

PUBLIC REPORT BY PROMTPRESS

Channel audit

Liter.kz - Новости Kazakhstana



@liternews

Latest news from Kazakhstan and the world Send info/photos/
videos: @liter_info_bot Ads: +7 (701) 675-42-14

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
2 809	10.0%	286
08.06.2026 ⁻¹⁰³ per month	per day ^{6.2%}	ad reach ¹⁷⁵ /24h
HTTPS://PROMTPRESS.COM/AUDIT/LITERNEWS		

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year 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

Rank in «News & Media»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 2 809 —	 SUBS REACH 10.2% avg % subs see post	 VIEWS/POST 286 median 220 · 29 days	 POSTS/DAY 7.9 ~55 per week
 7D TREND -22.4% vs previous week	 REACTIONS/POST 0.8 only 188 reactions, 347 reposts, 0 comments	 POST LENGTH 358 chars median 242 · 29 days	 POSTS ANALYZED 235 29 days
 AD REACH 175 24h avg	 CHURN / MONTH -103 over the last month	 CITATION RATE 50 citation index · 107 channels mentioned all time	 CHANNEL AGE 6 years 7 months created 24.10.2019

AI EDITOR SUMMARY

Channel «Liter.kz - News of Kazakhstan» — 2 809 subs. Avg views per post: 286 people (10% of subs), reach low — expand audience. Publishes 55 posts/week (~8/day) — active posting. Week 25–31 May reach dropped -22.4% to week 18–24 May — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **235** posts in 29 days.
- 02 Dominant format – **Photo** (207/235 posts).
- 03 Avg post length – **358** chars (median 242).
- 04 Audience peak – **Sunday**, 08:00 ALMT.
- 05 Top posts get **89x** more views than the weakest (6K avg for top vs 67 for worst) – among 235 posts over 29 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

N01 03.05 · 03:43 PHOTO Kazakhstan started with a win at the 2026 Ice Hockey World Championship To advance to the elite division, you need to take first or second...	VIEWS 8 162 REPOSTS 3 REACTIONS — ER 290.6%
N02 14.05 · 07:10 PHOTO ✖Bakhytzhan Baizhanov denied sentence commutation The Cassation Court for Criminal Cases of Astana upheld the sentence...	VIEWS 8 050 REPOSTS 4 REACTIONS — ER 286.6%
N03 24.05 · 04:40 PHOTO Birds damaged FlyArystan plane Flight to Shymkent delayed due to...	VIEWS 1 638 REPOSTS 4 REACTIONS 2 ER 58.3%

Nº4 12.05 • 16:11 PHOTO "No drug anywhere": family couldn't find medicine after tick bite in Astana Tick bite in Borovoye turned into a search for life-saving drug...	VIEWS 304 REPOSTS 10 REACTIONS 4 ER 10.8%
Nº5 10.05 • 12:32 TEXT ☒ Upcoming events announcement On May 13-14, at the invitation of Kassym-Jomart Tokayev, the President of Turkey will pay a state visit to Astana...	VIEWS 294 REPOSTS 1 REACTIONS — ER 10.5%

WORST 3

↓ 01.06 • 12:10 VIDEO ♠ "Қуыр-қуыр, қуырмаш!": National Guard musicians gift holiday to young patients in Astana On the eve of International Children's Day...	VIEWS 89 REPOSTS 3 REACTIONS — ER 3.2%
↓ 01.06 • 13:22 VIDEO ♠ Clowns, smiles and hundreds of spectators: Astana festival for Children's Day A bright clown parade took place on June 1 in Astana...	VIEWS 60 REPOSTS 1 REACTIONS — ER 2.1%
↓ 01.06 • 14:33 TEXT Artificial intelligence, Telegram blocking and crypto registries: how the Cabinet will intensify the fight against drug trafficking Prime Minister of Kazakhstan Olzhas Bektenov...	VIEWS 52 REPOSTS 1 REACTIONS — ER 1.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

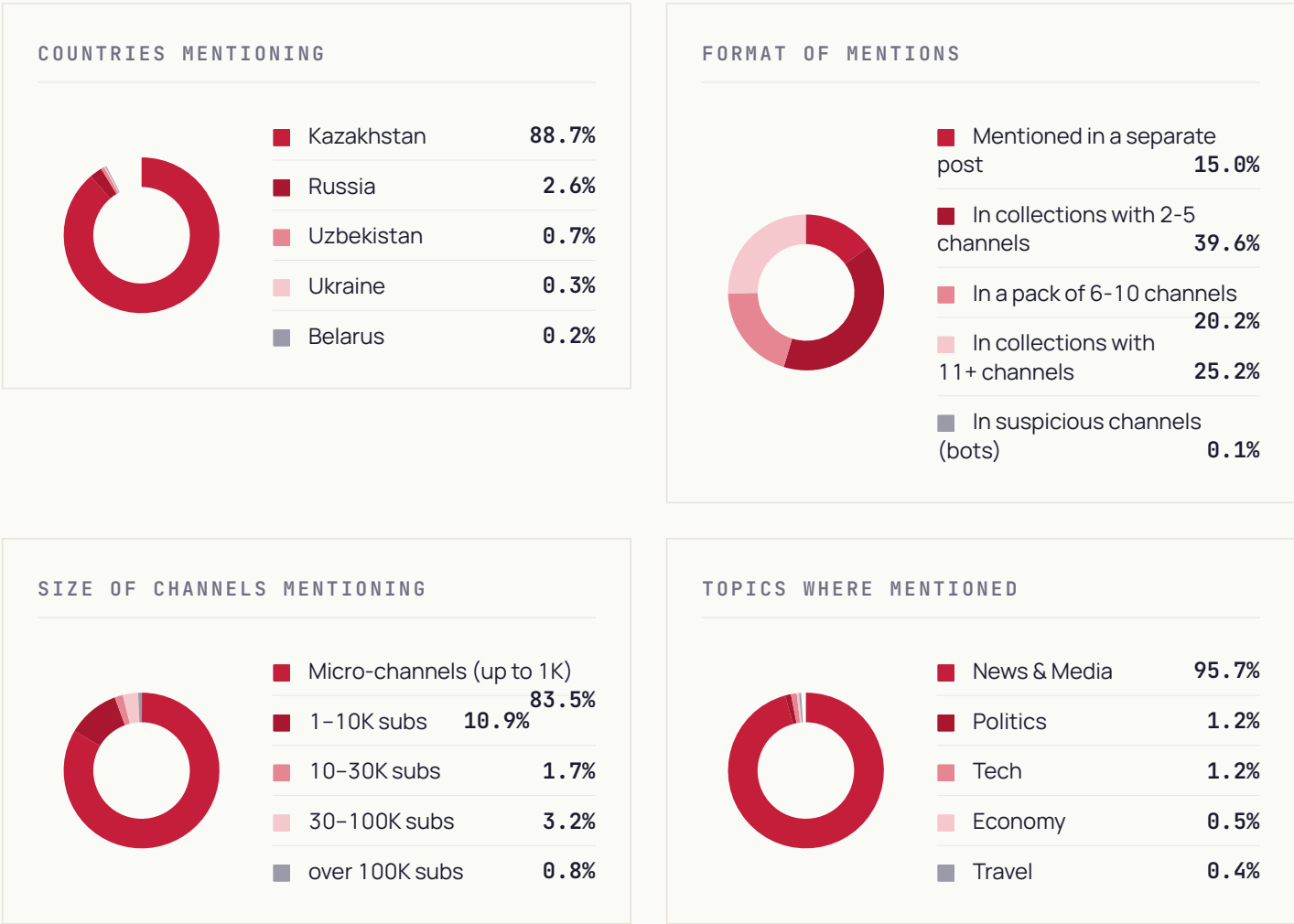
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

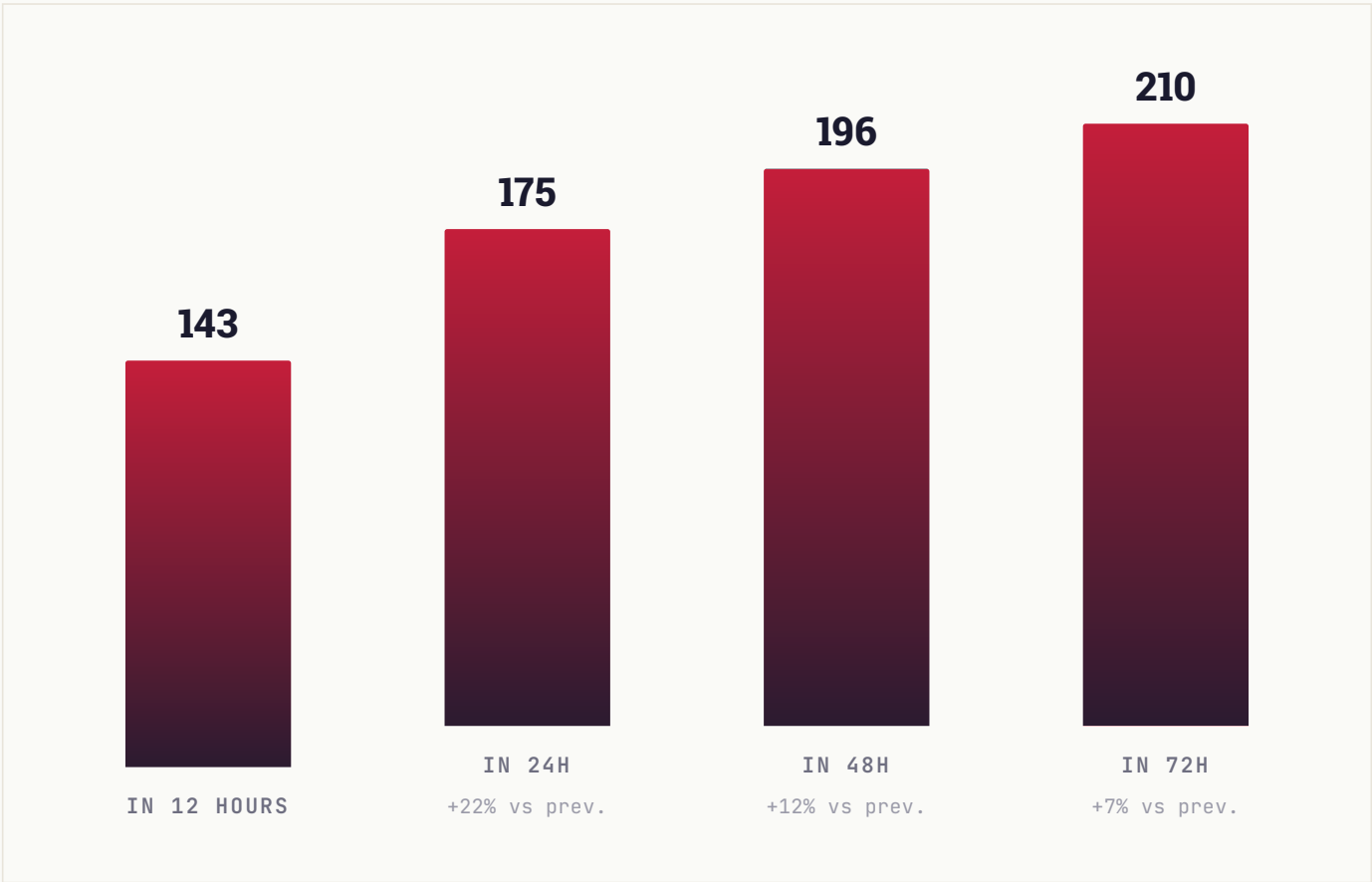
Citation index **50** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel "weighs" more than from a 1k channel. All time channel was mentioned **107** different channels.



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted – you can see its rank among niche peers.

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 • 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
L- Liter.kz - Новости Kazakhstan YOU	2.8K

COMPARATIVE INSIGHT

Channel is not yet outside niche top 98 – early growth stage. Niche leader – اخبارفوری خبرفوری جنگ امریکا فوری (5.5M), top-98 median: 1.3M. First goal – enter top-98 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions: **4**, they brought **838** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	0	0	0	
Nov 2025	4	4	522	
Oct 2025	0	0	3	
Sep 2025	0	0	27	
August 2025	0	0	94	
July 2025	0	0	192	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
4	6	838

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» and saw how your channel looks against them. Gray band – range where 80% of niche channels fall (p10 to 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 this report in a month.

- 01

Top post of the week — on Sunday

Audience is most active on this day at 08:00 ALMT.

EFFECT

Best window for an important post
- 02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

Video retains audience better
- 03

System 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
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data.
To go further — run ads through us and hit your growth target
in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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