

PROMTPRESS PUBLIC REPORT

Channel audit

Military Informant



@milinfoLive

News of domestic and foreign armed forces
 Ads: @milinfoLive_man
 Suggestions: @feedback_milinfoLive
 Channel included in the RKN list: <https://clck.ru/3FEgc6>

SUBSCRIBERS

603 066

+3091 per month

ERR (% SEE POSTS)

16.0%

per day 14.9%

REACH/POST

92.6K

ad reach 89.6K/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 Citations

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «News & Media» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 603 066 —	 SUBS REACH 15.36% avg % of subs see post	 VIEWS/POST 92.6K median 92.2K · 16 days	 POSTS/DAY 22.6 ~158 per week
 7D TREND — no data for period	 REACTIONS/POST 1270.8 total 463,832 reactions, 153,368 reposts, 20,987 comments	 POST LENGTH 435 chars. median 322 · 16 days	 POSTS ANALYZED 365 16 days
 AD REACH 89.6K 24h avg	 CHURN / MONTH +3091 last month	 CITATIONS 5 730 citation index · 11,320 channels mentioned over all time	 CHANNEL AGE 9 years 7 months created 06.11.2016

AI EDITOR SUMMARY

Channel «Military Informant» – 603 066 subs. Each post averages 92.6K people (15% from subs), this is average reach – room to grow. Publishes 158 posts per week (~23 per day) – very active posting schedule.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **365** posts over 16 days.
- 02 Dominant format – **Video** (170/365 posts).
- 03 Avg post length – **435** characters (median 322).
- 04 Peak audience activity – **Monday**, 15:00 MSK.
- 05 Top posts get **3x** more views than the weakest (175.9K avg for top vs 66.5K for bottom) – among 365 posts over 16 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 12:33 PHOTO Hornet kamikaze drones now fly over 150 km from the front line, reaching Veselo-Voznesenka checkpoint on the administrative border of DNR and...	VIEWS 193 786 REP. 2 120	REACTIONS 1 988 ER 32.1%
Nº2 24.05 · 10:44 VIDEO Ukrainian drone RAM-2X with Starlink terminal tried to strike a truck with Wildberries parcels heading to Crimea on...	VIEWS 174 057 REP. 1 530	REACTIONS 2 038 ER 28.9%
Nº3 23.05 · 17:50 TEXT Given the advance warnings from Ukraine and the US about the impending strike, if the missiles really fly to those "centers...	VIEWS 159 794 REP. 858	REACTIONS 1 518 ER 26.5%

Nº429.05 · 12:05 PHOTO Looks like remote mining of rear roads from Ukrainian drones has begun. What we feared: "But another danger could be...	VIEWS	REACTIONS
	155 821	1 944
	REP.	ER
	3 466	25.8%

Nº529.05 · 19:28 PHOTO This is what IBM mines used by AFU for remote mining of roads in the rear, especially the R-280 "Novorossiya" highway...	VIEWS	REACTIONS
	132 499	1 735
	REP.	ER
	2 007	22.0%

WORST 3

↓ 28.05 · 15:07 VIDEO «Mom, hi, it's me, I'm fine.» RT presents a video about the feat of Sergey Yarashev, who single-handedly held a position for 68 days in...	VIEWS	REACTIONS
	71 530	1 240
	REP.	ER
	77	11.9%

↓ 23.05 · 07:25 VIDEO Kyiv used not only long-range drones in the terrorist attack in Starobilsk, but also larger weapons – a missile or aerial bomb. This is reported by...	VIEWS	REACTIONS
	64 713	1 210
	REP.	ER
	140	10.7%

↓ 28.05 · 20:34 VIDEO Geran-4 seeker presents: Cheetah	VIEWS	REACTIONS
	63 306	710
	REP.	ER
	104	10.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

