

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Novosti Kazakhstan



@informkazax

We cover what's happening in the country and the world.

SUBS

12 875

+9493 per month

ERR (% SEE POSTS)

32.0%

per day 27.3%

REACH/POST

4.1K

ad reach 3.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBS 12 875 —	 SUBSCRIBER REACH 31.74% avg % subs see post	 VIEWS/POST 4.1K median 3.3K · 20 days	 POSTS/WK 25.0 for the period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 540 chars median 498 · 20 days	 POSTS ANALYZED 74 20 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH +9493 last month	 CITATIONS 27 citation index · 78 channels mentioned all time	 CHANNEL AGE 3 years 8 months created 03.11.2022

AI EDITOR SUMMARY

Channel «Novosti Kazakhstan» — 12 875 subs. Avg views per post 4.1K people (32% from subs), good reach. Publishes 25 posts/week (~4/day) — active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on **74** posts over 20 days.
- 02 Dominant format — **Photo** (39/74 posts).
- 03 Avg post length — **540** chars (median 498).
- 04 Audience peak — **Thursday**, 10:00 ALMT.
- 05 Top posts get **19x** more views than the weakest (8.7K avg for top vs 463 for worst) — among 74 posts over 20 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 05:58 VIDEO If your colleague is on vacation or sick leave and all duties fall on you, it's important to know that since June 8, substitution has become...	VIEWS 11 191 REPOSTS 2	REACTIONS — ER 86.9%
Nº2 23.06 · 11:24 PHOTO Today our President met with the Prime Minister of Belgium. Key aspects of cooperation were discussed...	VIEWS 7 491 REPOSTS 1	REACTIONS — ER 58.2%
Nº3 23.06 · 15:46 PHOTO Football fans, attention! Today the second round of the World Cup group stage ends. Portugal will be the first to take the field for...	VIEWS 7 391 REPOSTS 1	REACTIONS — ER 57.4%

Nº4

23.06 · 16:48

VIDEO

Our President's recent visit to Europe was a significant event. Impressive footage from the streets of Brussels captures the atmosphere...

VIEWS

7 223

REPOSTS

2

REACTIONS

—

ER

56.1%

Nº5

30.06 · 08:44

PHOTO

Kazakhstan is on the verge of large-scale construction, which, according to Tokayev, will become the foundation for progress. He emphasized...

