

PUBLIC REPORT BY PROMTPRESS

Channel audit

KTK News



@ktknews

Latest news from Kazakhstan's leading TV channel read on our website <https://www.ktk.kz/ru/> Relevant. Exclusive. Interesting watch here...

SUBSCRIBERS

12 466

-120 per month

ERR (% SEE POSTS)

7.0%

in 24 hrs **4.8%**

REACH/POST

803

ad reach **601**/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.

 SUBSCRIBERS 12 466 —	 SUBSCRIBER REACH 6.44% avg % subs see post	 VIEWS/POST 803 median 800 · 29 days	 POSTS/DAY 11.4 ~80 per week
 7D TREND -15.1% vs previous week	 REACTIONS/POST 6.6 only 2,208 reactions, 431 reposts, 0 comments	 POST LENGTH 555 chars median 499 · 29 days	 POSTS ANALYZED 337 29 days
 AD REACH 601 24h avg	 CHURN / MONTH -120 last month	 QUOTE RATE 50 citation index · 163 channels mentioned ever	 CHANNEL AGE 9 years 1 month created 12.04.2017

AI EDITOR SUMMARY

Channel «Novosti KTK» — 12 466 subs. Avg views per post: 803 people (6% of subs), reach low — expand audience. Publishes 80 posts/week (~11/day) — very active. Week 25–31 May reach dropped -15.1% to week 18–24 May — worth analyzing.

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 TOP POSTS SHARE

- 01 Analysis based on **337** posts in 29 days.
- 02 Dominant format – **Text** (169/337 posts).
- 03 Avg post length – **555** chars (median 499).
- 04 Audience peak activity – **Sunday**, 17:00 ALMT.
- 05 Top posts gather **6x** more views than the weakest (1.5K avg for top vs 250 for worst) – among 337 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 10.05 · 08:09 VIDEO In Kokshetau, a woman who fatally hit a single mother was detained. As reported by the police of Akmola region, the driver was placed in...	VIEWS 1 562 REPOSTS 11	REACTIONS 22 ER 12.5%
Nº2 10.05 · 12:50 PHOTO In Atyrau, investigation of high-profile murder case of a family from Zhaneldin village completed. Main suspect Sultan Sarsemaliyev pleaded guilty...	VIEWS 1 492 REPOSTS 4	REACTIONS 3 ER 12.0%
Nº3 10.05 · 07:13 VIDEO Student punished for scandalous video near «Baiterek» Police found a video on social media where a 19-year-old guy near the «Baiterek» monument...	VIEWS 1 383 REPOSTS 1	REACTIONS 5 ER 11.1%

Nº4 11.05 · 16:42 PHOTO Kazakhstan's Foreign Ministry clarified info about a cyclist killed in a traffic accident in Turkey. According to the agency, the man was not a citizen of...	VIEWS 1 352 REPOSTS 1	REACTIONS 3 ER 10.8%
Nº5 11.05 · 04:02 TEXT Due to bad weather in Almaty, utility services and emergency workers switched to enhanced mode, the akimat reported. According to the forecast, rains in...	VIEWS 1 318 REPOSTS —	REACTIONS 3 ER 10.6%

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WORST 3

↓ 01.06 · 10:34 TEXT Ministry of Science summed up the third week of the main UNT. Since the start, about 139k exams taken. Most...	VIEWS 287 REPOSTS —	REACTIONS 2 ER 2.3%
↓ 01.06 · 12:25 VIDEO In Astana, police seized over 10 kg of hashish According to the Ministry of Internal Affairs, drugs were delivered to the capital from southern regions. Officers...	VIEWS 234 REPOSTS 1	REACTIONS 4 ER 1.9%
↓ 01.06 · 12:02 PHOTO 🇰🇿President met with Hong Kong SAR Chief Executive John Lee 🇭🇰Welcoming the guest, Kassym-Jomart Tokayev emphasized...	VIEWS 230 REPOSTS 1	REACTIONS 1 ER 1.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

