
PROMTPRESS PUBLIC REPORT

Channel audit

МосКульт - спектакли, концерты, выставки, культурные мероприятия Москвы



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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 13 411 —	 SUBSCRIBER REACH 141.88% avg % subs see post	 VIEWS/POST 19K median 19.4K · 29 days	 POSTS/WK 10.3 over period
 7D TREND +9.2% vs prev. week	 REACTIONS/POST 218.4 total 9,390 reactions, 1,172 reposts, 0 comments	 POST LENGTH 346 chars. median 322 · 29 days	 POSTS ANALYZED 43 29 days
 AD REACH 12.8K 24h avg	 CHURN / MONTH -2607 last month	 CITATION INDEX 0 citation index (cumulative)	 CHANNEL AGE 3 years 26 days Created 19.06.2023

AI EDITOR SUMMARY

Channel «МосКулт - спектакли, концерты, выставки, культурные мероприятия Москвы» — 13 411 subs. Each post averages 19K people (142% from subs), wide reach for a channel this size. Publishes 10 posts/week (~1/day) — steady. Week Jun 29–Jul 5 reach grew +9.2% to week Jun 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 43 posts over 29 days.
- 02 Dominant format – Photo (43/43 posts).
- 03 Avg post length – 346 chars (median 322).
- 04 Peak audience activity – Friday, 15:00 MSK.
- 05 Top posts gather 1x more views than the weakest (22.2K avg top vs 17K worst) – among 43 posts in 29 days. Analyze common traits: topic, format, timing.

TOP 5 POSTS

Nº1 08.07 · 12:00 PHOTO 🎵Husky🎵 The main trickster of Russian rap hits the road with Summer Sound x Beeline for unforgettable open-air shows. The program includes...	VIEWS 23 031 REPOSTS 1	REACTIONS — ER 171.7%
Nº2 07.07 · 12:00 PHOTO 🔥 Ill Nino 🔥 Legends of Latin metal, Ill Niño, return with a tour of Russia! Stars from New Jersey with Puerto Rican roots...	VIEWS 22 149 REPOSTS 3	REACTIONS 226 ER 165.2%
Nº3 10.07 · 12:00 PHOTO ★Sing & Dance on the Roof★ From the creators of 'Latin on the Roof'. Moscow below. Summer air flows through the glass dome. First glasses already...	VIEWS 21 531 REPOSTS 9	REACTIONS 213 ER 160.5%

Nº4

04.07 · 07:00

PHOTO

Saturday rubric "Where to go today?" Recommendations from us, reactions from you 🕯️ Have a great weekend ✨

VIEWS

21 229

REACTIONS

241

REPOSTS

34

ER

158.3%

Nº5

01.07 · 12:00

PHOTO

🕶️OG Buda🕶️ Summer is unthinkable without a live OG Buda performance with musicians. Don't miss it! 📅 Jul 16, Thursday, 8:00 PM 📍 Red Summer...