VIEWS

7 107

REPOSTS

1

REACTIONS

—

ER

55.2%

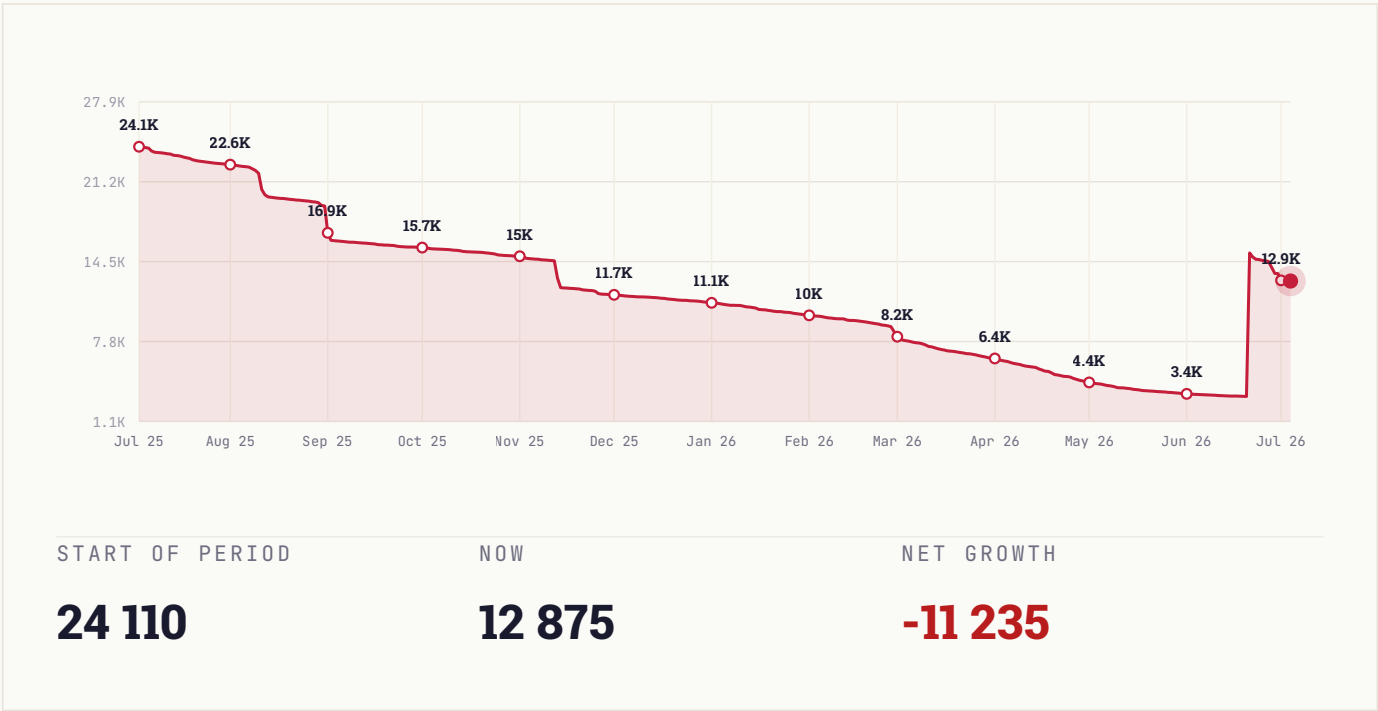
WORST 3

↓ 30.06 · 10:33 PHOTO Marat Azilkhanov no longer holds his positions in the Assembly of the People of Kazakhstan, where he served as deputy chairman and head...	VIEWS 1 064 REPOSTS 1 REACTIONS — ER 8.3%
↓ 26.06 · 12:01 PHOTO For some teams, these matches may be decisive for playoff spots. Note that competition in the final weeks of the season...	VIEWS 290 REPOSTS 2 REACTIONS — ER 2.3%
↓ 27.06 · 09:03 VIDEO English teacher from Turkestan region, 36-year-old Aksaule Kutzhanova, became famous on social media for her...	VIEWS 36 REPOSTS 1 REACTIONS — ER 0.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

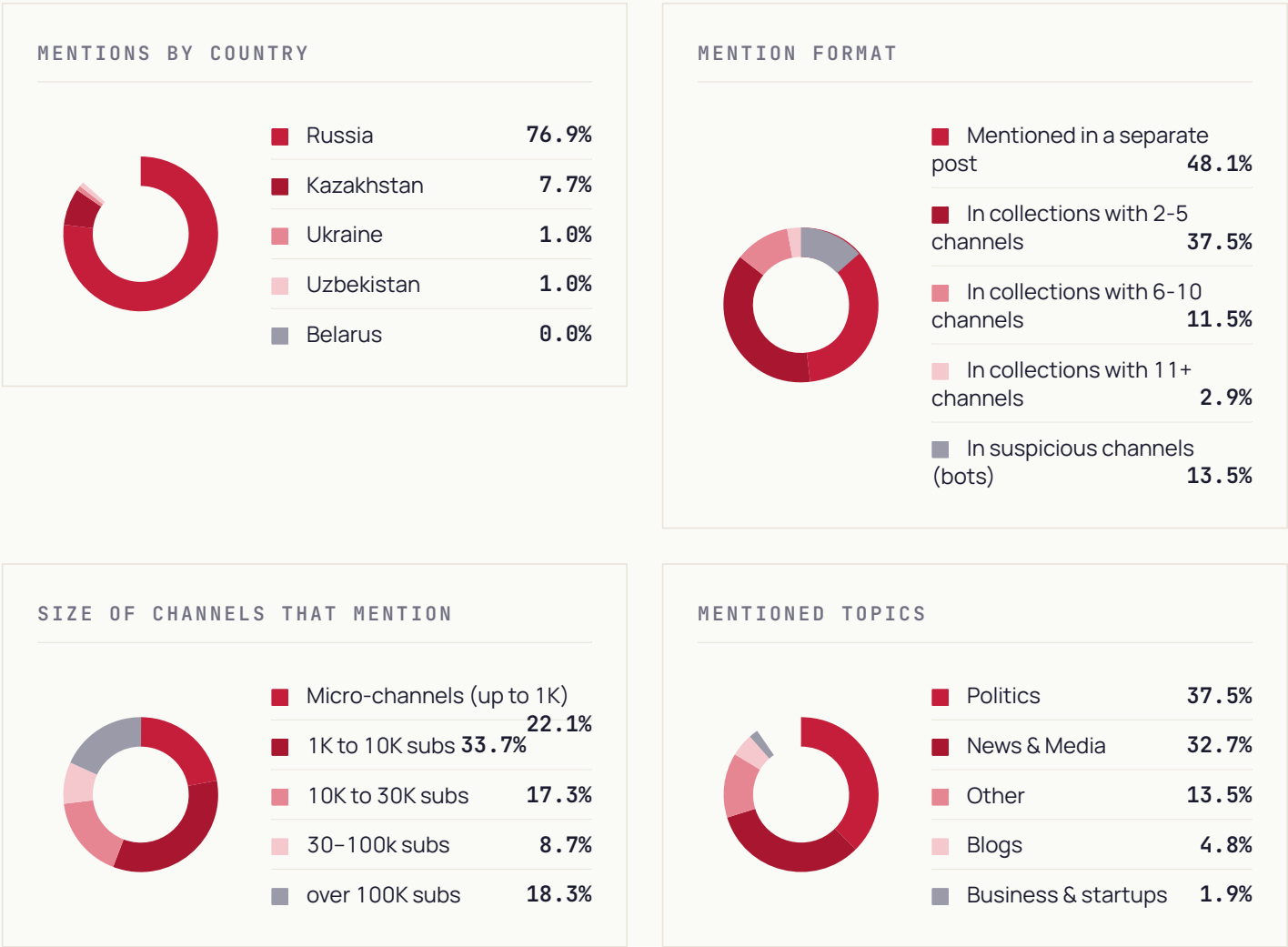
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

