

PUBLIC REPORT BY PROMTPRESS

Channel audit

Meduza — LIVE



@meduzalive

Main Telegram channel of Meduza. Contact: @m_needs_you iOS app <https://mdza.io/JtSJ9t50Ww4> Android app <https://mdza.io/IQkzDh0RHw4>

SUBSCRIBERS

1 101 799

-1867 per month

ERR (% SEE POSTS)

16.0%

per day 15.1%

REACH/POST

173.7K

ad reach 166K/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 1 101 799 —	 SUBSCRIBER REACH 15.77% avg % subs see post	 VIEWS/POST 173.7K median 170.4K · 24 days	 POSTS/DAY 38.2 ~268 per week
 7D TREND -1.9% vs previous week	 REACTS/POST — MTPROTO only	 POST LENGTH 671 chars median 693 · 24 days	 POSTS ANALYZED 926 24 days
 AD REACH 166K 24h avg	 CHURN / MONTH -1867 last month	 CITATION RATE 3 635 citation index · 13,612 channels mentioned ever	 CHANNEL AGE 10 years 2 months created 06.04.2016

AI EDITOR SUMMARY

Channel 'Meduza — LIVE' — 1 101 799 subs. Each post averages 173.7K people (16% from subs), this is average reach — room to grow. Publishes 268 posts per week (~38/day) — very active posting. For the week of May 25–31, reach stable (-1.9% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 926 posts over 24 days.
- 02 Dominant format — Text (801/926 posts).
- 03 Avg post length — 671 chars (median 693).
- 04 Peak audience activity — Sat, 02:00 MSK.
- 05 Top posts get 2x more views than the weakest (259K avg for top vs 144.7K for bottom) — among 926 posts over 24 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 06:36 TEXT Massive Ukrainian strike on Moscow Ukraine launched a massive strike on Moscow and the Moscow region on the night of May 17. Since midnight...	VIEWS 265 441 REPS 1 222	REACTS — ER 24.1%
Nº2 23.05 · 19:54 TEXT "Stop this massacre. The whole world is waiting for it." Russian director Andrey Zvyagintsev, who won the Grand Prix at the 79th Cannes Film Festival for...	VIEWS 260 447 REPS 908	REACTS — ER 23.6%
Nº3 16.05 · 18:23 TEXT "Russia is looking for new soldiers." Zelensky on Putin's decision to simplify citizenship for residents of Transnistria President...	VIEWS 251 040 REPS 171	REACTS — ER 22.8%

Nº4 03.06 · 20:50 TEXT Explosion at a weapons factory in Tula After the explosion, a fire started, extinguished after several hours. The incident killed...	VIEWS 249 141 REPS 387	REACTS — ER 22.6%
Nº5 17.05 · 11:09 TEXT Russian TV downplayed Ukraine's strike on Moscow On Channel One's 10 AM broadcast, announcing the day's top stories...	VIEWS 248 260 REPS 562	REACTS — ER 22.5%

