

PROMTPRESS PUBLIC REPORT

Channel audit

Media Wars



@mediavoyni

Oldest media channel in Russia. Contact: @dmm994 Page included in RKN list <https://knd.gov.ru/license?id=673b08a8b5d2ec30cf7a1d4f@istryType=bloggersPermission>

SUBS

40 557

-1266 per month

ERR (% SEE POSTS)

36.0%

per day 29.7%

REACH/POST

14.4K

ad reach 12.1K/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.

 SUBS 40 557 —	 SUBSCRIBER REACH 35.42% avg % of subs see post	 VIEWS/POST 14.4K median 13.1K · 29 days	 POSTS/WK 49.2 over period
 7D TREND -11.4% vs previous week	 REACTS/POST — MTPROTO only	 POST LENGTH 309 chars. median 301 · 29 days	 POSTS ANALYZED 205 29 days
 AD REACH 12.1K 24h avg	 CHURN / MONTH -1266 last month	 CITATION RATE 818 citation index · 2,287 channels mentioned ever	 CHANNEL AGE 6 years 7 months created 17.11.2019

AI EDITOR SUMMARY

Channel «Media Wars» — 40 557 subs. Each post is viewed on avg by 14.4K people (35% from subs), good reach. Publishes 49 posts per week (~7/day) — active posting. For week Jun 29 — Jul 5, reach dropped by -11.4% to week 22–28 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 205 posts over 29 days.
- 02 Dominant format – Text (132/205 posts).
- 03 Avg post length – 309 chars (median 301).
- 04 Audience peak – Wednesday, 15:00 MSK.
- 05 Top posts get 5x more views than the weakest (67.4K avg for top vs 12.3K for worst) – among 205 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 06:32 TEXT Russia now offers 'whining' service. If coaching helps achieve goals, whining does the opposite. The performer is ready...	VIEWS 68 384 REPOSTS 94	REACTS — ER 168.6%
Nº2 24.06 · 13:12 TEXT Self-employed and sole proprietors limited to 60 hours/month with one client on digital platforms for six months...	VIEWS 68 132 REPOSTS 224	REACTS — ER 168.0%
Nº3 24.06 · 12:41 PHOTO A cognitive war is underway, targeting civilians. Counter it by building 'cognitive sovereignty'. Deputy...	VIEWS 65 566 REPOSTS 144	REACTS — ER 161.7%

Nº4 26.06 • 14:51 VIDEO Mikhalkov derived the formula of a Russian person: «Only someone who lacks something can be Russian. But not lacking in a way that...	VIEWS 49 627 REPOSTS 438 REACTS — ER 122.4%
Nº5 25.06 • 08:02 TEXT Some VK holding apps have disappeared from the App Store. Users can no longer download «Dzen», VK Video, VK...	VIEWS 41 942 REPOSTS 131 REACTS — ER 103.4%

