

PUBLIC REPORT PROMTPRESS

Channel audit

Кинопространств

moon



@mooncinema

moon and Silver Screen are a network of cinema spaces with comfy halls and a unique cinema bar ■■Site: moon.by ■Instagram: instagram.com/mooncinema ■VK: vk.com/mooncinemas ■TikTok:...

SUBSCRIBERS

6 968

+370 per month

ERR (% SEE POSTS)

31.0%

daily 18.4%

REACH/POST

2.1K

ad reach 1.3K/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 Citation rate

Who mentions the channel & how

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 'Video & Movies' category

09 Strategy

5 priority actions

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 6 968 —	 SUBSCRIBER REACH 30.84% avg % subs see post	 VIEWS/POST 2.1K median 2.1K · 29 days	 POSTS/WEEK 19.0 over period
 TREND 7D -7.2% vs previous week	 REACTIONS/POST 60.0 only 4,737 reactions, 520 reposts, 442 comments	 POST LENGTH 220 chars median 116 · 29 days	 POSTS ANALYZED 79 29 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH +370 last month	 CITATION RATE 0 citation index · 17 channels mentioned ever	 CHANNEL AGE 2 years 6 months created 09.11.2023

AI EDITOR SUMMARY

Channel «Кинопространство mooon» — 6 968 subs. Each post avg views 2.1K people (31% of subs), good reach. Publishes 19 posts/week (~3/day) — regular pace. Week 25–31 May reach dropped -7.2% to week 18–24 May — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **79** posts over 29 days.
- 02 Dominant format – **Photo** (45/79 posts).
- 03 Avg post length – **220** chars (median 116).
- 04 Peak audience activity – **Wednesday**, 19:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (2.7K avg top vs 1.1K worst) – among 79 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.05 · 16:26 PHOTO We know you've been waiting 🤖 https://mooon.by/afisha/events/vecher-v-stile-maykl-predpokaz-filma-4371?utm_source=telegram		VIEWS 2 810	REACTIONS 81
		REP. 26	ER 40.3%
Nº2 12.05 · 11:51 PHOTO Miranda Priestly already judges you... if you haven't tried the themed menu 'The Devil Wears Prada 2' ☒☒ Set 'Choice...		VIEWS 2 720	REACTIONS 85
		REP. 8	ER 39.0%
Nº3 11.05 · 13:54 TEXT Tickets for Mortal Kombat 2 on sale now ☒		VIEWS 2 719	REACTIONS 97
		REP. 15	ER 39.0%

Nº4 09.05 · 07:04 PHOTO Real talent is forged here.	VIEWS 2 689 REP. 2	REACTIONS 69 ER 38.6%
Nº5 13.05 · 06:02 PHOTO Today's premiere week is like May holidays – short but exciting 🎬 🎬 «Mortal Kombat 2» (18+) – Earthrealm champions...	VIEWS 2 624 REP. 5	REACTIONS 54 ER 37.7%

