

PUBLIC REPORT BY PROMTPRESS

Channel audit

Media



@mediyca

Top news on showbiz, bloggers & internet trends Collaboration:
@Alivian Working with @swaymedia & @Spiral_Yuri Suggestions:
@mediyca_feedback_bot RKN: clck.ru/3G4Am5

SUBSCRIBERS

712 352

-7676 per month

ERR (% SEE POSTS)

12.0%

per day 9.3%

REACH/POST

84.4K

ad reach 66.3K/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 712 352 —	 SUBSCRIBER REACH 11.84% avg % subs see post	 VIEWS/POST 84.4K median 84.4K · 29 days	 POSTS/DAY 18.4 ~129 per week
 TREND 7D -1.8% vs previous week	 REACT./POST 888.3 total 487,699 reactions, 157,692 reposts, 0 comments	 POST LENGTH 312 chars median 291 · 29 days	 POSTS ANALYZED 549 29 days
 AD REACH 66.3K 24h avg	 CHURN / MONTH -7676 last month	 CITATION RATE 261 citation index · 1,236 channels mentioned all time	 CHANNEL AGE 2 years 1 month created 25.04.2024

AI EDITOR SUMMARY

Channel «Mediyka» — 712 352 subs. Each post averages 84.4K people (12% subs), reach is low — consider expanding audience. Publishes 129 posts per week (~18 per day) — very active posting. For week May 25–31 reach stable (-1.8% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **549** posts over 29 days.
- 02 Dominant format — **Video** (271/549 posts).
- 03 Avg post length — **312** characters (median 291).
- 04 Audience peak activity — **Thursday**, 01:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (122.2K avg for top vs 59.4K for bottom) — among 549 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 22:01 PHOTO We talked to Nikki Seey, who also flew on a trip via collab with scammer Khatuna Asked how the trip ended...	VIEWS 132 307 REACT. 122 REP. 87 ER 18.6%
Nº2 17.05 · 22:50 PHOTO Trump posted a series of weird AI images in the last hour — the US president published them on his social network. In one image he is depicted...	VIEWS 118 097 REACT. 1 098 REP. 417 ER 16.6%
Nº3 26.05 · 13:11 VIDEO ✂Cristiano Ronaldo arrived in Moscow — regional media report. Together with security, the legend was spotted near the Lokomotiv football club, and...	VIEWS 116 176 REACT. 4 207 REP. 5 625 ER 16.3%