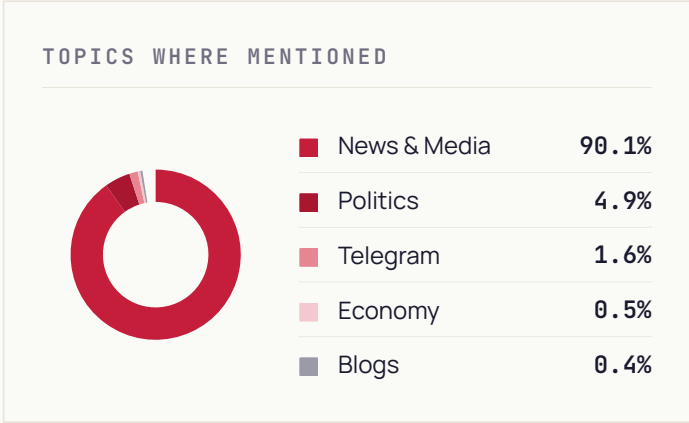
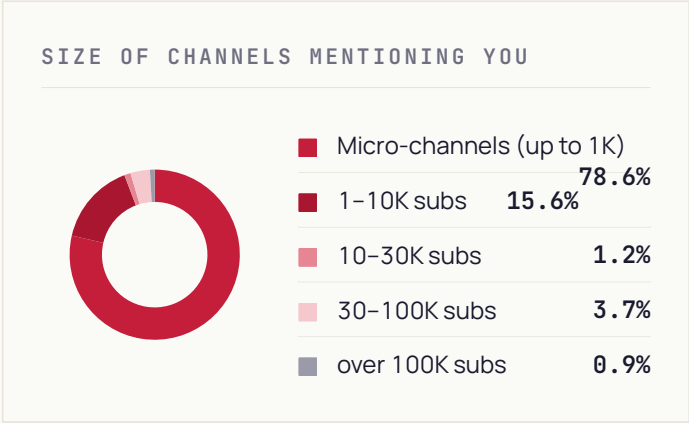
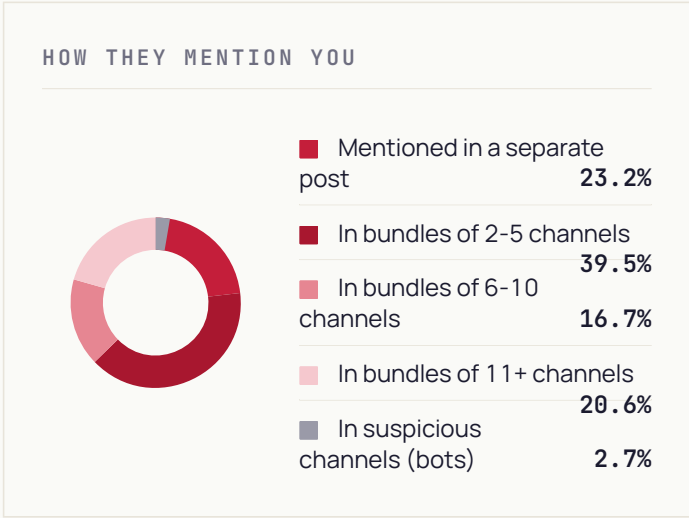
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

