

PUBLIC REPORT BY PROMTPRESS

Channel audit

ҚР ЖОҒАРҒЫ СОТЫ



@jogargy_sot

Latest judicial system news Website: <http://sud.gov.kz/> Instagram: https://instagram.com/jogargy_sot?igshid=5h43qpapvrq3 YouTube: <https://www.youtube.com/user/SupcourtRK>

SUBSCRIBERS

59 359

+31006 per month

ERR (% WHO SEE
POSTS)

3.0%

in 24 hrs **2.0%**

REACH/POST

1.9K

ad reach **1.2K**/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 Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in «News & Media»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 59 359 —	SUBS REACH 3.25% avg % of subs see post	VIEWS/POST 1.9K median 1.8K · 27 days	POSTS/WEEK 37.2 over period
7D TREND -15.9% vs previous week	REACTIONS/POST 61.7 total 9,126 reactions, 1,170 reposts, 0 comments	POST LENGTH 704 chars median 999 · 27 days	POSTS ANALYZED 148 27 days
AD REACH 1.2K 24h avg	CHURN / MONTH +31006 last month	CITATION RATE 66 citation index · 179 channels mentioned all time	CHANNEL AGE 8 years 1 month created 14.05.2018

AI EDITOR SUMMARY

Channel «ҚР ЖОҒАРҒЫ СОТЫ» — 59 359 subs. Each post averages 1.9K people (3% of subs), reach is low — consider expanding audience. Publishes 37 posts per week (~5/day) — active posting. For week Jun 22–28 reach dropped -15.9% by week Jun 15–21 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **148** posts over 27 days.
- 02 Dominant format – **Photo** (78/148 posts).
- 03 Avg post length – **704** chars (median 999).
- 04 Peak audience activity – **Friday, 21:00 ALMT**.
- 05 Top posts get **4×** more views than the weakest (4.1K avg for top vs 993 for worst) – among 148 posts over 27 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 04:01 TEXT Supreme Court discusses state language use in court proceedings ■ Chairman Aslambek Mergaliyev...	VIEWS 5 255 REPOSTS 24	REACTIONS 108 ER 8.9%
Nº2 05.06 · 16:00 VIDEO Topic: Role of Administrative Justice in Ensuring Rule of Law 👤 TV channel «Jibek joly»	VIEWS 3 509 REPOSTS 6	REACTIONS 89 ER 5.9%
Nº3 08.06 · 05:34 VIDEO 👤 Kazakhstan's Supreme Court initiated the creation of the Eurasian Congress on Administrative Law 👤 Верховный Суд Казахстана выступил...	VIEWS 3 421 REPOSTS 15	REACTIONS 87 ER 5.8%

Nº4

10.06 · 04:01

PHOTO

(post without caption – photo)

VIEWS

3 260

REACTIONS

76

REPOSTS

17

ER

5.5%

Nº5

12.06 · 04:00

TEXT

⚡ The next episode of the Supreme Court's joint TV project with “Qazaqstan” channel aired ▪ Under the “Law and Order” concept...

VIEWS

3 256

REACTIONS

57

REPOSTS

5

ER

5.5%

|

WORST 3

↓

18.06 · 10:20

TEXT

Welcoming guests, the Head of State noted the special role of the OTS in developing cooperation between Turkic countries – It should be emphasized...

VIEWS

1 007

REACTIONS

62

REPOSTS

11

ER

1.7%

↓

18.06 · 10:20

PHOTO

President met with chairmen of supreme courts of Turkic states Kassym-Jomart Tokayev received...

VIEWS

989

REACTIONS

70

REPOSTS

11

ER

1.7%

↓

18.06 · 10:20

PHOTO

President welcomed guests, noting the special role of the OTS in strengthening cooperation among fraternal countries –...

