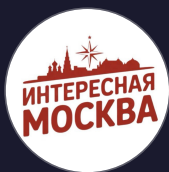


PROMTPRESS PUBLIC REPORT

Channel audit

Интересная Москва | афиша



@mocdsr

We write about the most vibrant and current events in the capital
 Link: <https://t.me/+EreyhmDW5xcyYjly> Advertising: @miraMtg RKN:
 6414676528 <https://tgpost.ru/tg/mocdsr>

SUBS

199 812

+50338 per month

ERR (% SEE POSTS)

8.0%

per day 5.7%

REACH/POST

14.7K

ad reach 11.4K/24h

— CONTENTS · 2026

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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 199 812 —	 SUBS REACH 7.36% avg. % of subs see post	 VIEWS/POST 14.7K median 14.2K · 29 days	 POSTS/WK 18.8 for the period
 TREND 7D +2.8% vs previous week	 REACTS/POST 165.8 total 13 268 reactions, 6 437 reposts, 0 comments.	 POST LENGTH 294 chars. median 269 · 29 days	 POSTS ANALYZED 80 29 days
 AD REACH 11.4K avg over 24h	 CHURN / MONTH +50338 for the past month	 CITATIONS 6 citation index · 325 channels mentioned all time	 CHANNEL AGE 3 years 11 months created 21.09.2022

AI EDITOR SUMMARY

Channel “Интересная Москва | афиша” — 199 812 subscribers. Each post on average is viewed by 14.7K people (7% from subscribers), reach is low — worth expanding the audience. Publishes 19 posts per week (~3 per day) — regular schedule. For the week of Aug 10–16, reach stable (+2.8% vs week 3–9 августа).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **80** posts over 29 days.
- 02 Dominant format – **Photo** (42/80 posts).
- 03 Average post length – **294** characters (median 269).
- 04 Peak audience activity – **Tuesday**, 16:00 MSK.
- 05 Strongest posts get **2 times** more views than the weakest (19.6K on average for top vs 10.8K for worst) – among 80 posts in 29 days. Worth analyzing what’s common for the top – topic, format, posting time.

TOP 5 POSTS

Nº1 04.08 · 07:33 PHOTO  A unique barefoot walking trail opened on Tsvetnoy Boulevard Here you can walk along a path of pebbles, sand, and wood...	VIEWS 19 627 REP. 81	REACTS 130 ER 9.8%
Nº2 04.08 · 13:15 VIDEO  One of Moscow's most beautiful bike routes shown online Interesting Moscow events	VIEWS 19 605 REP. 69	REACTS 129 ER 9.8%
Nº3 04.08 · 17:30 VIDEO  Karaoke bar with free entry and no deposit in central Moscow Great place to spend an evening with friends, sing your favorite...	VIEWS 19 479 REP. 54	REACTS 286 ER 9.7%

Nº4

04.08 · 09:05

VIDEO

 Atmospheric shot bar with signature infusions is open at Chistye Prudy The place combines vintage interior with brickwork...

VIEWS

19 434

REACTS

126

REP.

107

ER

9.7%

Nº5

05.08 · 13:31

PHOTO

 Large-scale padel festival at Luzhniki Guests get six courts, tournaments, masterclasses from pro players...

VIEWS

19 370

REACTS

128

REP.

72

ER

9.7%

WORST 3

↓ 03.08 · 07:31 PHOTO  Exhibition on digital art and visual illusions opened in Moscow VS Gallery hosts “Perception Error”, where...	VIEWS 10 993 REACTS 276 REP. 105 ER 5.5%
↓ 03.08 · 13:15 PHOTO MYST opens a new chapter  \n\nThe restaurant on 1-й Брестской fully reimaged its concept – now live fire is at the core of the cuisine. Not like...	VIEWS 10 702 REACTS 145 REP. 72 ER 5.4%
↓ 30.07 · 13:30 VIDEO  A river tram runs between Strogino and Serebryany Bor It's a great way to see Moscow from the water, enjoy picturesque views...	VIEWS 10 575 REACTS 83 REP. 69 ER 5.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. On key months, exact subscriber counts are shown. Shows in which months the channel grew and in which it lost subscribers.