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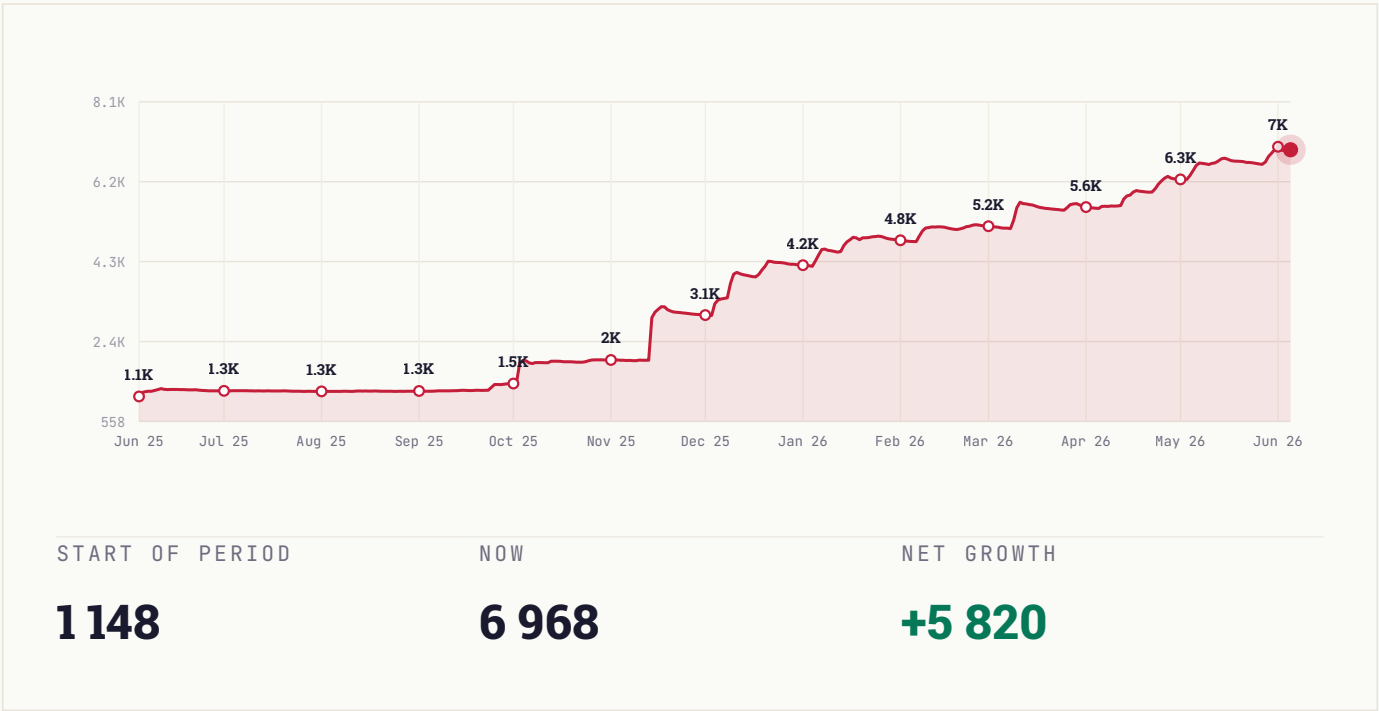
WORST 3

↓ 04.06 · 08:15 PHOTO 🕯️🕯️: Wax figure in the spotlight (and not a single shadow) You know that feeling when you put on a playlist of Michael Jackson's hits and...	VIEWS 1 334 REP. 5	REACTIONS 62 ER 19.1%
↓ 05.06 · 06:02 PHOTO On set / In the movie:	VIEWS 1 119 REP. 1	REACTIONS 44 ER 16.1%
↓ 05.06 · 07:02 PHOTO Friday – perfect time for 'The Mandalorian & Grogu' memes 🎬 Write which one fits you today 🎬	VIEWS 933 REP. 8	REACTIONS 27 ER 13.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