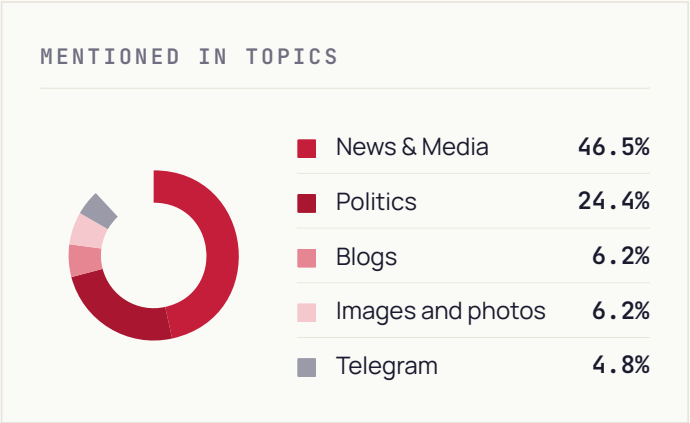
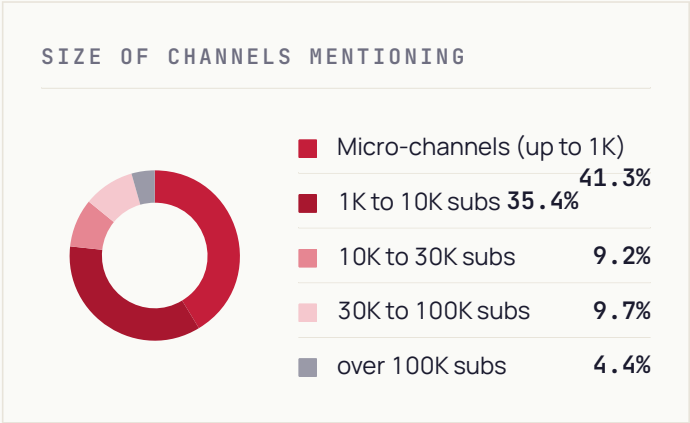
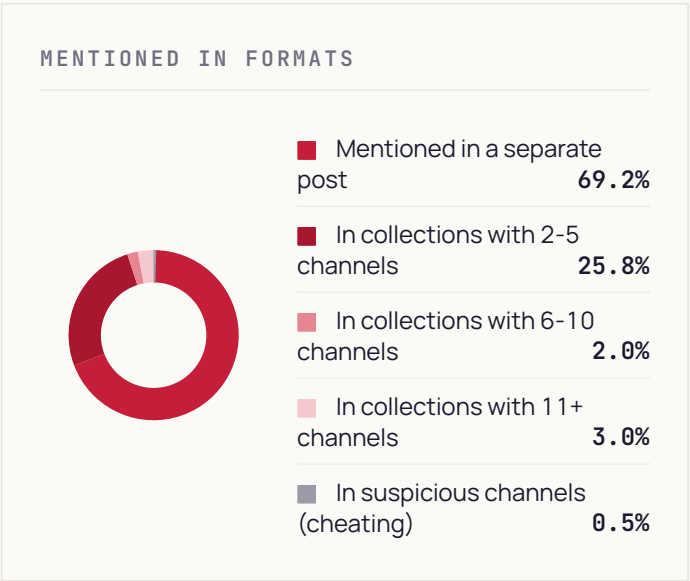
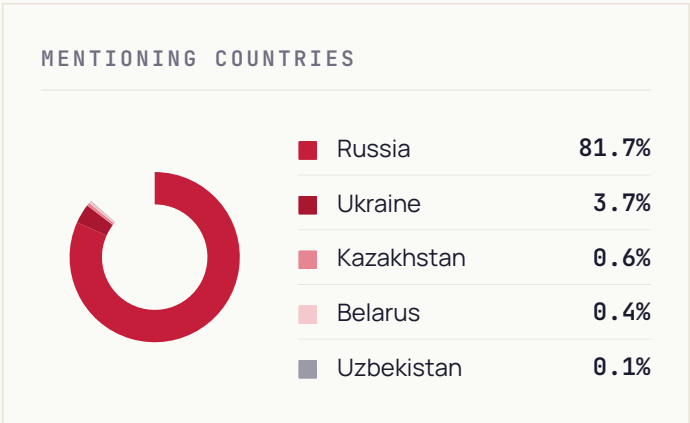
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of gain and loss.