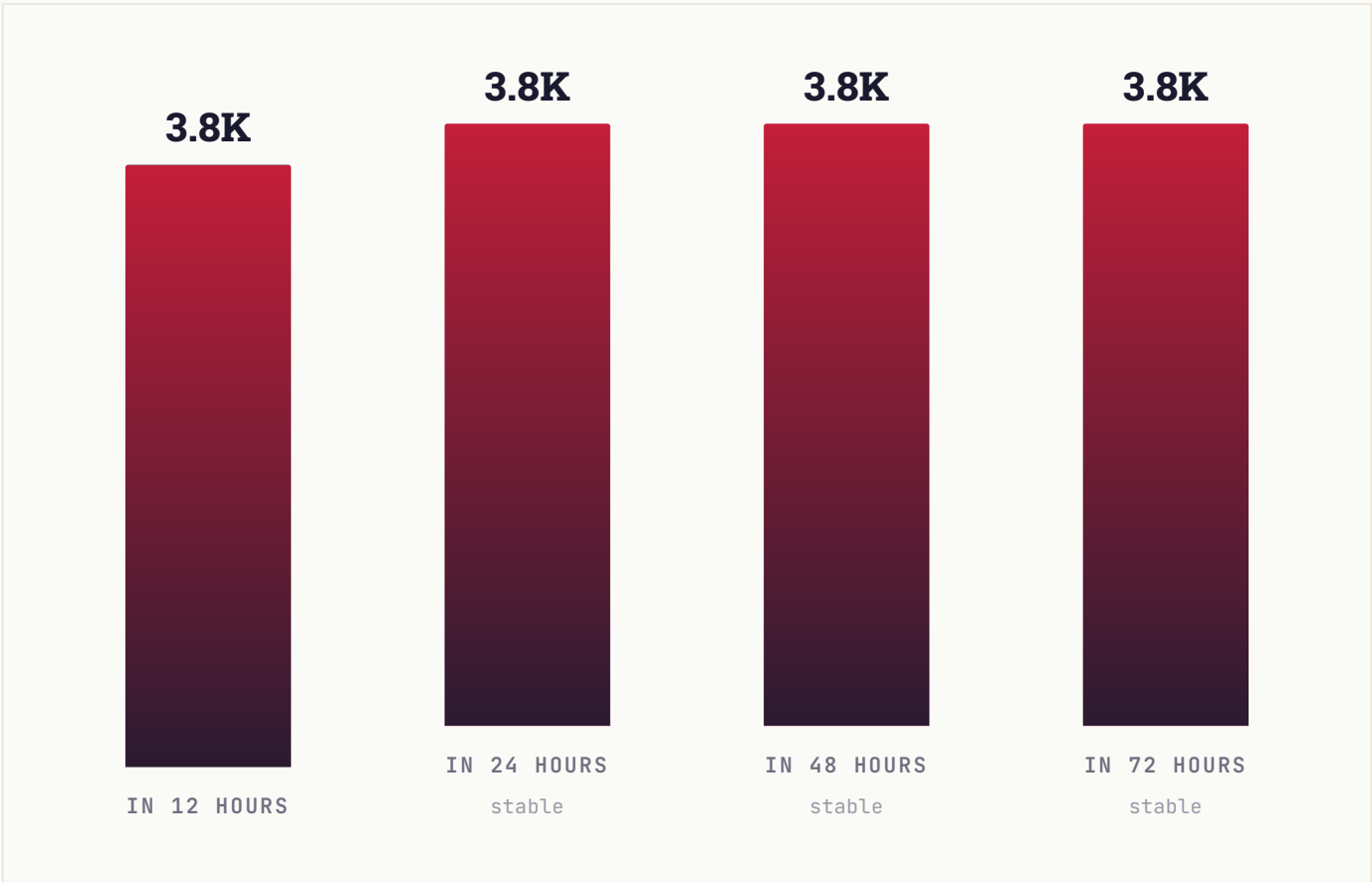
Citation index **27** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **78** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — see its rank among niche peers.