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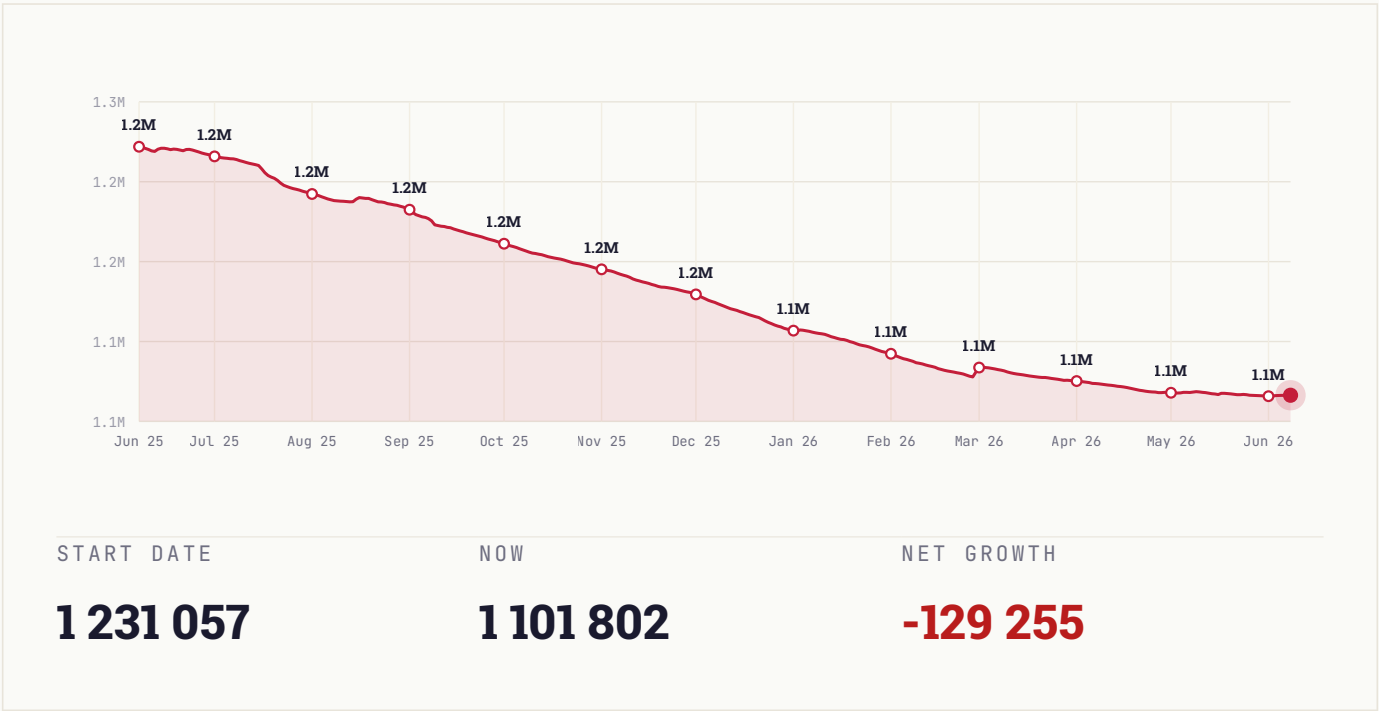
WORST 3

↓ 22.05 · 09:51 PHOTO How to talk to kids and teens about scary things? Discuss with writer Natalia Krupenina at the launch of her new novel 'I Can Fall'...	VIEWS 145 152 REPS 45	REACTS — ER 13.2%
↓ 15.05 · 12:21 TEXT War. Day 1542 Ukrainian forces attacked Ryazan with drones overnight. Two residential high-rises were hit...	VIEWS 144 951 REPS 40	REACTS — ER 13.2%
↓ 05.06 · 12:38 TEXT Blockades push Russia away from “digital sovereignty,” says Pavel Durov Because of them, talented developers leave Russia, who...	VIEWS 144 060 REPS 191	REACTS — ER 13.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