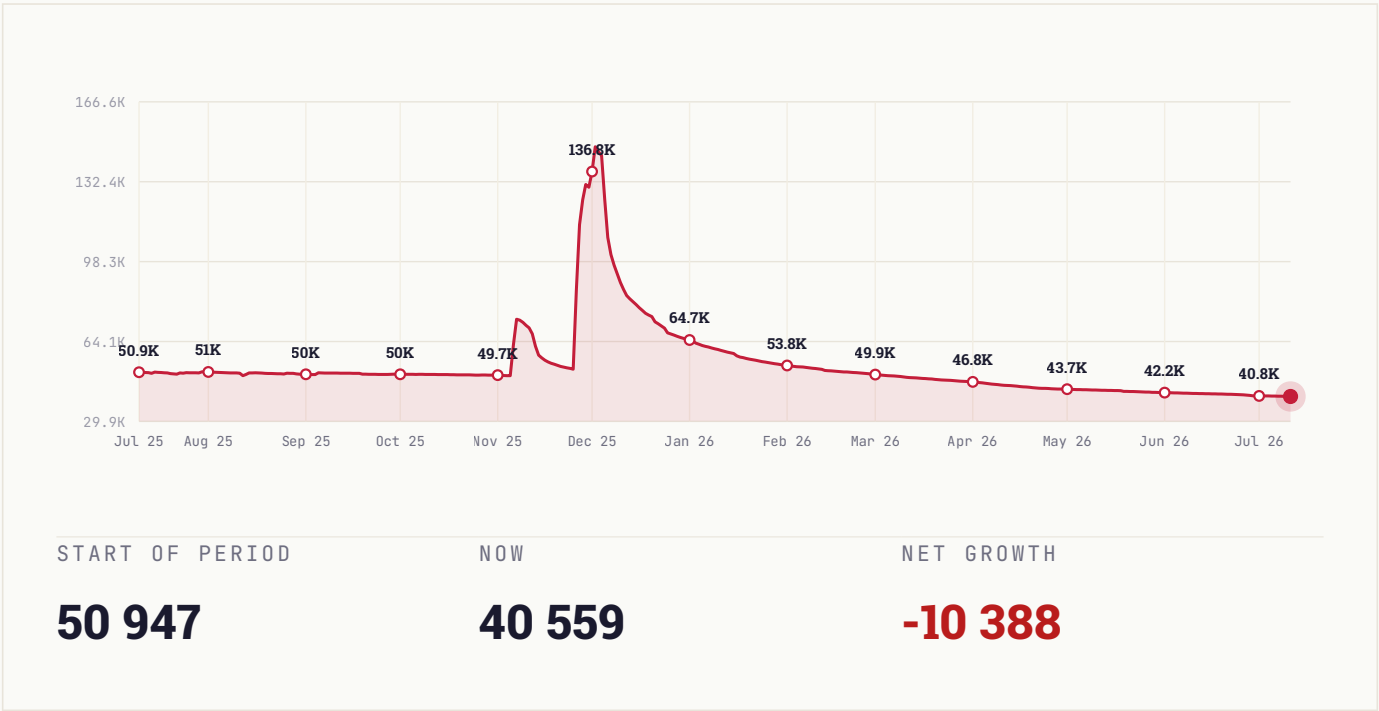
WORST 3

↓ 07.07 • 07:36 TEXT Russia enacted a law banning authorization via foreign ID services. Owners of Russian sites must stop...	VIEWS 12 339 REPOSTS 13 REACTS — ER 30.4%
↓ 07.07 • 08:44 TEXT Ruble overvalued, said Alexander Shokhin, head of the Russian Union of Industrialists and Entrepreneurs. «Unfortunately, despite obvious successes...	VIEWS 12 332 REPOSTS 13 REACTS — ER 30.4%
↓ 07.07 • 06:33 TEXT Paid doctor visits in Russia rose 44% in 3 years — nearly double official inflation. All specialties are getting pricier...	VIEWS 12 326 REPOSTS 25 REACTS — ER 30.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