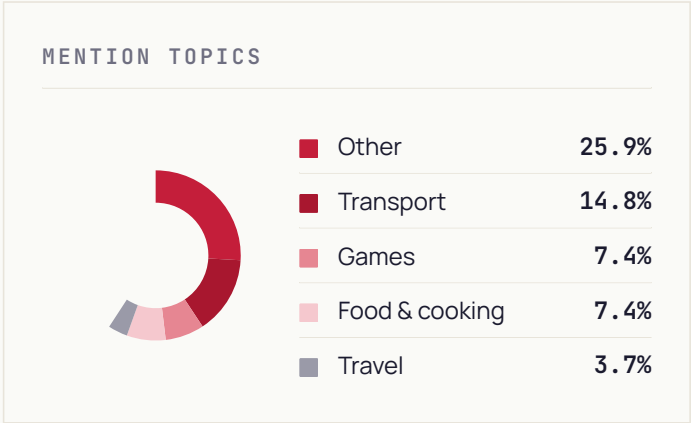
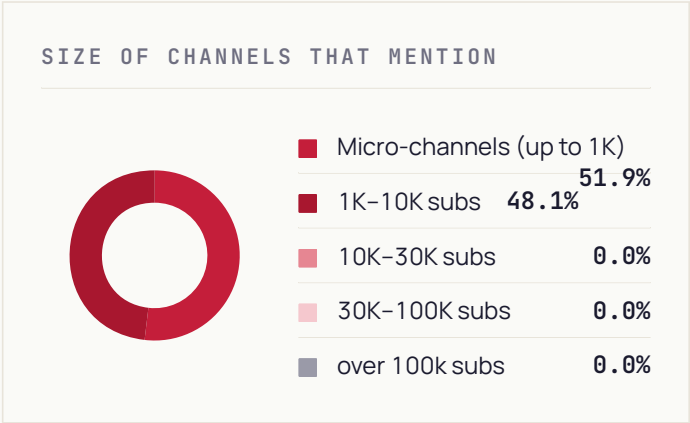
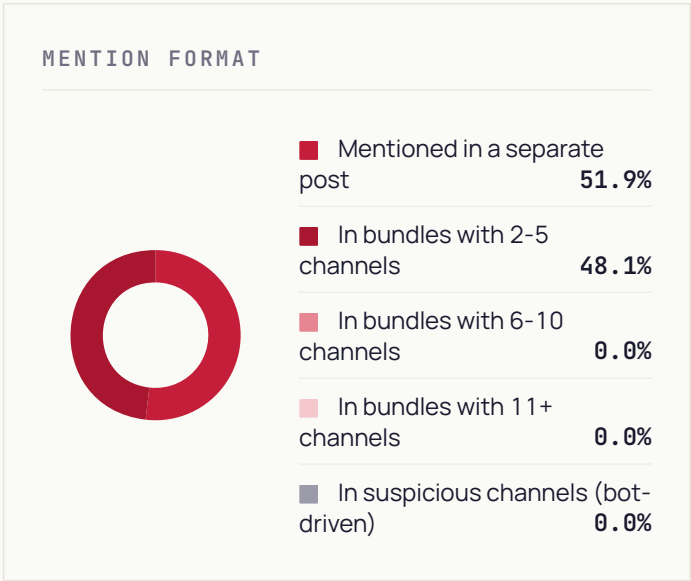
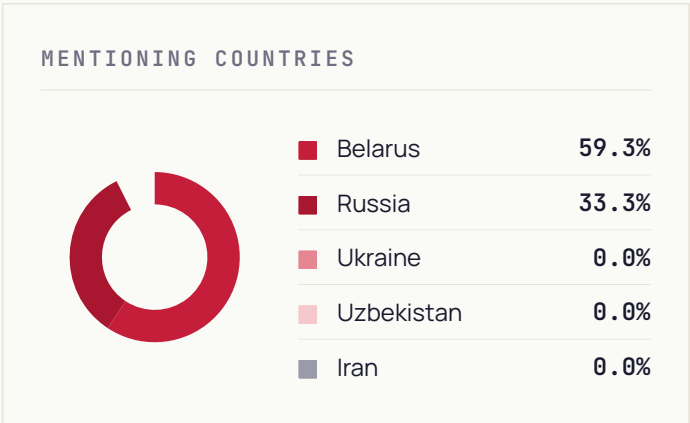
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