VIEWS

21 006

REACTIONS

234

REPOSTS

5

ER

156.6%

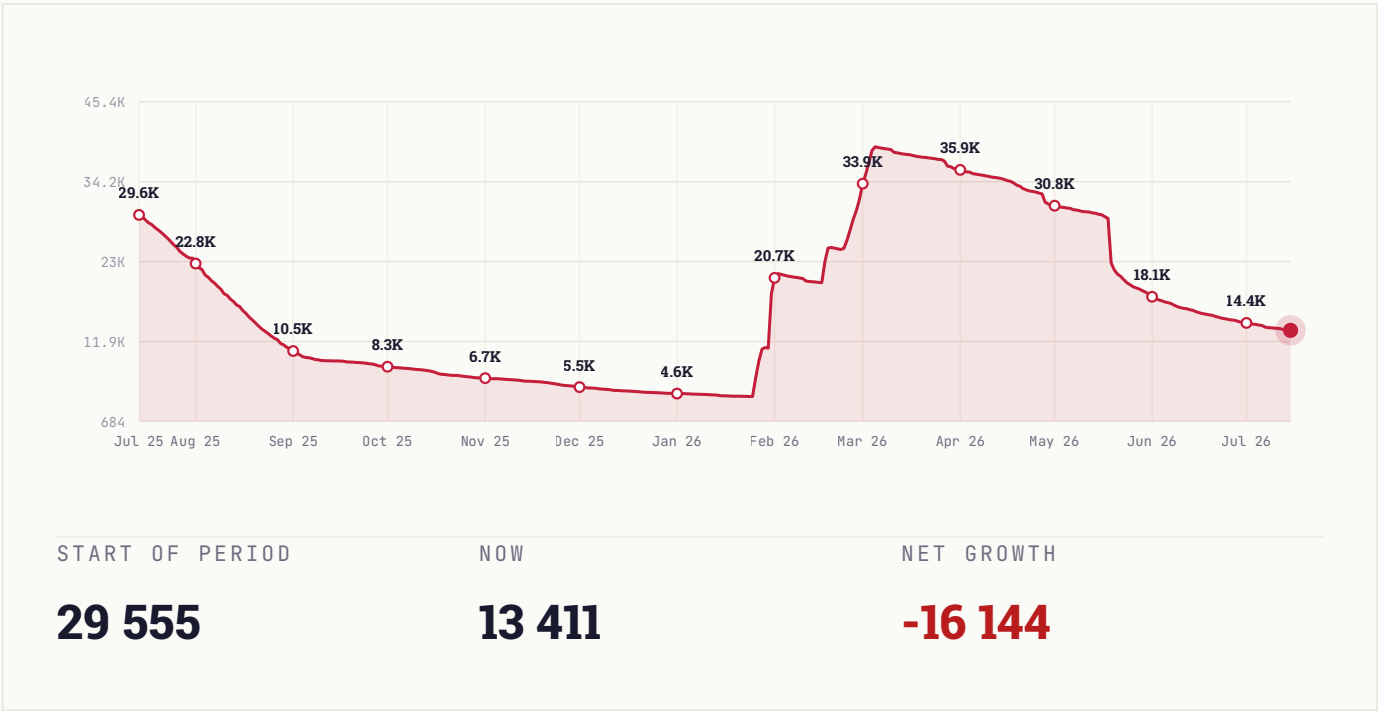
WORST 3

↓ 18.06 · 12:00 PHOTO 💣Insomnia💣 'Insomnia' is an international non-commercial festival of independent animation held open-air. 📅 Jul 9, Thursday...	VIEWS 17 519 REACTIONS 243 REPOSTS 7 ER 130.6%
↓ 24.06 · 06:00 PHOTO 🎵Nash Albert🎵 Nash Albert (Nash Tavkhelidze) in Moscow and London is known as frontman and creator of Blast Unit Moscow (previously known...	VIEWS 17 118 REACTIONS 237 REPOSTS 13 ER 127.6%
↓ 25.06 · 06:00 PHOTO 🎵Dora🎵 Special open-air show by the author of musical blockbusters. We recommend arriving at your convenience so you...	VIEWS 16 304 REACTIONS 232 REPOSTS 19 ER 121.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

