

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mediakom



@mediacom

We write about what's talked about in media, marketing & the internet. Ads: @maon_man, @Alivian, @alfapolo Feedback: @mediacomabot Registered with Roskomnadzor: <https://clk.ru/3Nhnkn>

SUBSCRIBERS

191 289

-4067 per month

ERR (% SEE POSTS)

12.0%

per day 7.5%

REACH/POST

19.3K

ad reach 14.3K/24h

— 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

Yearly chart · growth

04 Quotability

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in category «Marketing, PR, ads»

09 Strategy

5 priority actions

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 191 289 —	 SUBSCRIBER REACH 10.11% avg % subs see post	 VIEWS/POST 19.3K median 19K · 29 days	 POSTS/WEEK 36.4 for period
 7D TREND +3.6% vs prev week	 REACTIONS/POST 302.2 total 47,144 reactions, 19,322 reposts, 0 comments	 POST LENGTH 288 chars median 243 · 29 days	 POSTS ANALYZED 156 29 days
 AD REACH 14.3K 24h avg	 CHURN / MONTH -4067 last month	 QUOTABILITY 39 citation index · 208 channels mentioned all time	 CHANNEL AGE 2 years 9 months created 15.09.2023

AI EDITOR SUMMARY

Channel «Mediakom» – 191 289 subs. Each post averages 19.3K people (10% from subs), reach is low – consider growing audience. Publishes 36 posts per week (~5/day) – active posting. Week of Jun 15–21 reach stable (+3.6% vs week 8–14 Jun).

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 156 posts in 29 days.
- 02 Dominant format – Photo (103/156 posts).
- 03 Avg post length – 288 chars (median 243).
- 04 Peak audience activity – Friday, 19:00 MSK.
- 05 Top posts get the most 3× more views than the weakest (54.4K avg top vs 15.6K bottom) – across 156 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

№105.06 · 16:30PHOTO	veshutov – blogger whose reels you've definitely seen on Instagram*. He laughs rich and reviews luxury restaurants...		VIEWS	REACTIONS
			96 747	107
№223.06 · 07:32PHOTO	Twitch no longer works without VPN in Russia – users noticed. No info on blocking yet. 😊		REPOSTS	ER
			45	50.6%
№314.06 · 18:24PHOTO			VIEWS	REACTIONS
			40 485	393
№314.06 · 18:24PHOTO	Singer Oliver Tree died in a helicopter crash in Brazil. He was 32. The musician's helicopter fell onto a parking lot and set fire to about...		REPOSTS	ER
			318	21.2%
№314.06 · 18:24PHOTO			VIEWS	REACTIONS
			25 854	1 148
№314.06 · 18:24PHOTO			REPOSTS	ER
			633	13.5%