Nº4 10.05 · 21:10 VIDEO Mass brawl disrupts Slavia vs Sparta match – fans clash during Czech League. Late in the game...	VIEWS 115 148 REACT. 695 REP. 332 ER 16.2%
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Nº5 17.05 · 21:13 VIDEO Samoilova called Dzhigan on show «Contacts» – ex-husband saved as «Carp». Shastun's question: «Seems like science, that this...	VIEWS 114 935 REACT. 791 REP. 140 ER 16.1%
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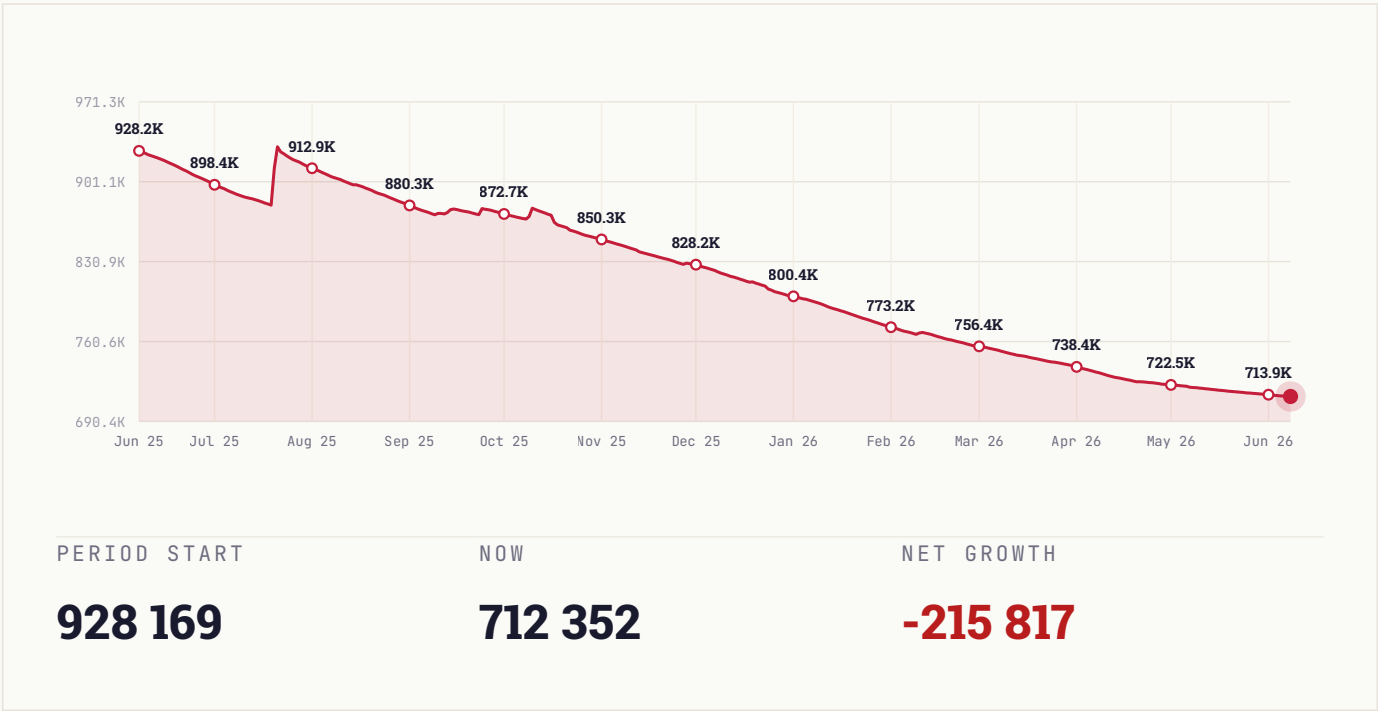
WORST 3

↓ 05.06 · 14:01 VIDEO Buranovskiye Babushki learned to show «six-seven» at SPIEF ☒ – grannies trending • Get into Media	VIEWS 60 244 REACT. 418 REP. 211 ER 8.5%
↓ 05.06 · 15:23 VIDEO «I don't see the point yet» – Putin reacted to Zelensky's meeting proposal. • Get into Media	VIEWS 59 323 REACT. 855 REP. 310 ER 8.3%
↓ 05.06 · 13:55 PHOTO Inflation in Russia in 2026 will be no more than 5.2% – Putin said. • Join Mediyka	VIEWS 58 674 REACT. 594 REP. 55 ER 8.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

