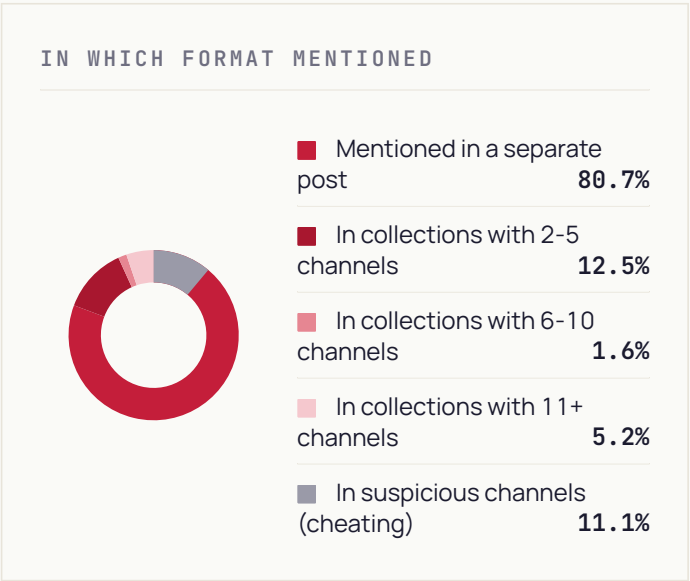
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

# Who mentions the channel and how

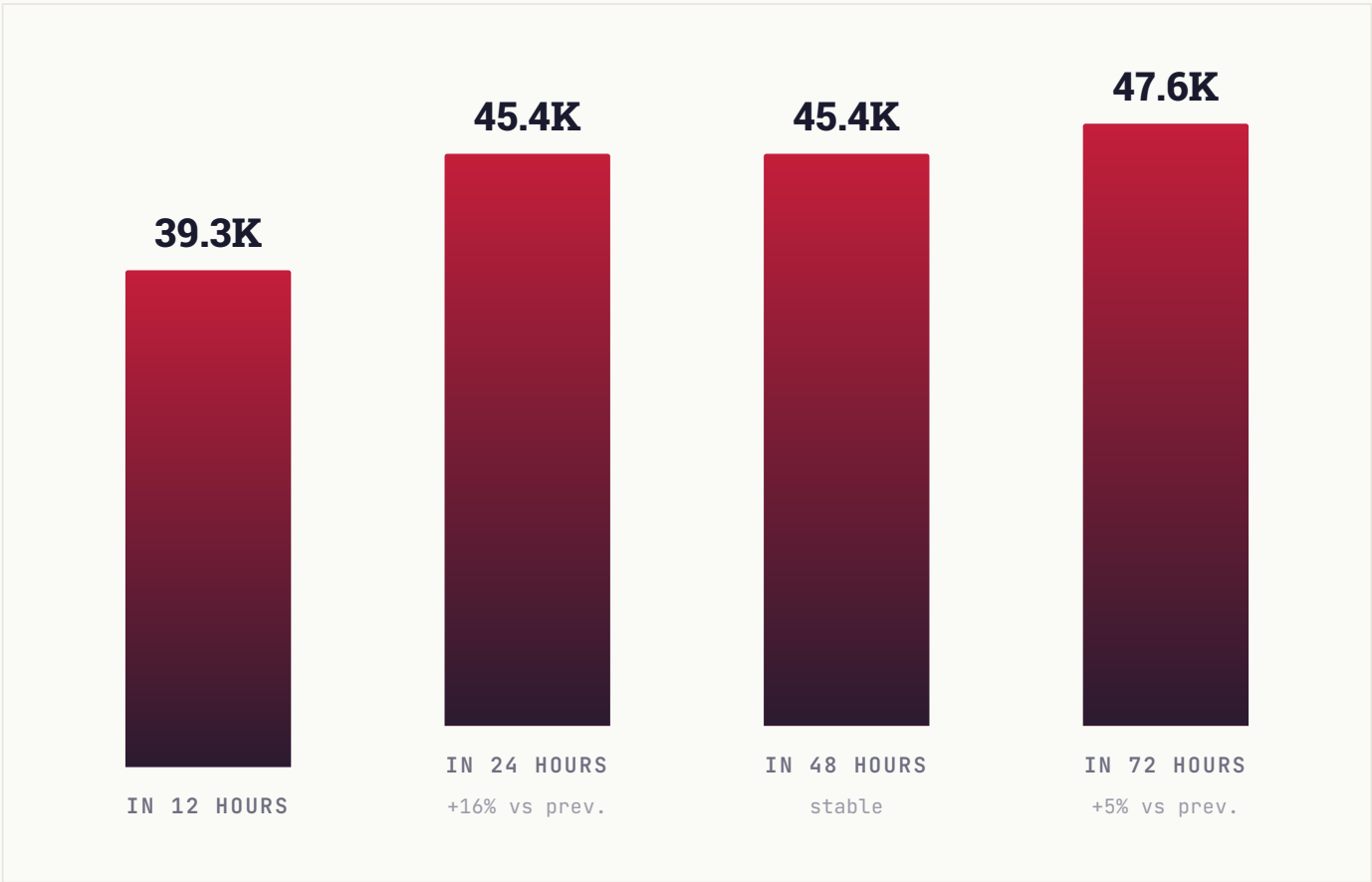
Citation index **3 577** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **10 393** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