Nº4 04.06 · 13:28 PHOTO Andrey Gaydulyan becomes DJ — Sasha from 'Univer' posted his first DJ set flyer at Moscow club Deep Fried...	VIEWS 24 642 REPOSTS 260	REACTIONS 326 ER 12.9%
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Nº5 03.06 · 21:04 PHOTO Tom Holland released new non-alcoholic beer Bero collection in honor of Zendaya and his mother. The thing is, his two favorite women don't...	VIEWS 23 207 REPOSTS 94	REACTIONS 397 ER 12.1%
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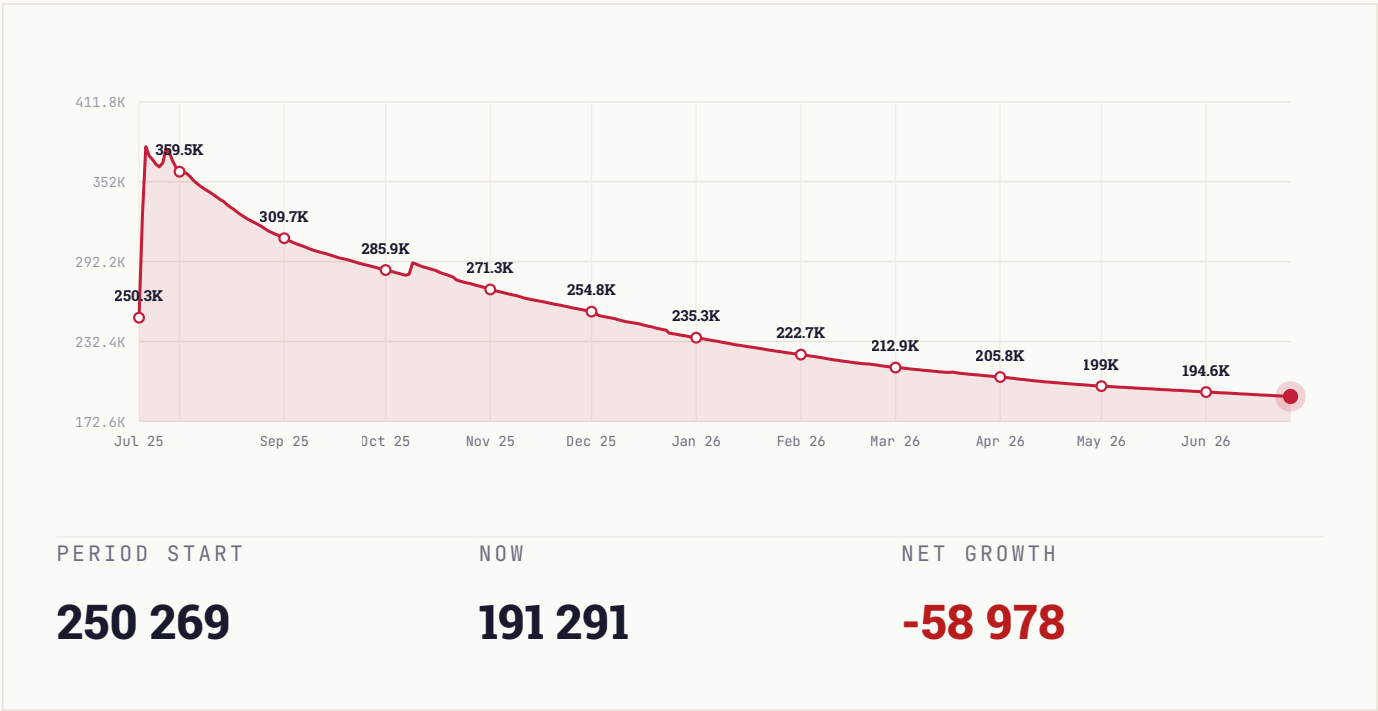
WORST 3

↓ 08.06 · 17:40 PHOTO Apple killed Flo and Clue — iOS 27 adds period calendar. Free cycle tracking in the default app. Someone's...	VIEWS 15 766 REPOSTS 351	REACTIONS 213 ER 8.2%
↓ 08.06 · 16:18 PHOTO VK shares crashed after Max removal from App Store. Now prices compared to a kilo of sausages. Spoiler: sausages cost...	VIEWS 15 517 REPOSTS 105	REACTIONS 269 ER 8.1%
↓ 08.06 · 17:29 PHOTO Turning off Roblox: new iOS 27 will have 'child accounts' where parents can limit screen time. Kids are moving...	VIEWS 15 489 REPOSTS 32	REACTIONS 130 ER 8.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