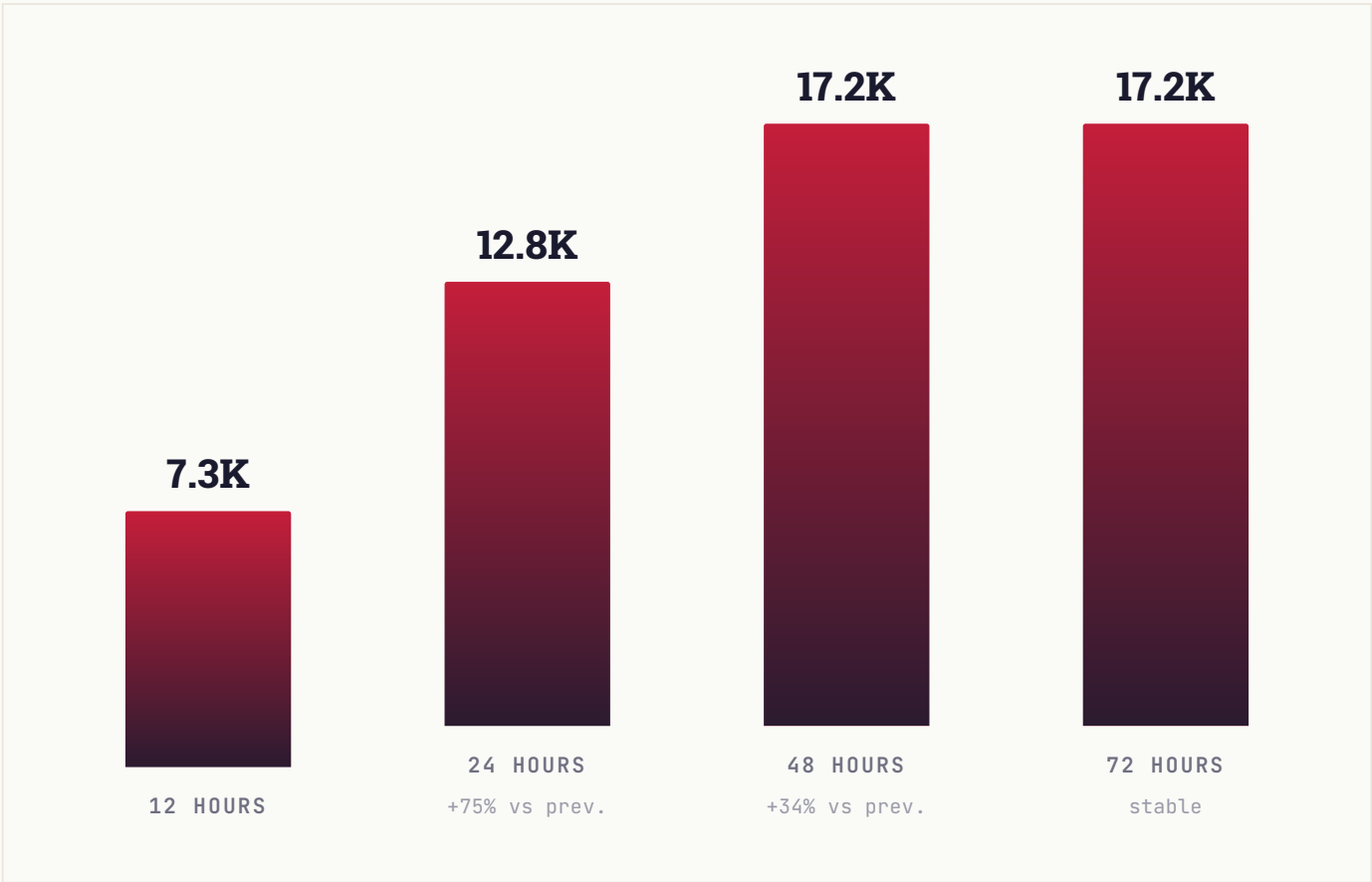
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Moskvichka	500.8K
JP Yandex Travel	496.6K
ER Tutu	494.1K
Sun Discount train	431.6K
OT Ozon Travel	413.5K
CPM Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.7K
M- МосКульт - спектакли, концерты, выставки, культурные мероприятия Москвы	13.4K

COMPARATIVE INSIGHT

Channel is still outside top 95% of niche — early growth stage. Niche leader — Moscow - where to go | Events (1.2M), top-95 median: 157K. First goal — enter top-95 via systematic traffic & content work.

SECTION 06 · 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 **0**, they brought **14 444** new subs.