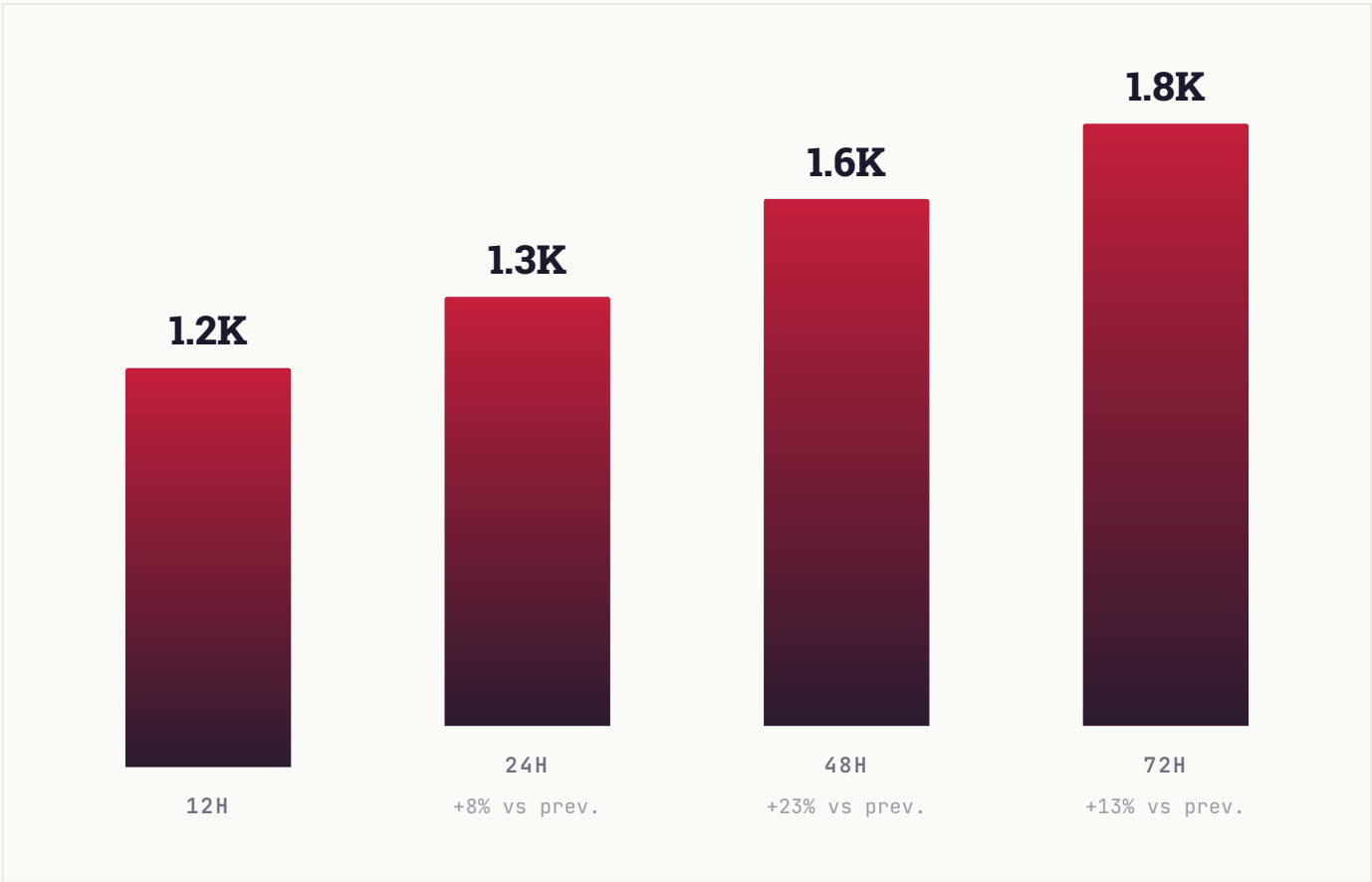
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 17 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post by 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 place among niche neighbors.