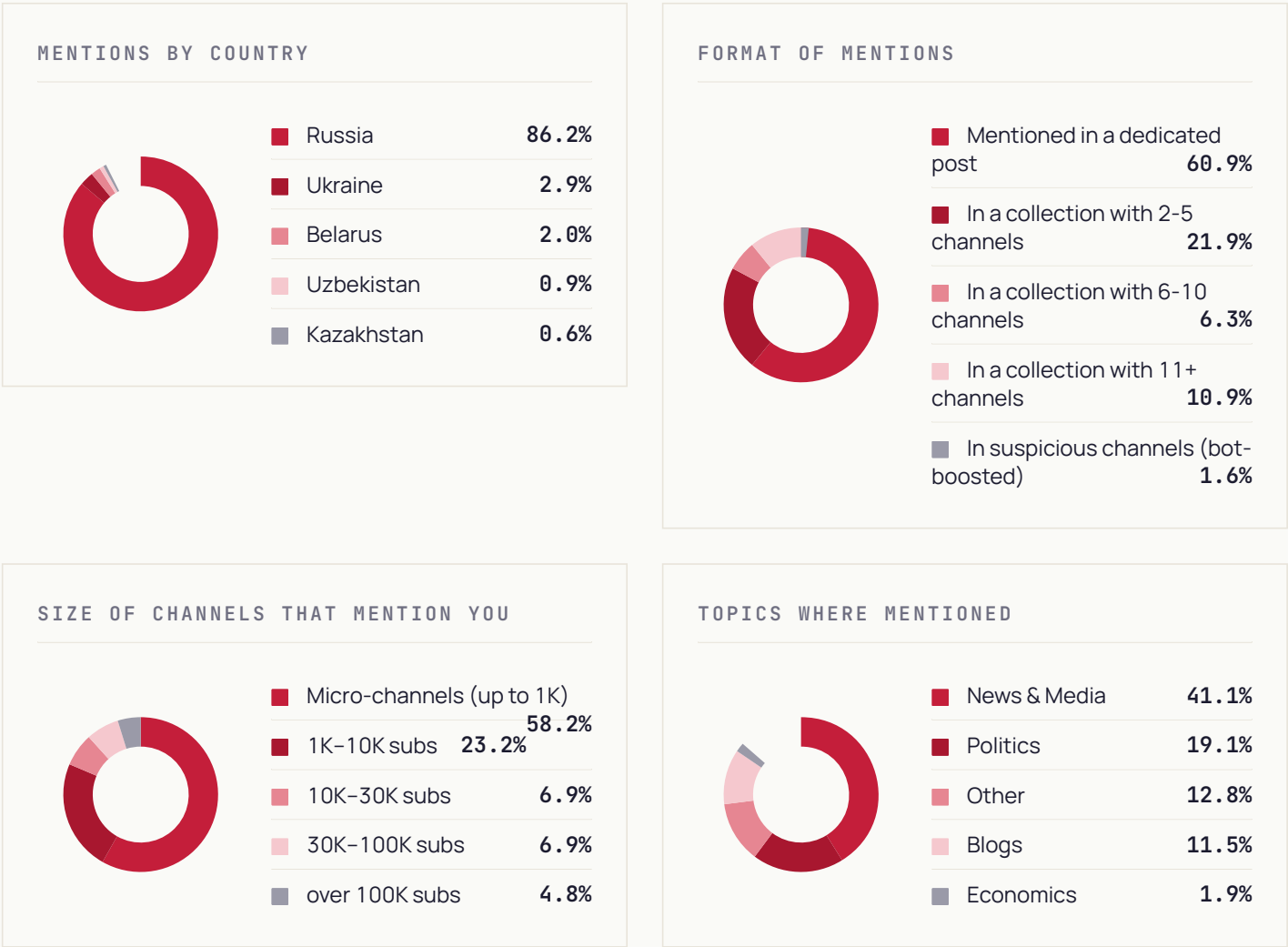
Subscriber growth chart over the year. Key months show exact subscriber count. Highlights months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