SECTION 04 · CITATIONS

Who and how mentions the channel

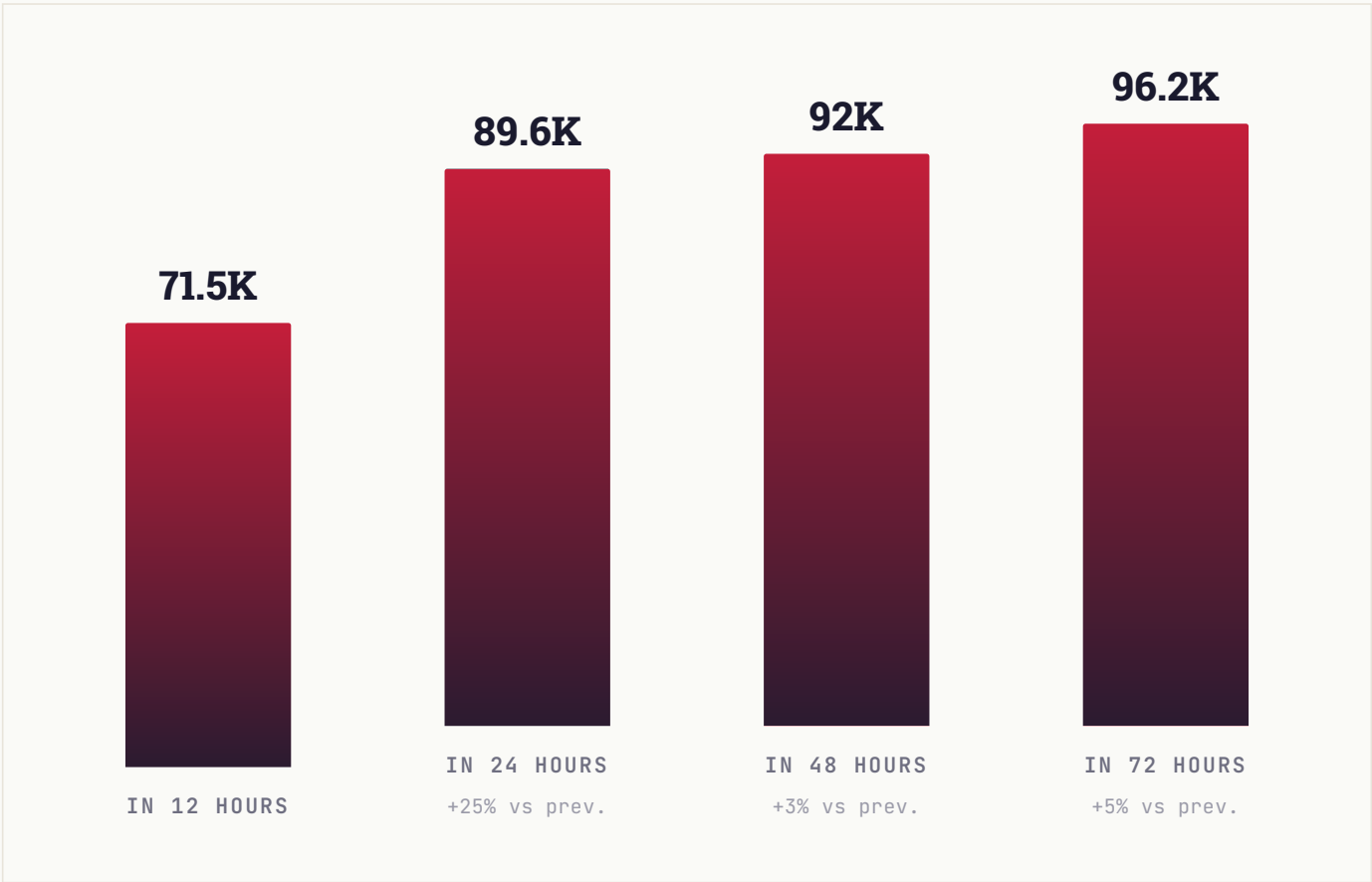
Citation index **5 730** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **11 320** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long 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
Avg. Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
MO Military Informant YOU	603.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#67 of 99). Niche median — 843.7K subs. First growth KPI — reach the median. Leader: Live Broadcast • News (4.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions occurred **20 125**, they brought **13 182** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
December 2025	3 921	725	2 775	
November 2025	3 498	572	4 558	
October 2025	3 500	603	921	
September 2025	3 150	629	922	
August 2025	3 037	589	2 517	
July 2025	3 019	580	1 489	
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBS	
20 125	6		13 182	