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





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 |
|-------------------------------|-------------|
| PE Direct 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        |
| MN Moscow News                | 2.7M        |
| MS Moscow today               | 2.7M        |
| M2 Moscow 24 YOU              | 498.4K      |

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#84 of 99). Niche median — 843.7K subs.  
First growth KPI — reach the median. Leader: Direct Broadcast • News (4.1M).

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 **8 691**, they brought **212 953** new subs.

| PERIOD                | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS            |
|-----------------------|----------|----------|--------------------------------|
| December 2025         | 1 418    | 552      | 8 477 <div><div></div></div>   |
| Nov 2025              | 2 142    | 425      | 890 <div><div></div></div>     |
| Oct 2025              | 995      | 407      | 293 <div><div></div></div>     |
| September 2025        | 1 412    | 764      | 76 209 <div><div></div></div>  |
| August 2025           | 1 302    | 547      | 121 496 <div><div></div></div> |
| July 2025             | 1 422    | 666      | 5 588 <div><div></div></div>   |
| TOTAL MENTIONS        |          |          |                                |
| 8 691                 |          |          |                                |
| MONTHS OF DATA        |          |          |                                |
| 6                     |          |          |                                |
| ATTRACTED SUBSCRIBERS |          |          |                                |
| 212 953               |          |          |                                |

## — SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and saw how your channel compares. 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**

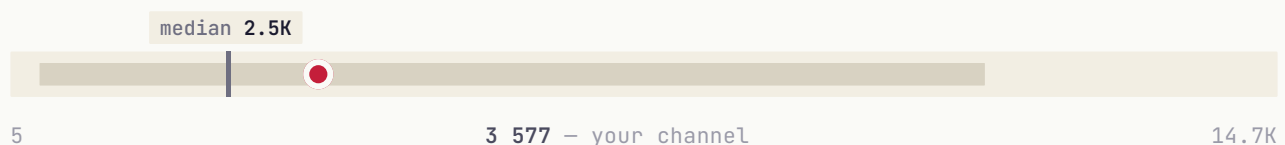
## SUBSCRIBERS

**42% below median**

## AVG REACH / POST

**48% below median**

## CITATION INDEX

**better than 54% of niche**

## — SECTION 09 · STRATEGY

# What to do right now

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

**01**

## Top post of the week — on Tuesday

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

EFFECT

**Best window  
for an  
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 poll per week on a hot topic is an easy growth point.

EFFECT

**+5-15% ER**

**04**

## Cross-promo with neighboring channels

Cross-post with same-niche channels quarterly. 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 — what we can do in a few minutes based on public data. Want to go further — run ads through us and hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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