CHANNEL	SUBS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan and World News	204.1K
ZN ZTB NEWS - Kazakhstan News	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NE NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
NK Novosti Kazakhstan YOU	12.9K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#84 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Dauletten (342.4K).

SECTION 07 · NICHE COMPARISON

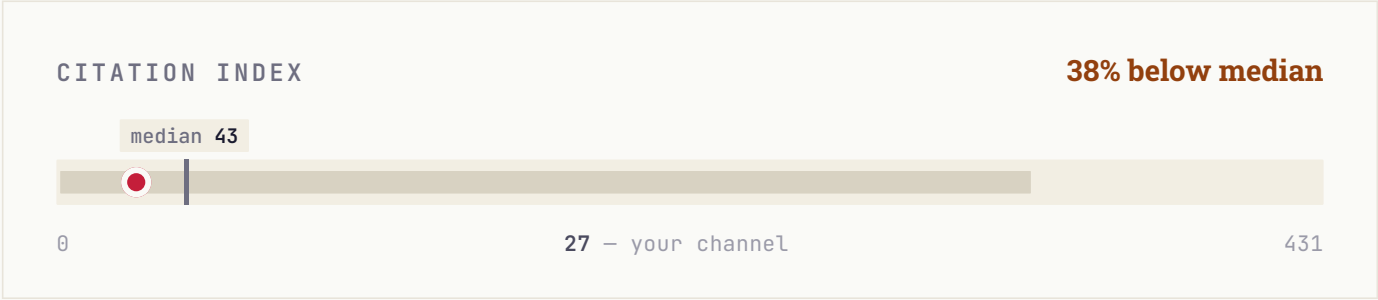
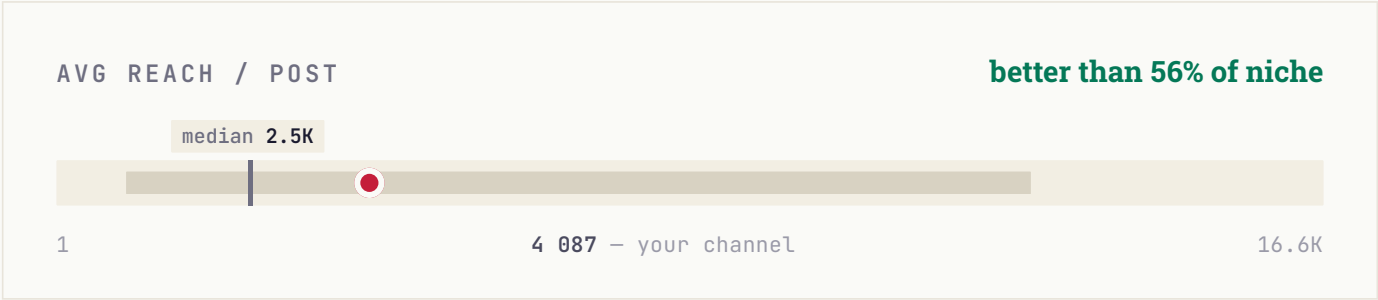
Where channel ranks in its league

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

#84/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · 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 — Thursday**

Audience most active on this day at 10:00 ALMT.

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 and interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the 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 — what we can do in a few minutes using public data. If you 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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