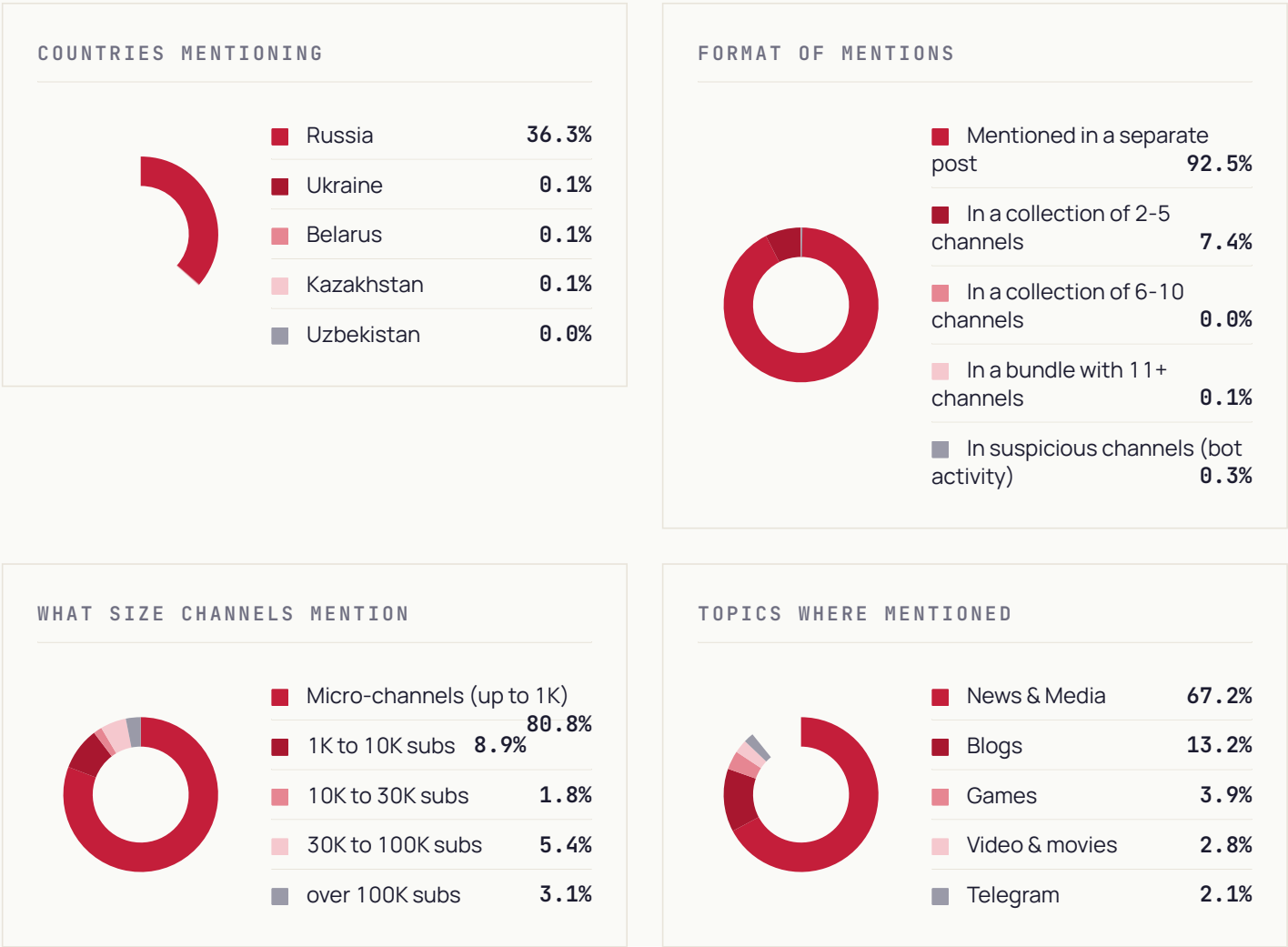
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