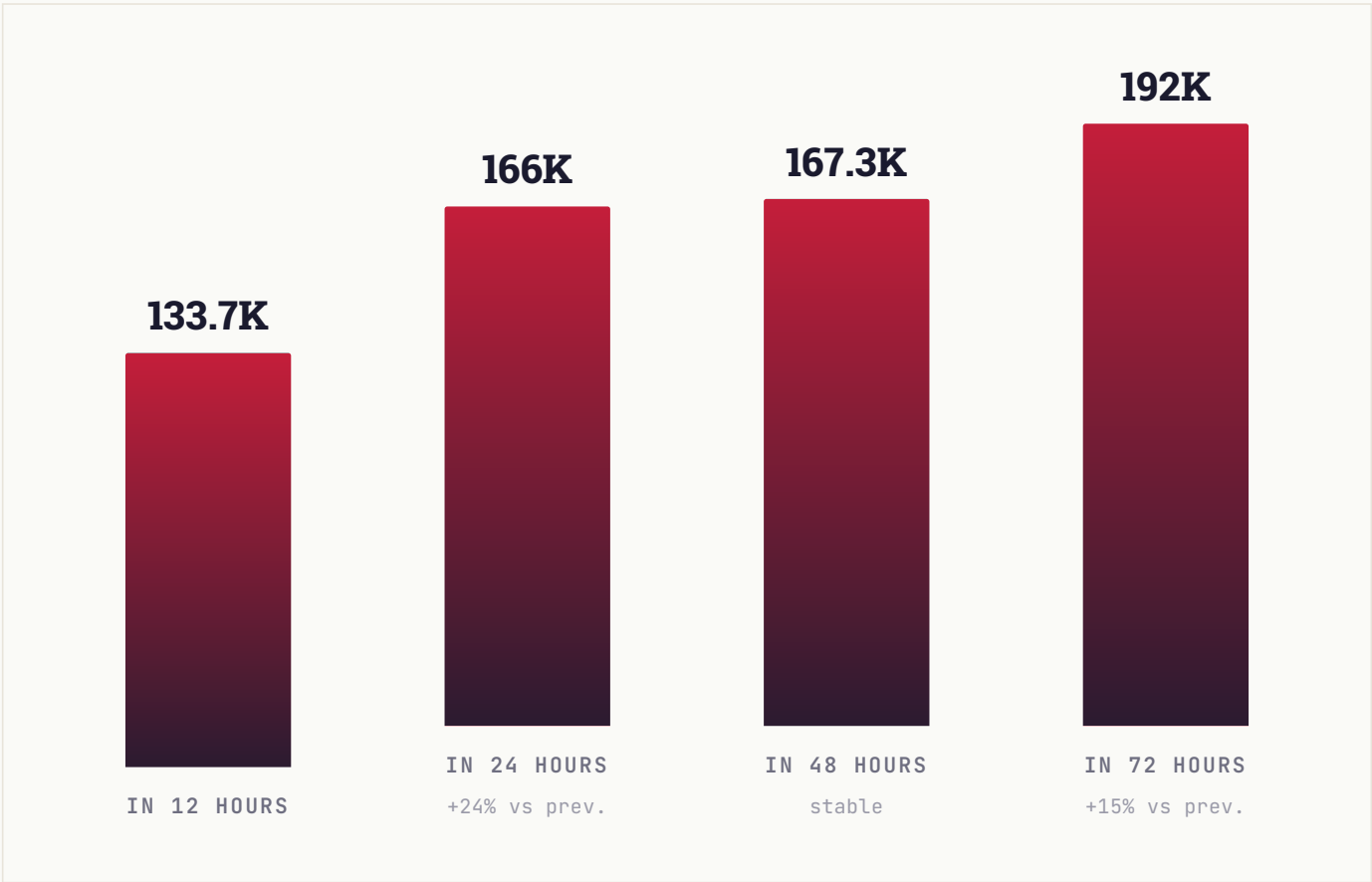
Citation index **3 635** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **13 612** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



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
M- Meduza — LIVE YOU	1.1M

COMPARATIVE INSIGHT

Channel in top half of niche (#33 of 99). Niche leader — Live Broadcast • News (4.1M), median subs 843.7K. Aim for top quartile — realistic 6-12 month horizon.

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** mentions found **3 993**, they brought **2 213** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	956	170	0	
Nov 2025	888	190	0	
Oct 2025	630	159	0	
September 2025	563	186	0	
August 2025	553	169	2 213	
July 2025	403	137	0	
TOTAL MENTIONS	3 993	MONTHS OF DATA	6	ATTRACTED SUBSCRIBERS
			2 213	

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "News & Media» (Russia) and saw how your channel compares. Gray band — range for 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

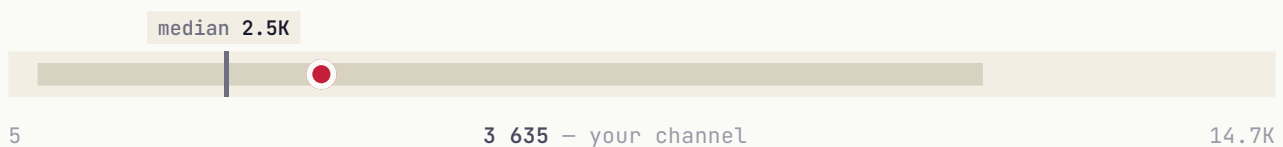
SUBSCRIBERS

better than 57% of niche

AVG REACH / POST

better than 71% of niche

CITATION INDEX

better than 55% of niche

— 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 Saturday

Audience is most active on this day at 02:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

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 win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with same-niche channels. 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 plan 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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