CHANNEL	SUBSCRIBERS
TA tali_abramovich	172.8K
SH ShopSaver	78.3K
ММ Movies for Evening Kinovpn	35.4K
FOR EARN	18K
BB Video Wiki show	13.2K
FF FXPremiere Free Gold Signals	12.3K
К Кінакіпа Фільмы і серыялы па-беларуску	10.4K
KV Casting agency Vita Art	9.5K
КМ Кинопространство mooon YOU	7K
SI Seryozha and his backup	4.9K
TM TMCTMCofficial	4.4K

COMPARATIVE INSIGHT

Channel intop 10 of niche (#9 of 48). Strong position. Niche leader — tali_abramovich (172.8K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

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** such mentions were **2**, they brought **3 569** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1	1	1 387	
November 2025	0	0	1 283	
October 2025	1	1	664	
September 2025	0	0	194	
August 2025	0	0	25	
July 2025	0	0	16	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
2		6	3 569	

SECTION 08 · NICHE COMPARISON

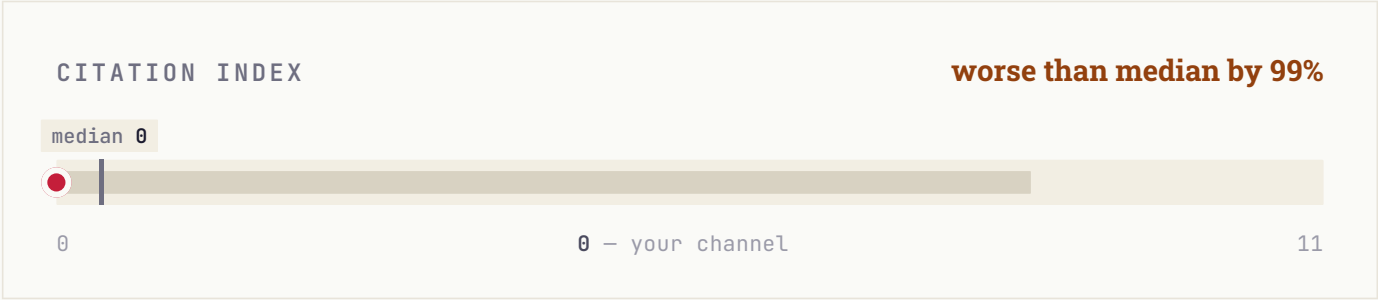
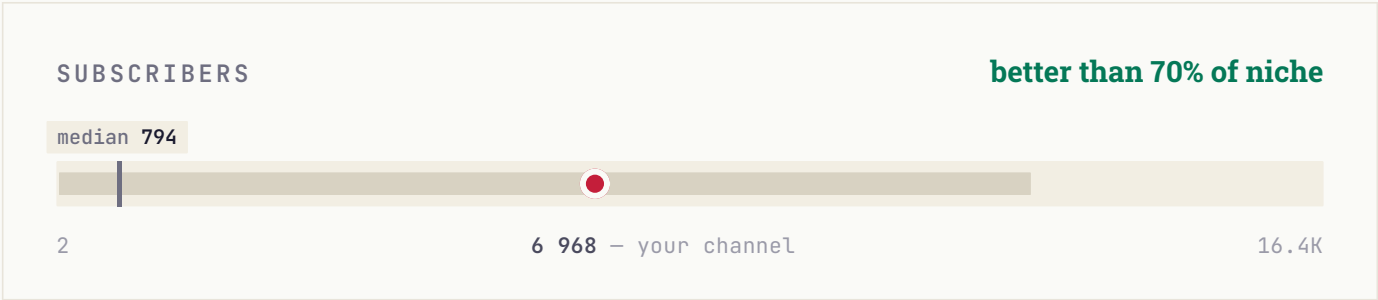
Where the channel stands in its league

Took top-48 channels in category "Video & movies» (Belarus) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#9/48

POSITION IN NICHE

Channel in top 18% — strong position



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday

Audience is most active on this day at 19:00 MSK.

EFFECT

Best time for important posts
- 02

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
- 03

Test polls and interactive formats

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

EFFECT

+5-15% ER
- 04

Cross-promo with nearby channels

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

EFFECT

Growth from relevant audience
- 05

Update channel description for Telegram search

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

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us and hit your growth plan 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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