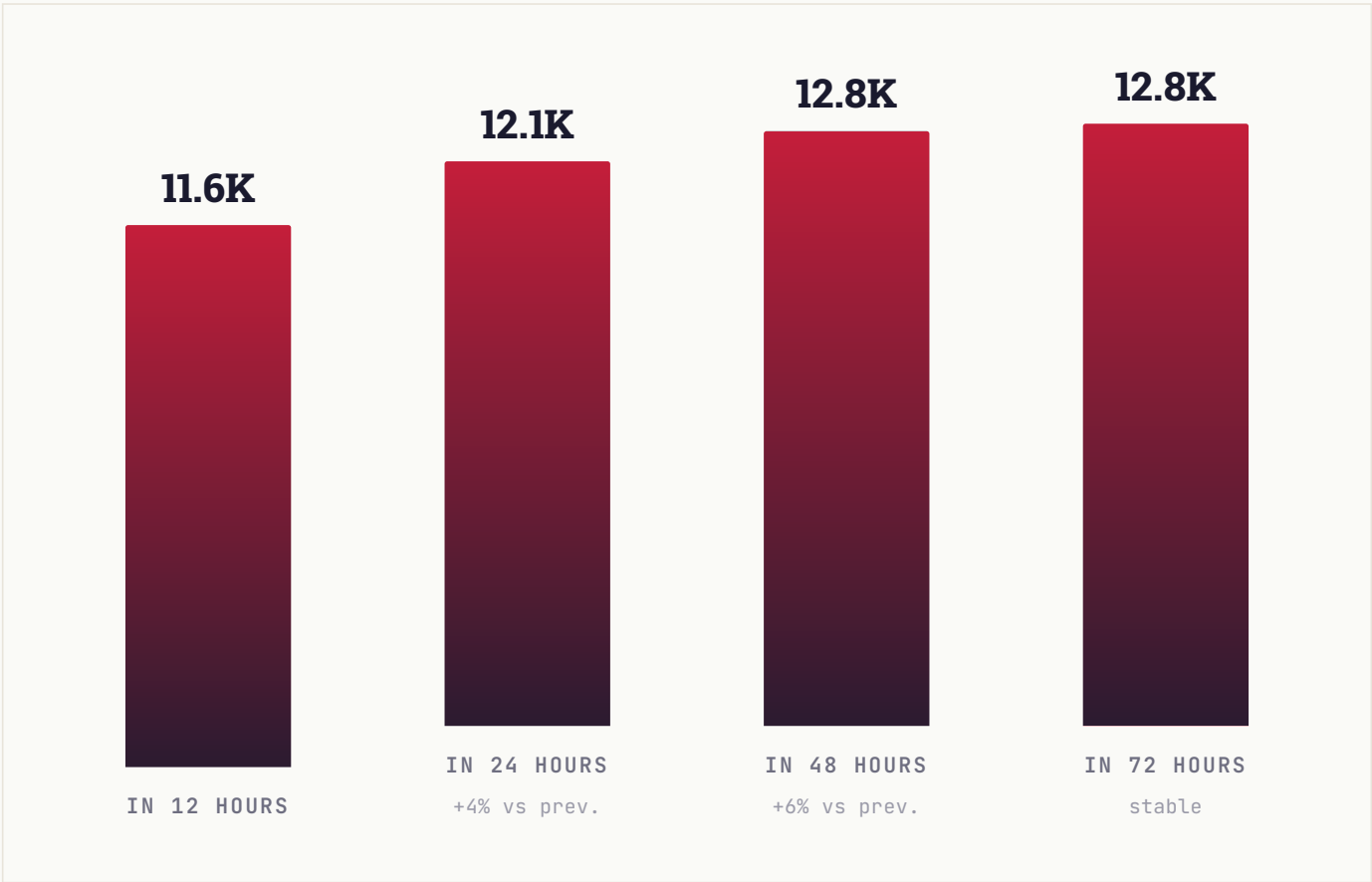
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a placement should «live».



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
ER Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
AVG Trending today	1M
TV Trend or leave	990K
ME Media Wars YOU	40.6K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal — enter top-99 via systematic traffic & content work.

SECTION 06 · 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 were **240**, they brought **122 992** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
Jan 2026	57	34	0	
December 2025	50	37	17305	
November 2025	37	25	103177	
October 2025	27	25	50	
September 2025	44	33	868	
August 2025	25	21	1592	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
240		6	122 992	

Where your channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart includes a light beige background bar, a darker beige bar representing the niche median, a red dot representing the 50th percentile benchmark, and a vertical line representing the channel's performance. The channel's performance is consistently below the benchmark across all metrics.

Metric	Channel Value	50th Percentile Benchmark	Niche Median	Comparison
SUBS	40,557	144.6K	144.6K	72% worse than median
AVG REACH / POST	14,364	13.4K	13.4K	better than 51% of niche
CITATION INDEX	818	204	204	better than 60% of niche

SUBS 72% worse than median

median 144.6K

40.9K 40 557 — your channel 1.2M

AVG REACH / POST better than 51% of niche

median 13.4K

11 14 364 — your channel 56.2K

CITATION INDEX better than 60% of niche

median 204

0 818 — your channel 3.3K

— SECTION 08 · 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 Wednesday

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

EFFECT

Best window for an important post
- 02

Increase video post share

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

EFFECT

Video retains audience better
- 03

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
- 04

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
- 05

Cross-promo with neighboring channels

Swap posts 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 — what we can do in minutes using public data. Want more? Run ads with 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