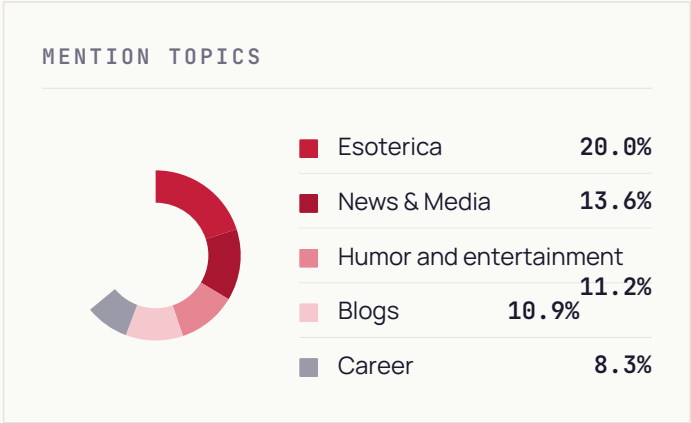
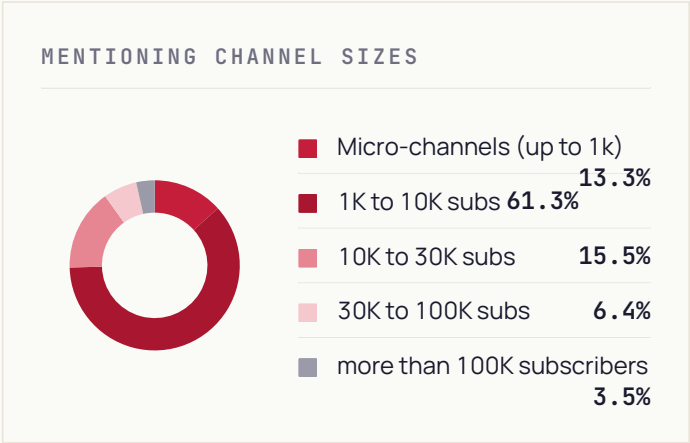
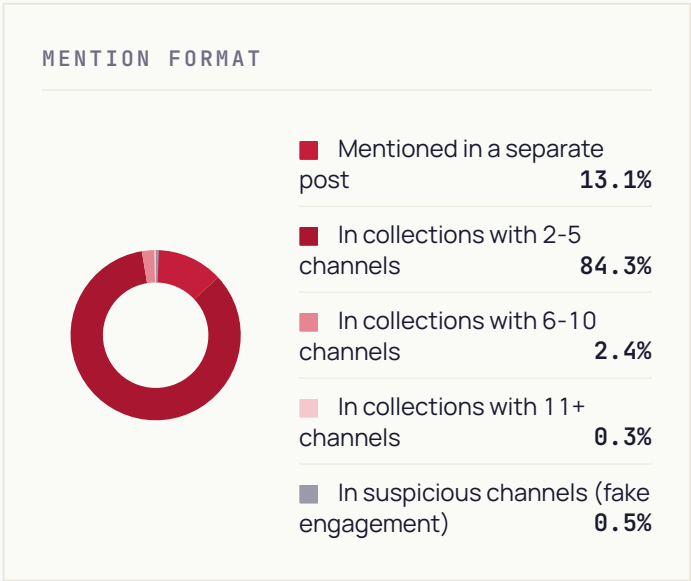
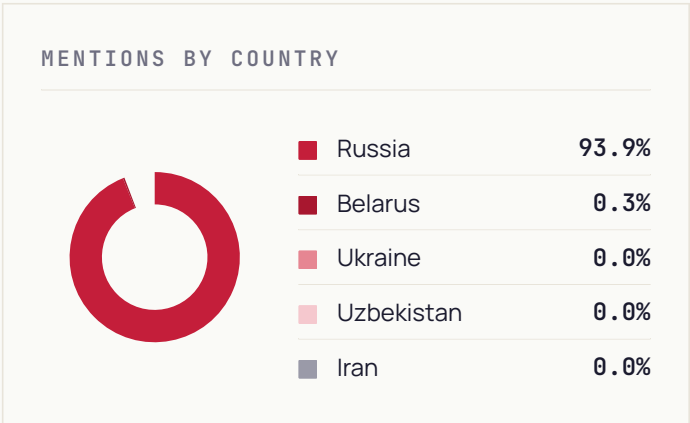


