

PUBLIC REPORT BY PROMTPRESS

Channel audit

Piter Live



@live_piter

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SUBSCRIBERS

502 249

+1369 per month

ERR (% SEE POSTS)

21.0%

daily 16.7%

REACH/POST

111K

ad reach 83.8K/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.

 SUBSCRIBERS 502 249 —	 SUBSCRIBER REACH 22.11% avg % subs see post	 VIEWS/POST 111K median 84.5K · 29 days	 POSTS/DAY 12.6 ~88 per week
 7D TREND -7.2% vs previous week	 REACTIONS/POST 1168.1 440,369 reactions, 408,976 reposts, 21,376 comments	 POST LENGTH 265 chars median 242 · 29 days	 POSTS ANALYZED 377 29 days
 AD REACH 83.8K 24h avg	 CHURN / MONTH +1369 last month	 CITATION RATE 4 428 citation index · 6,083 channels mentioned ever	 CHANNEL AGE 3 years 8 months created 22.09.2022

AI EDITOR SUMMARY

Channel «Piter Live» — 502 249 subs. Each post avg views 111K people (22% from subs), avg reach — room to grow. Publishes 88 posts/week (~13/day) — very active. Week May 25–31 reach dropped -7.2% vs week May 18–24 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 377 posts in 29 days.
- 02 Dominant format – Photo (193/377 posts).
- 03 Avg post length – 265 chars (median 242).
- 04 Audience peak activity – Monday, 15:00 MSK.
- 05 Strongest posts get 11x more views than weakest (735.3K avg top vs 64.7K worst) – across 377 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 06:20 PHOTO <Mobile internet cut off in St. Petersburg today as Vladimir Putin arrives. The president will speak at the St. Petersburg International...	VIEWS 905 313 REPOSTS 10 596	REACTIONS 2 715 ER 180.3%
Nº2 30.05 · 19:31 PHOTO ☑White nights have begun in St. Petersburg. 😊– Subscribe	VIEWS 651 552 REPOSTS 5 339	REACTIONS 2 475 ER 129.7%
Nº3 03.06 · 09:35 PHOTO ☹Dangerous air pollution recorded in St. Petersburg after drone attack. Pollution index reached 101 AQI – this level is considered...	VIEWS 649 137 REPOSTS 11 125	REACTIONS 1 632 ER 129.2%

Nº4 03.06 · 12:51 VIDEO ☒Child thrown from a carousel at 60 km/h in Tikhvin – hospitalized. A group of young engineers attached scooter wheels to...	VIEWS 648 977 REPOSTS 6 870	REACTIONS 1 778 ER 129.2%
Nº5 19.05 · 17:08 VIDEO ☒Teen gang in St. Petersburg attacks passersby with pepper spray and emergency hammer. At least three cases reported...	VIEWS 640 601 REPOSTS 5 345	REACTIONS 2 633 ER 127.5%

|

WORST 3

↓ 15.05 · 09:57 TEXT ☼Up to +20°C warmer on Sunday in St. Petersburg, say forecasters. Warm weather will continue next week – air will warm up to...	VIEWS 66 363 REPOSTS 398	REACTIONS 561 ER 13.2%
↓ 29.05 · 09:30 VIDEO Soon gone – grab HUGE 22% rate on Alfa-Deposit ♥ No more putting off. Earn now – open a new one by May 31...	VIEWS 66 270 REPOSTS 31	REACTIONS 1 200 ER 13.2%
↓ 15.05 · 14:00 VIDEO TRIPLED OPPORTUNITIES for entrepreneurs. In the Not-So-Small Business Fund – three times more winners and 100,000,000 RUB in prizes ♥ Fund...	VIEWS 61 615 REPOSTS 2	REACTIONS 1 127 ER 12.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

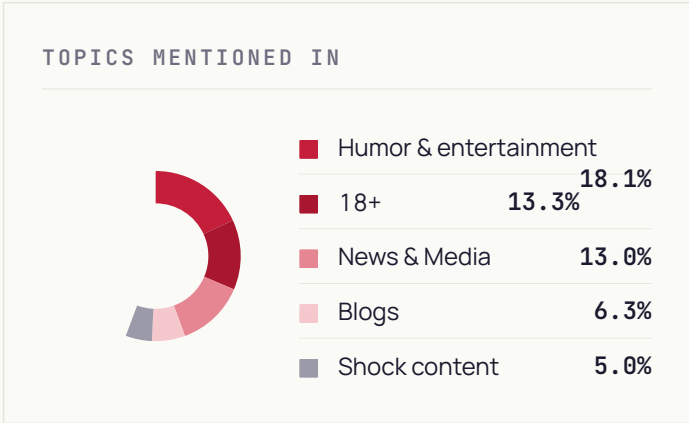
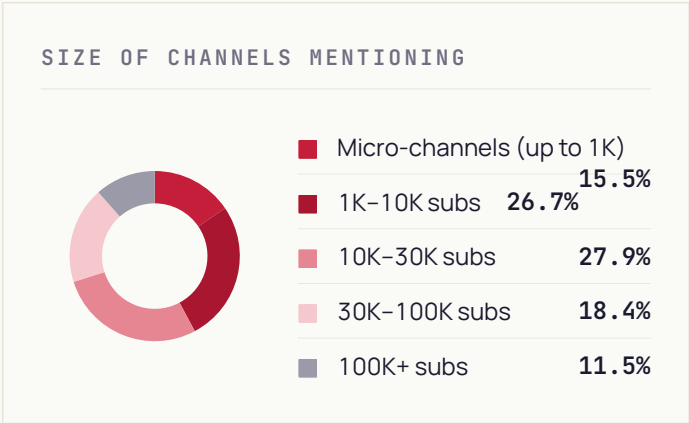
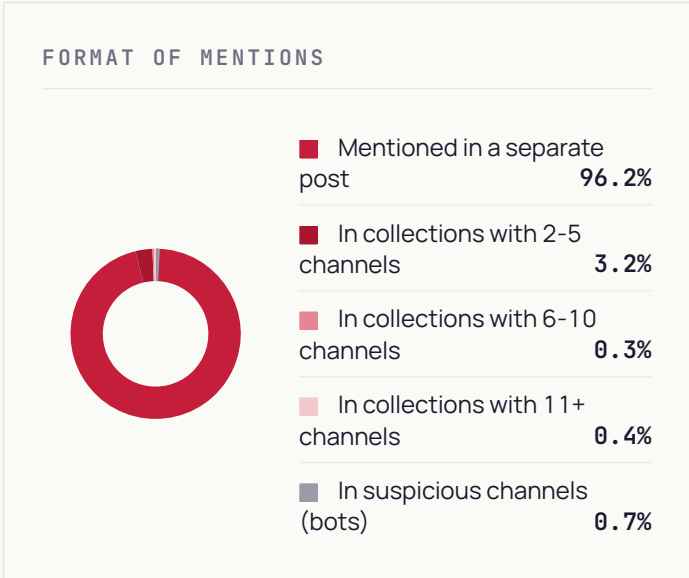
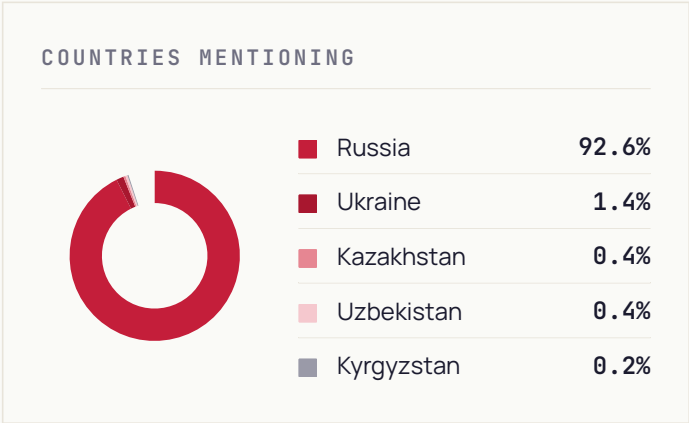
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

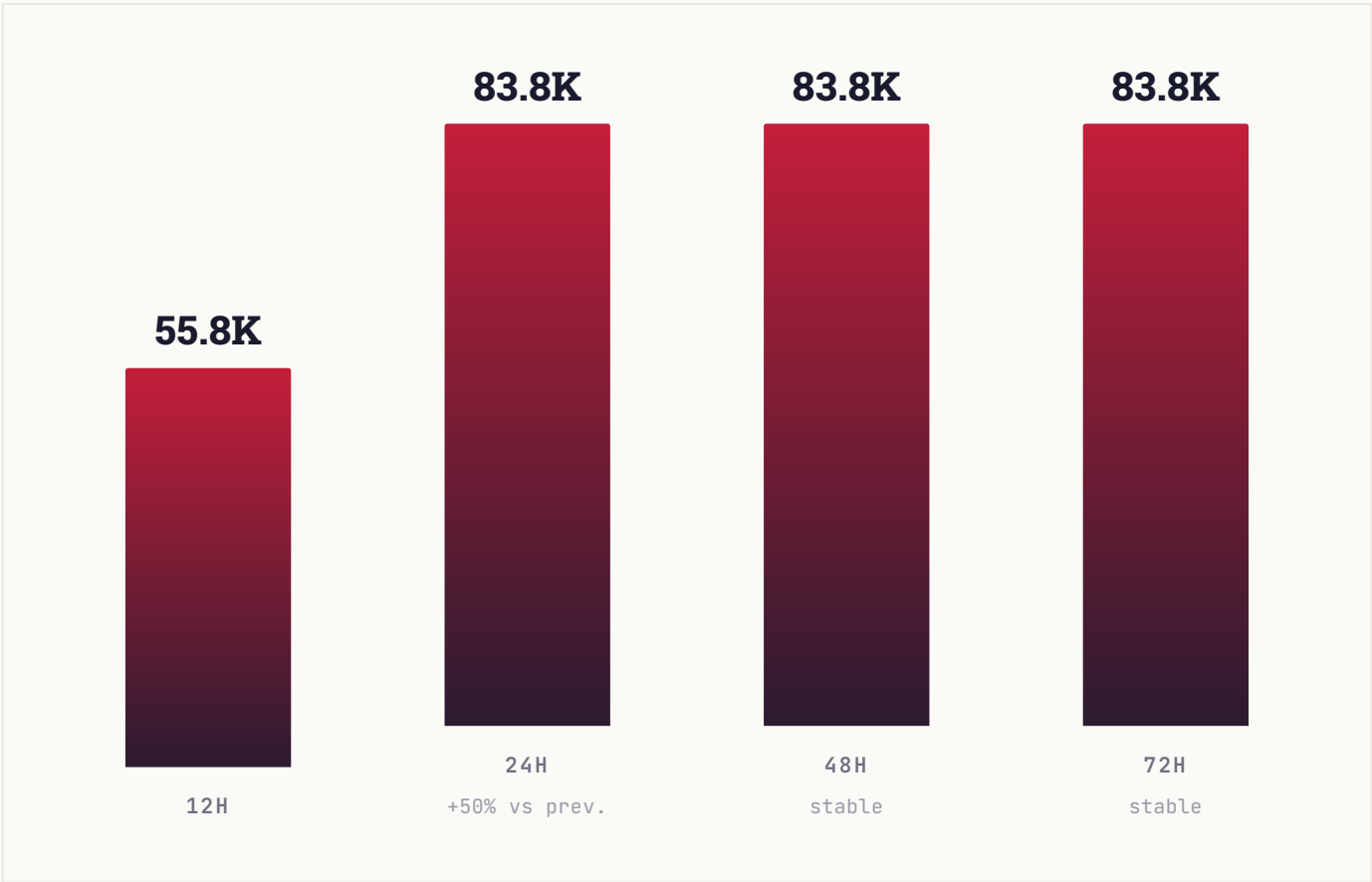
Citation index **4 428** — channel popularity score based on mentions. Considers both count and weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **6 083** different channels.



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 & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
Tue 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
Fri First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
Mon Piter Live YOU	502.2K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#80 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live 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: **1 228**, they brought **46 915** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Dec 2025	309	132	2 742
November 2025	180	103	1 157
October 2025	168	79	377
Sep 2025	130	65	450
August 2025	195	89	3 684
Jul 2025	246	117	38 505

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 228	6	46 915

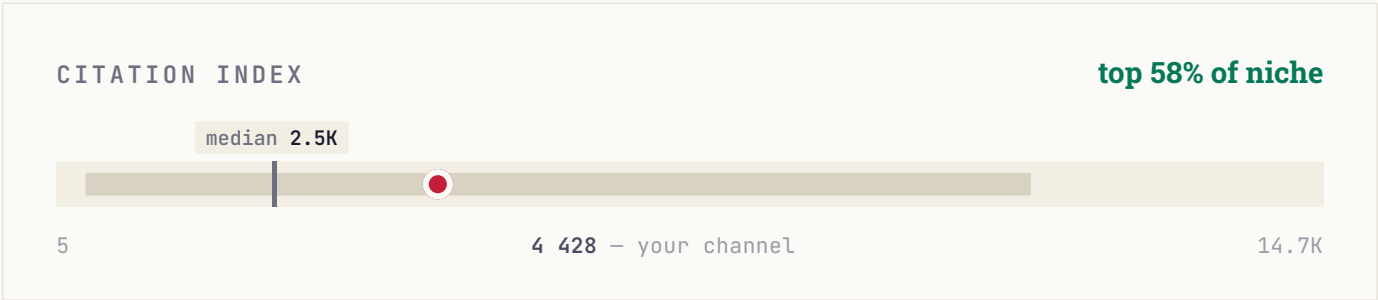
SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

#86/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— 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

Main post of the week — on Monday

Audience most active on this day at 15:00 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 win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. 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 is what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