VIEWS

984

REACTIONS

69

REPOSTS

12

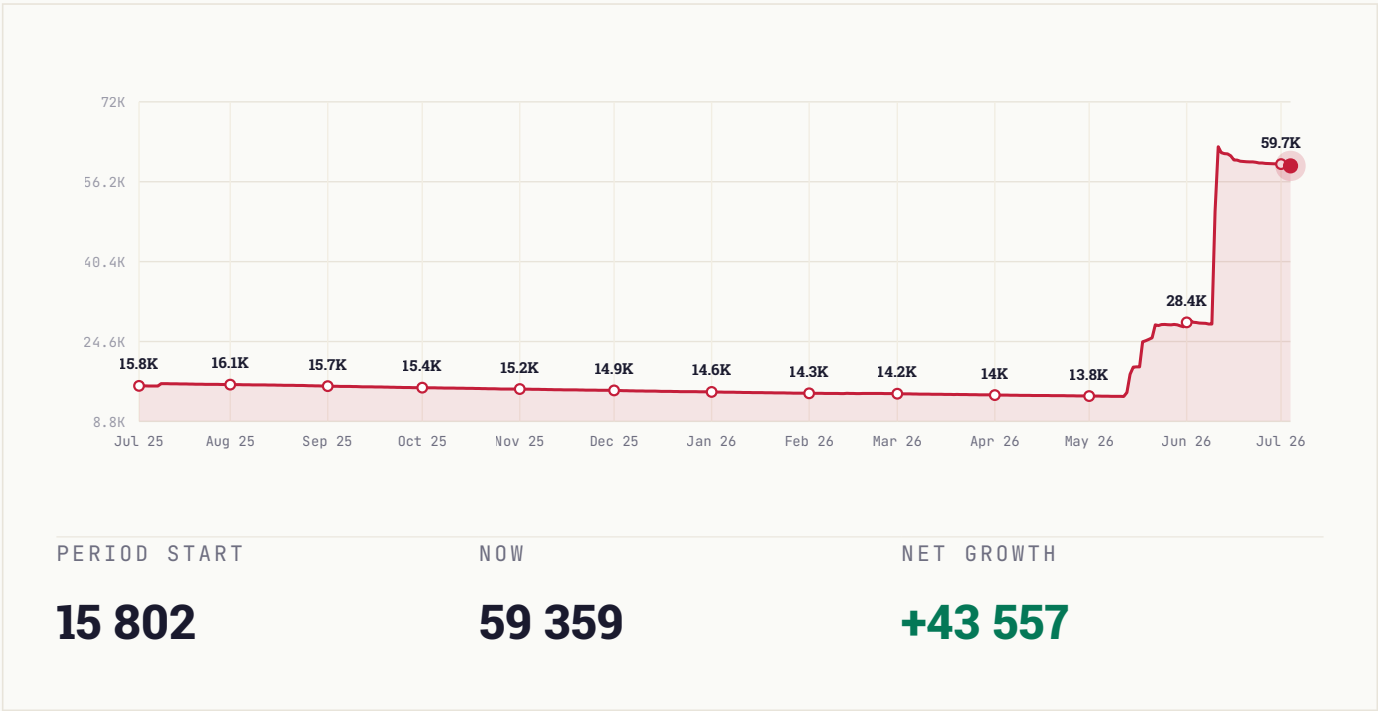
ER

1.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