PERIOD START	NOW	NET GROWTH
164 438	199 812	+35 374

SECTION 04 • CITATIONS

Who and how mentions the channel

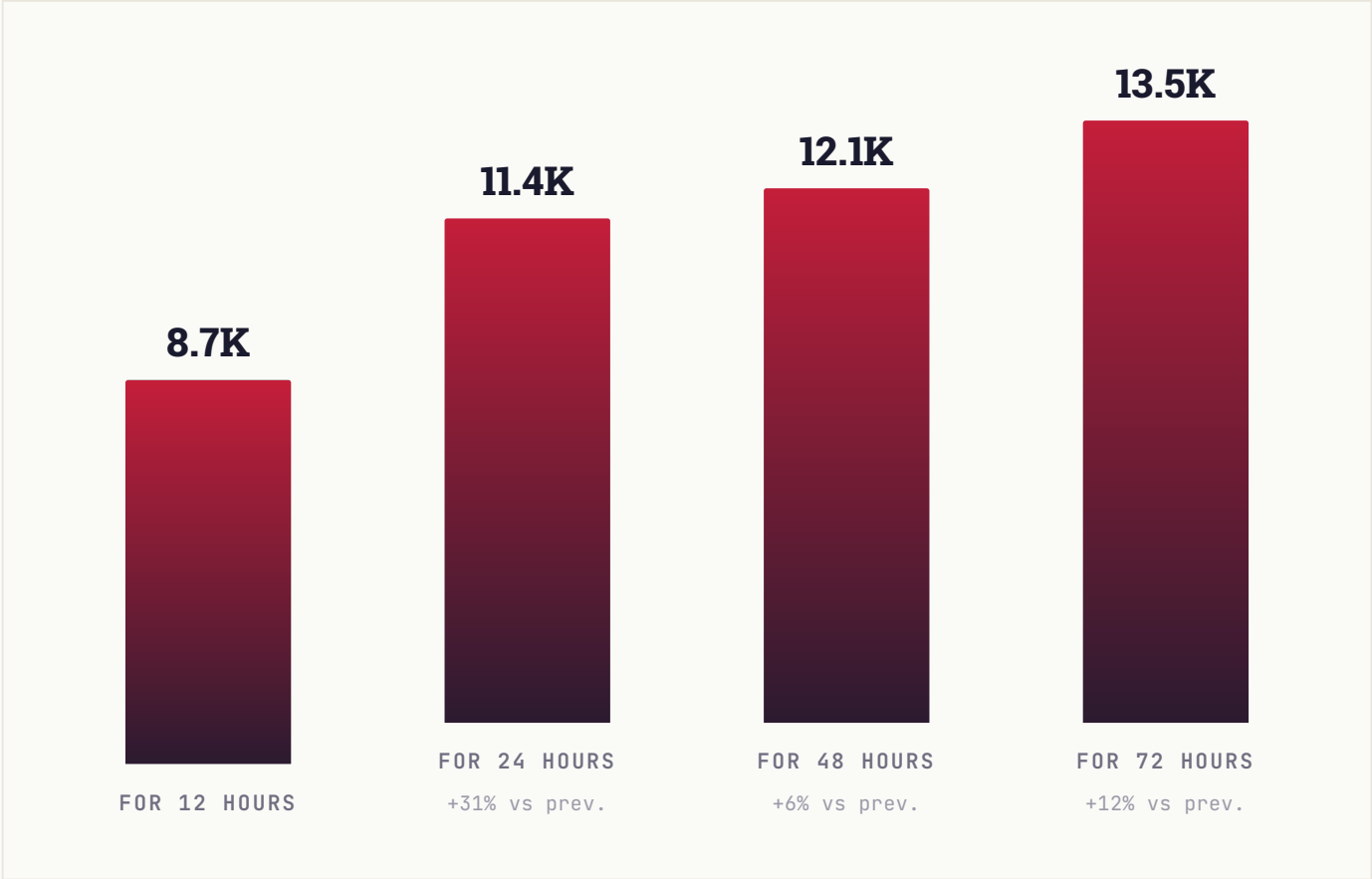
Citation index 6 – channel popularity rating based on mentions. Takes into account not only their count but also the weight of mentioners: a post from a 100k channel “weighs” more than from a 1k one. Over all time, the channel was mentioned **325** different channels.



SECTION 05 · AD POTENTIAL

Post reach duration

Average reach of an ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. We highlighted your channel — you can see what place it takes among niche neighbors.

CHANNEL	SUBS
M• Москвач • Новости Москвы	4.3M
TL Топор Live	4.1M
LB Live • News	4M
M- Москва - это интересно	3.3M
FM First Moscow	3.2M
MA Mash	3.1M
RIA RIA Novosti	3M
NM Новости Москвы	2.7M
MS Москва сегодня	2.7M
MR Media Russia not Moscow	2.6M
IM Интересная Москва афиша YOU	199.8K

COMPARATIVE CONCLUSION

Channel to date outside top-99 niche — early growth stage. Niche leader — Москвач • Новости Москвы (4.3M), top-99 median: 776.9K. First goal — break into top-99 via systematic traffic and content work.

SECTION 07 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels of category «News & Media» (Russia) and compared it against them. The gray bar — a range in which 80% of niche channels fall (from p10 to p90). The black vertical line — the median. The red dot — your channel.



— SECTION 08 · STRATEGY

What to do now

5 priority actions, sorted by expected impact. Check off as a checklist and return to this report in a month.

- | | | |
|-----------|---|---|
| 01 | Top post of the week — Tuesday
On this day and at 16:00 MSK the audience is most active. | EFFECT
Best window
for key posts |
| 02 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (organic integrations), Premium (target audience). PromptPress picks sources for the niche. | EFFECT
+1000-3000
subs |
| 03 | Test polls and interactive formats
Posts with polls/reactions usually add +5-15% to ER. One weekly poll on a “hot” topic — an easy growth. | EFFECT
+5-15% ER |
| 04 | Cross-promo with adjacent channels
Exchange posts with same-segment channels quarterly. No need daily — 2-3 collabs drive relevant growth. | EFFECT
Relevant
audience
growth |
| 05 | Update channel description for Telegram search
Telegram search looks at descriptions. Add 3-5 niche keywords — a source of organic traffic. | EFFECT
Organic traffic
source |

★ WHAT'S NEXT

Want this done? **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — launch ads through us and hit your growth plan in a month.

01 **Run ads in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