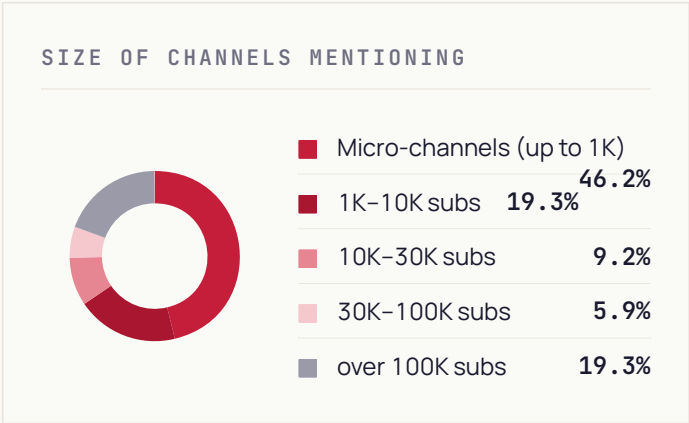
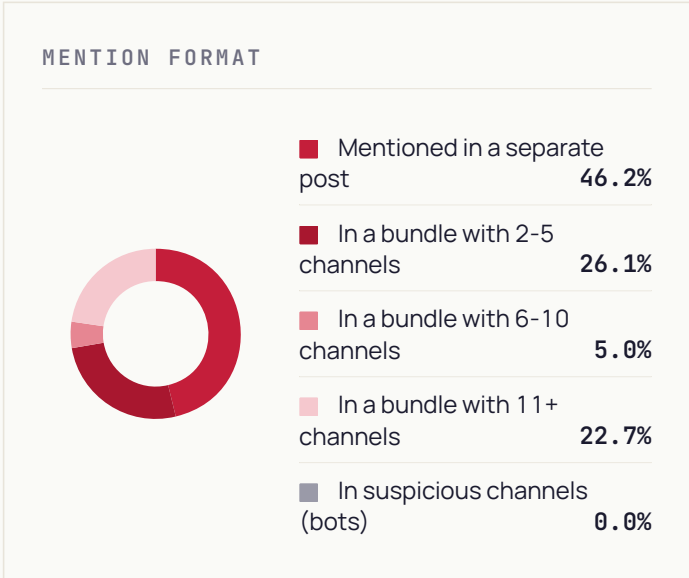
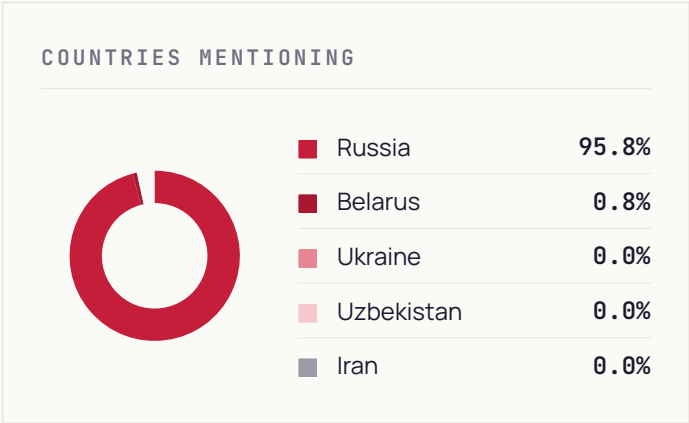
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