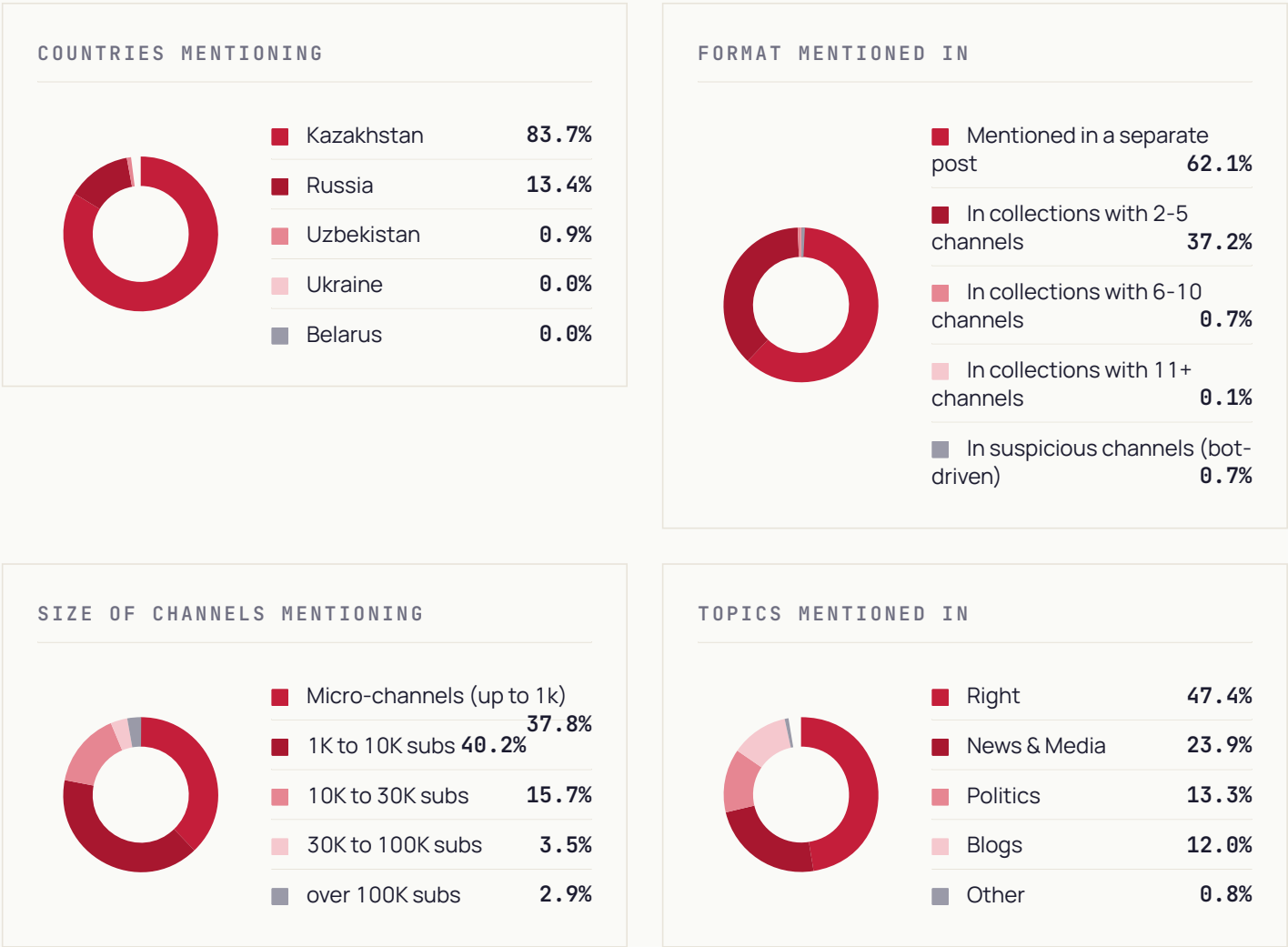
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.



SECTION 04 · CITATIONS

Who mentions the channel and how

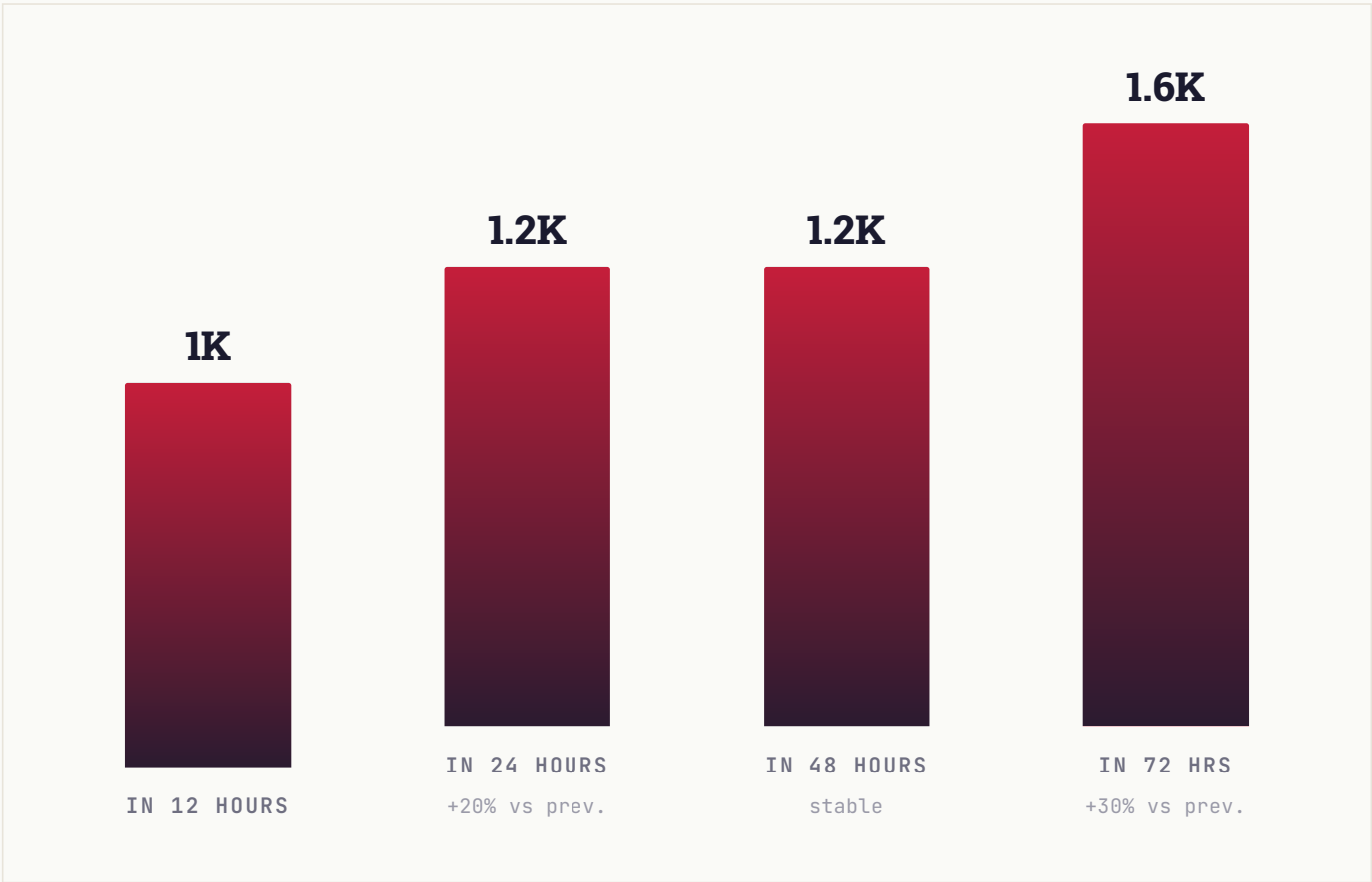
Citation index **66** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **179** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
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
NOT Not Habar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
ҚЖ ҚР ЖОҒАРҒЫ СОТЫ YOU	59.4K

COMPARATIVE SUMMARY

Channel in top quartile of niche (#15 of 99). Leader — Dauletten (342.4K). Goal for the coming months: enter the niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **95**, they brought **19** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	9	3	3	
December 2025	17	4	16	
Nov 2025	13	6	0	
Oct 2025	21	7	0	
Sep 2025	19	11	0	
August 2025	16	10	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
95	6	19

SECTION 08 · NICHE COMPARISON

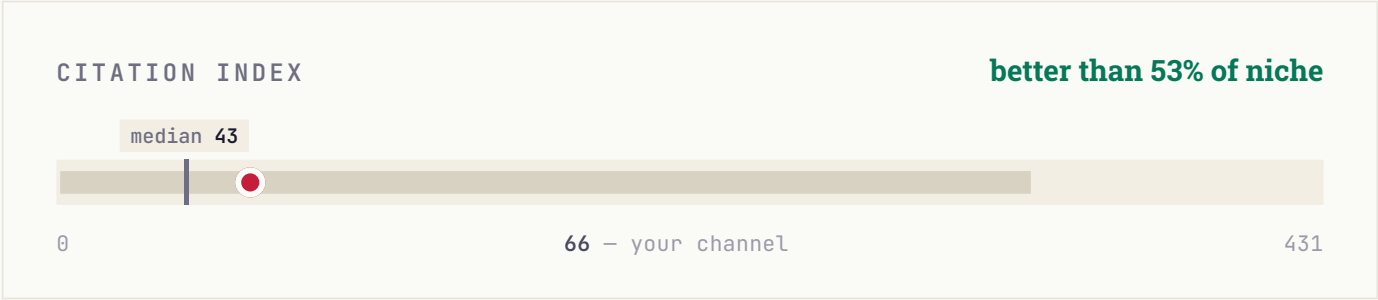
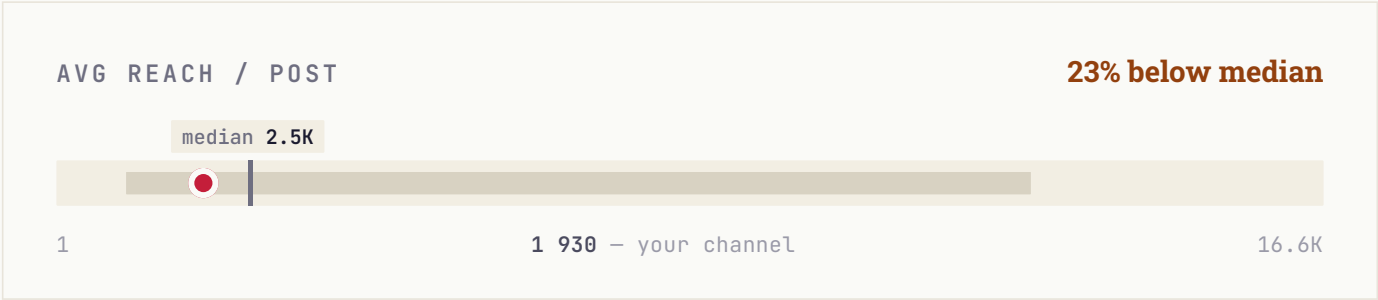
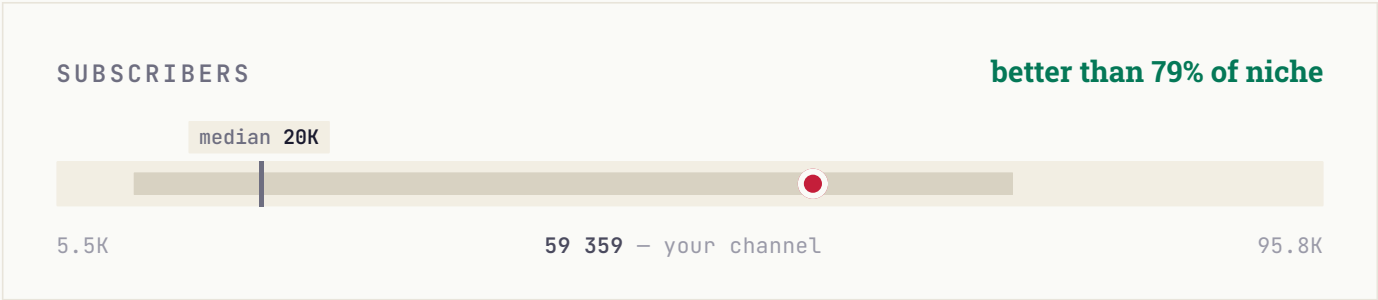
Where channel stands in its league

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

#15/100

RANK IN NICHE

Channel in top 15% – strong position



— SECTION 09 · STRATEGY

What to Do Right Now

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

01

Main post of the week — on Friday

Audience is most active on this day at 21:00 ALMT.

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Recommend share of 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.25% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.2pp ER

04

Systematic 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**

05

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from 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
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