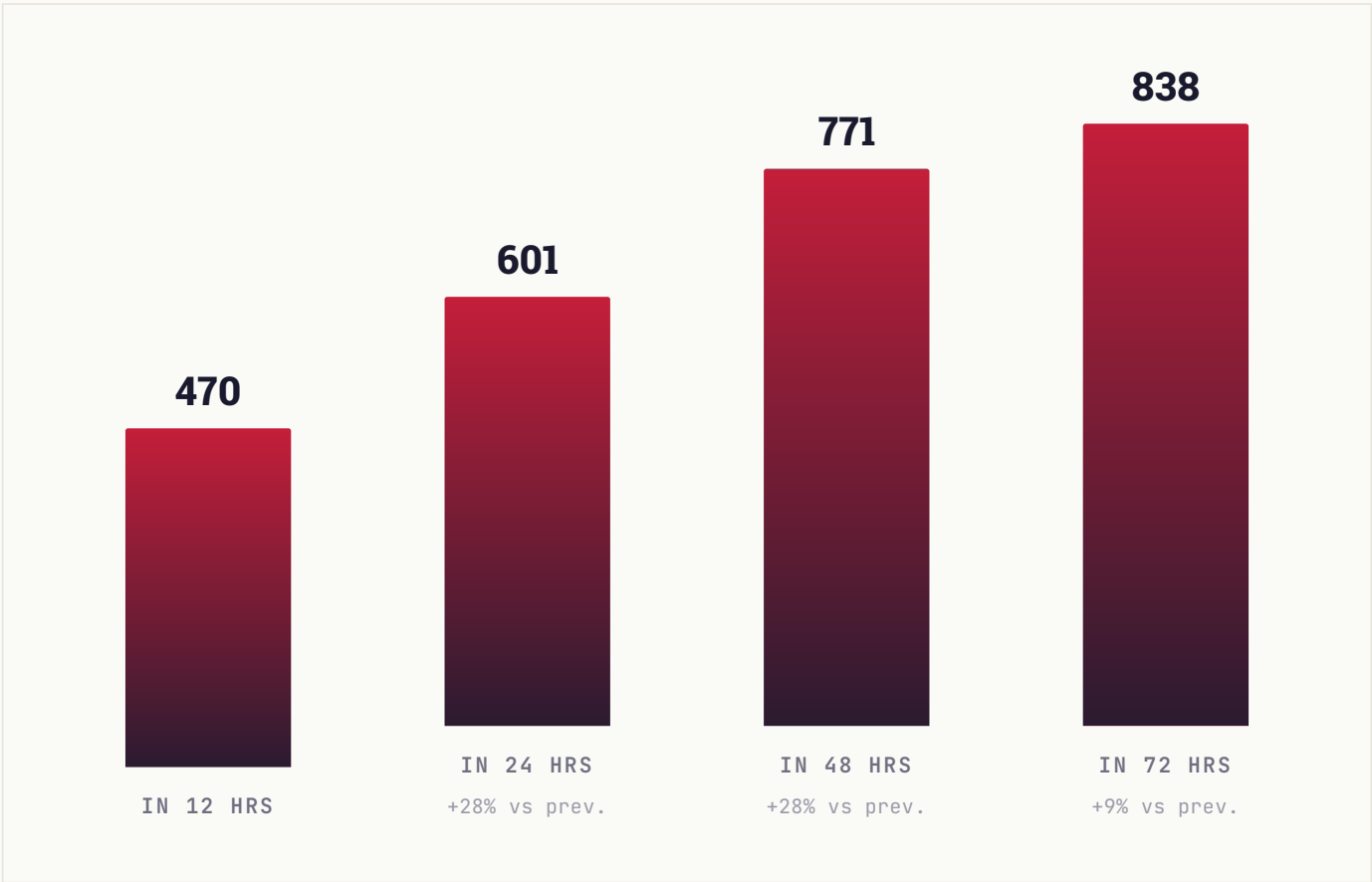
Citation index **50** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **163** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
اخبارفوری خبرفوری جنگ امریکا فوری	5.5M
کانال اخبارفوری خبرفوری	4.4M
خبرفوری اخبارفوری جنگ فوری امریکا	4.4M
خبرفوری	4.2M
PE Live 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
TP Trukha < Ukraine	3.1M
NK KTK News YOU	12.5K

COMPARATIVE INSIGHT

Channel not yet outside top-98 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (5.5M), top-98 median: 1.3M. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions: **56**, they brought **1 334** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	9	4	294
November 2025	17	17	115
October 2025	4	1	273
Sep 2025	9	4	222
August 2025	10	4	155
July 2025	7	4	275

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
56	6	1 334

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Top-100 channels in «News & Media» and saw how your channel compares. Gray band = range where 80% of niche channels fall (p10-p90). Black vertical = median. Red dot = your channel.



— 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 Sunday

Audience is most active on this day at 17:00 ALMT.

EFFECT

Best window for an important post
- 02

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress 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 point.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Quarterly cross-post 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 — 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 based on public data. Want to go further — run ads through us and close 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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