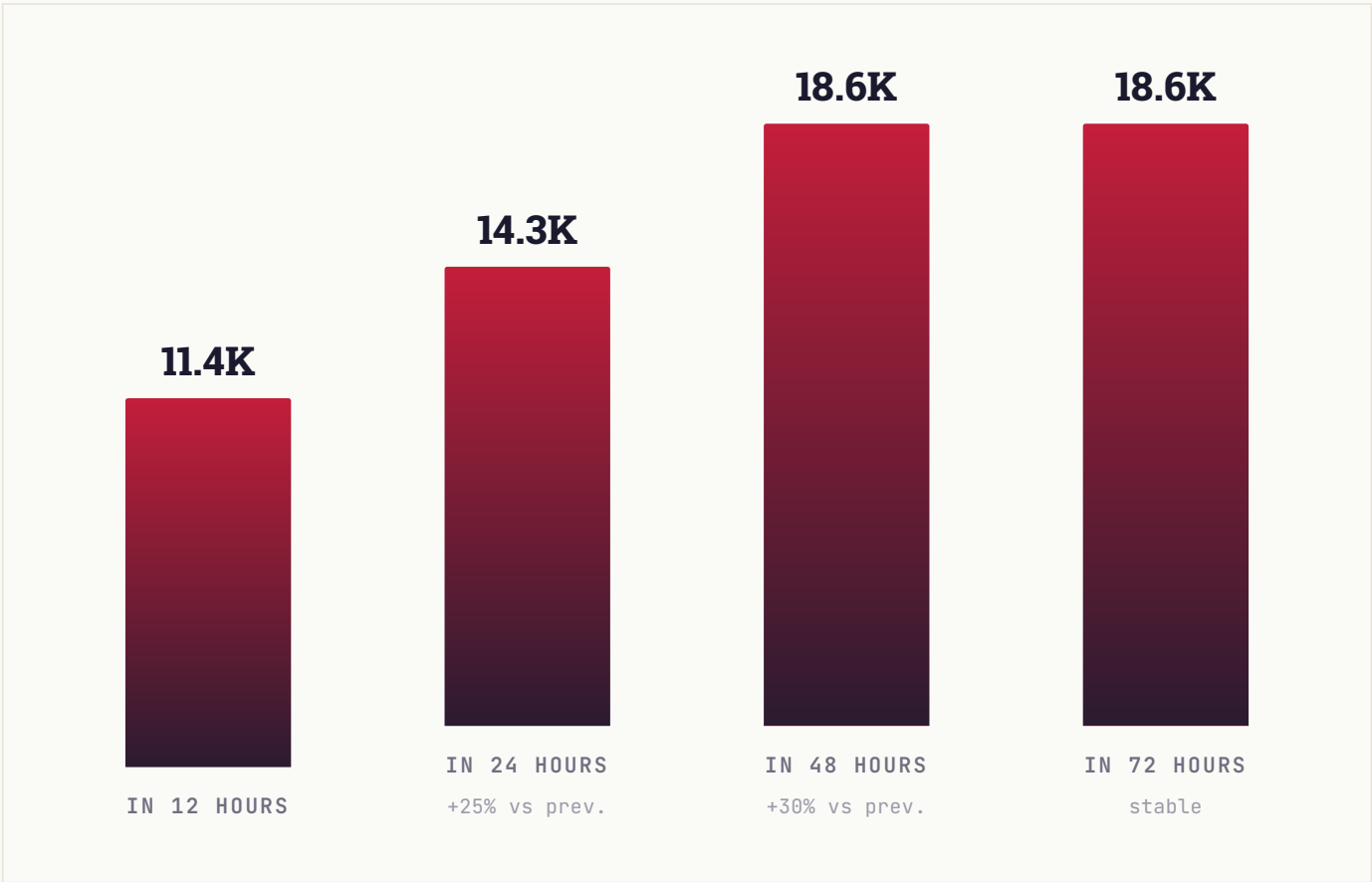
Citation index **39** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **208** different channels.



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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Okak	1.6M
Today Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
Tomorrow Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trendach	909.3K
ME Mediakom YOU	191.3K

COMPARATIVE CONCLUSION

Channel in top half of niche (#29 of 99). Niche leader — **My feed trends** (2.5M), median subs 125.2K. Aim for top quartile — realistic 6-12 month horizon.

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 were **84**, they brought **150 644** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	0
Nov 2025	17	17	0
Oct 2025	5	2	9 362
Sep 2025	9	6	0
August 2025	9	6	0
July 2025	44	38	141 282

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
84	6	150 644

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#29 /100

RANK IN NICHE

Channel in the top half of the ranking

SUBSCRIBERS

better than 53% of niche

median 123.8K



AVG REACH / POST

better than 61% of niche

median 11.4K



CITATION INDEX

89% below median

median 366



— 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 Friday

Audience is most active on this day at 19:00 MSK.

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 lever.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Exchange 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 — organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you 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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