SECTION 08 · NICHE COMPARISON

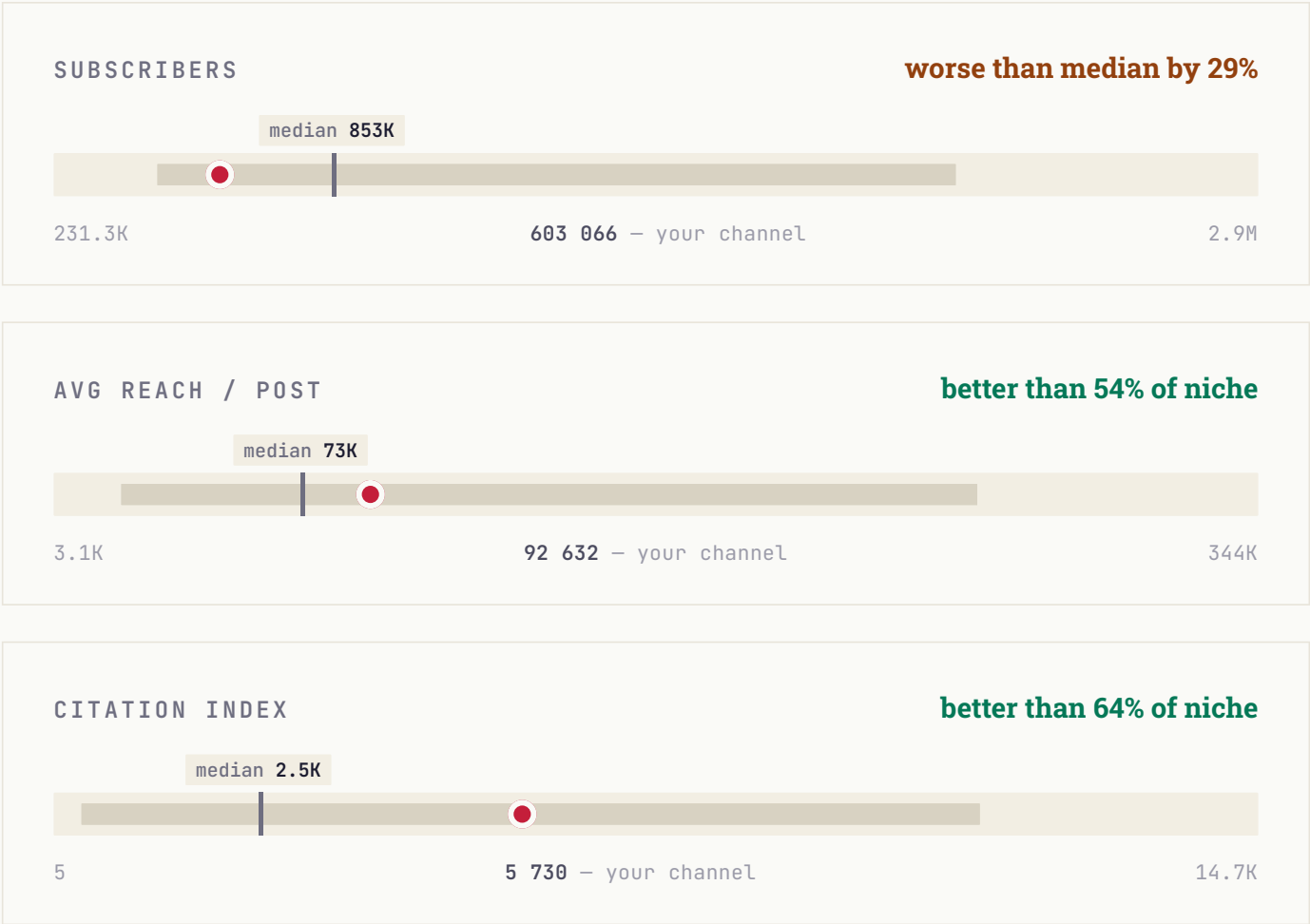
Where channel stands in its league

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

#86/100

POSITION IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

01

Top post of the week — on Monday

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

IMPACT

**Best window
for important
post**

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

IMPACT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — an easy growth point.

IMPACT

+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.

IMPACT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with 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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