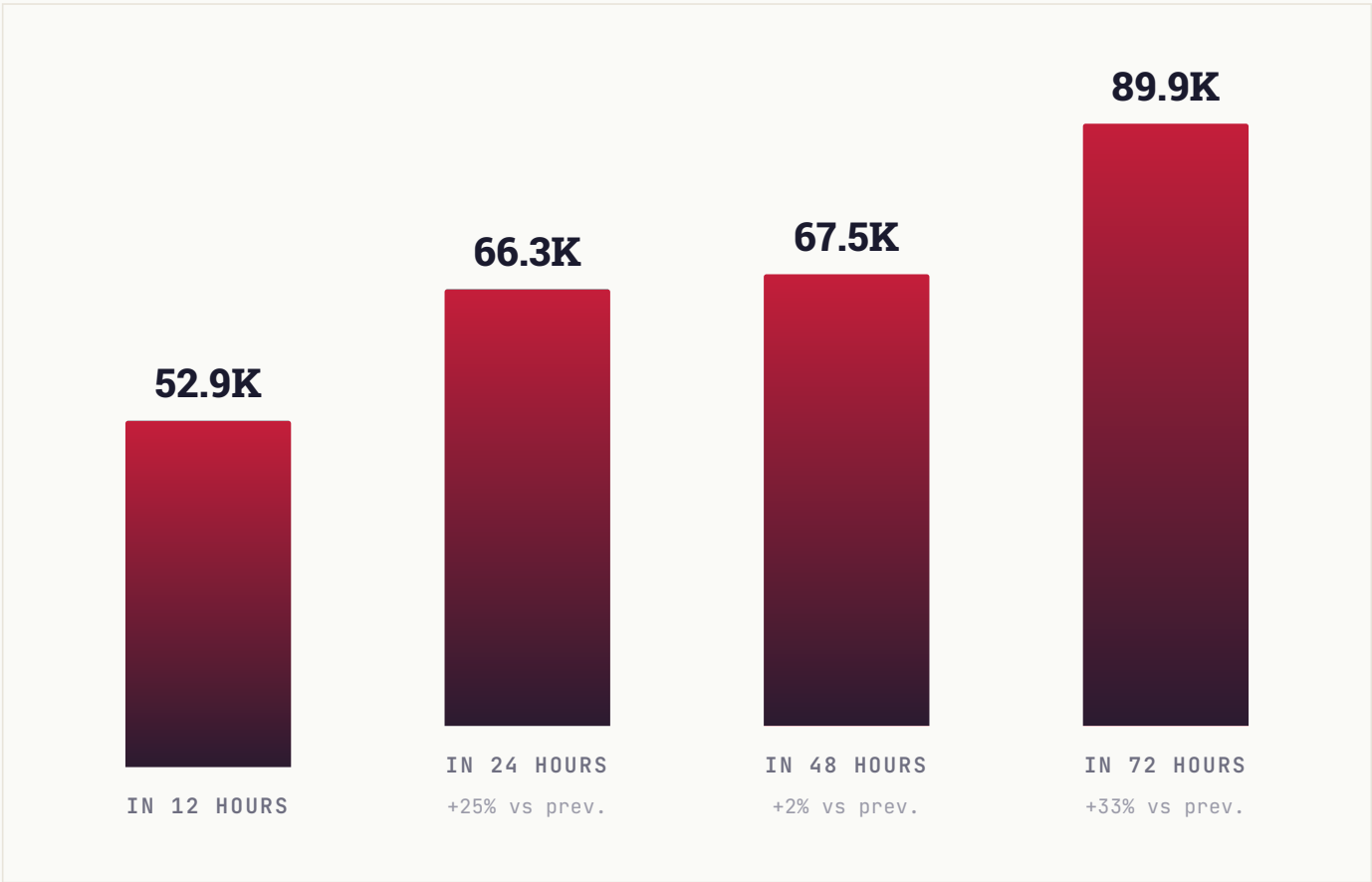
Citation index **261** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **1 236** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
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
PM 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
ME Media YOU	712.4K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#59 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

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **2 235**, they brought **72 957** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	515	61	171
November 2025	448	56	1 093
October 2025	172	49	9 601
September 2025	302	43	10 840
August 2025	454	66	0
July 2025	344	61	51 252
TOTAL MENTIONS			2 235
MONTHS IN DATA			6
ATTRACTED SUBSCRIBERS			72 957

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

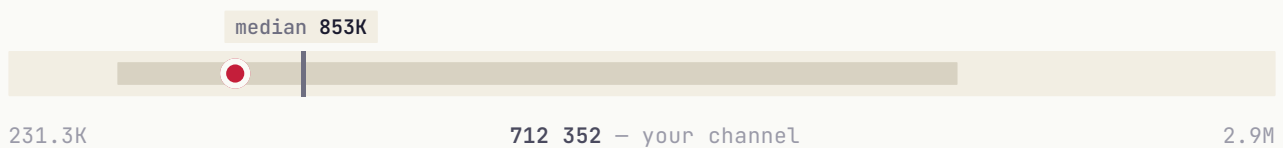
Took top-100 channels in category «News & Media» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#86/100

POSITION IN NICHE

Channel in the bottom half of the ranking

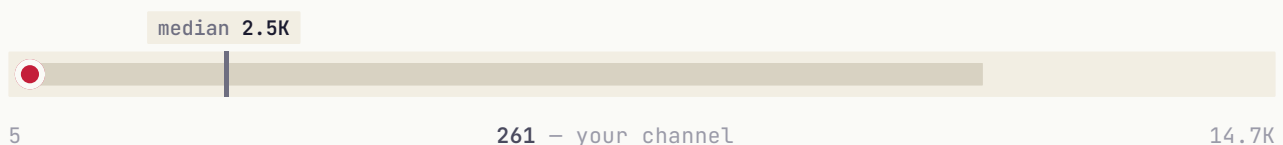
SUBSCRIBERS

worse than median by 16%

AVG REACH / POST

better than 52% of niche

CITATION INDEX

worse than median by 90%

— 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

Main post of the week — on Thursday

Audience is most active on this day at 01:00 MSK.

IMPACT

**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.

IMPACT

**+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.

IMPACT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

IMPACT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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