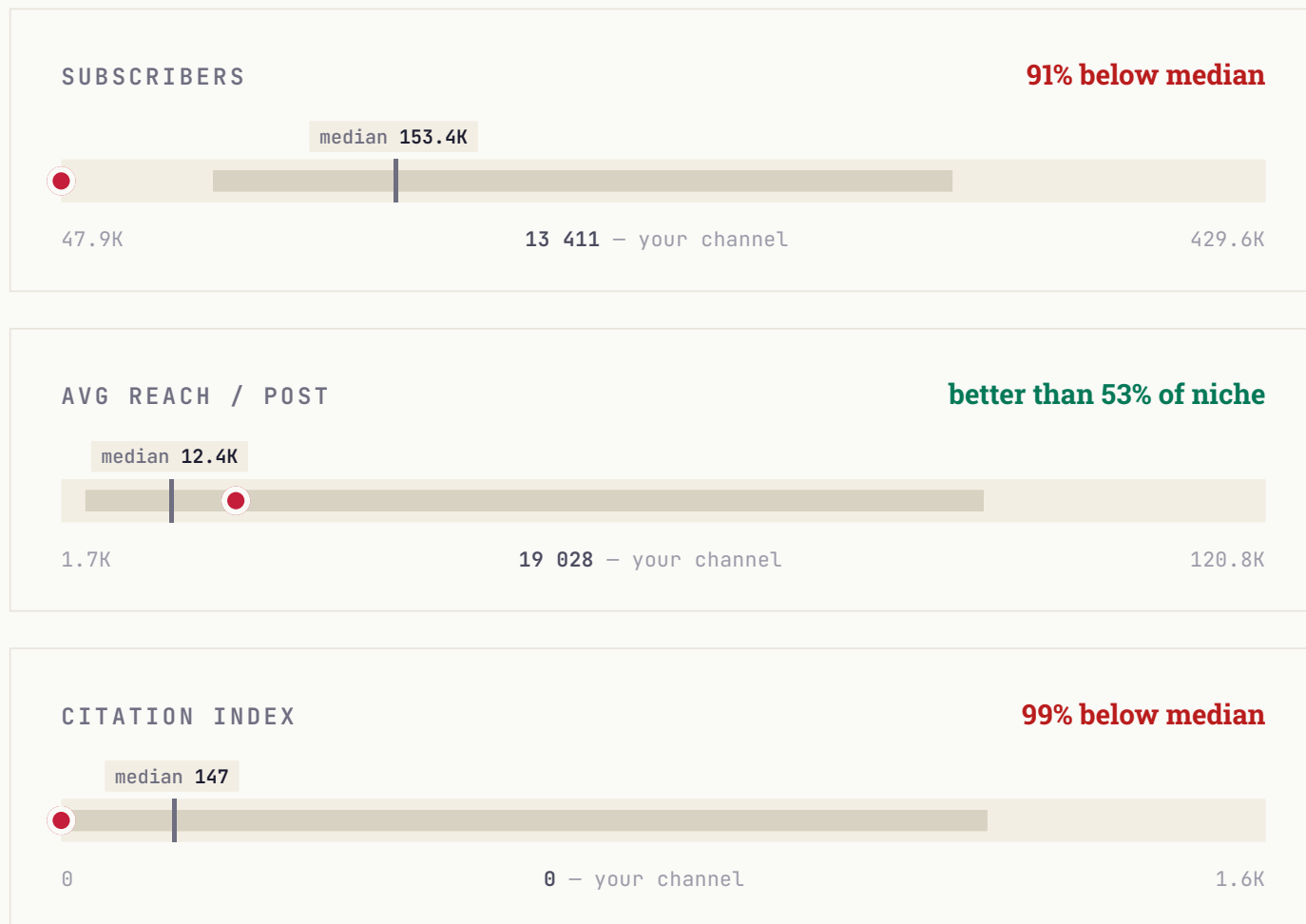
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	0	0	14 444	
Dec 2025	0	0	0	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	14 444

SECTION 07 • NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Travel» (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.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

01**Main post of the week — on Friday**

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

EFFECT

**Best window
for an
important post****02****Increase video post share**

Video in Telegram retains audience longer and is algorithm-friendly. Aim for 15-25% video 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 and 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 with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads through us and hit your growth target in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager