

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow now



@moscowow

Main Telegram channel about Moscow. Send exclusives:
@moscowaskbot Partnerships: @maks_moscow Included in RKN
registry: <https://rkn.link/296>

SUBSCRIBERS

635 677

-6283 per month

ERR (% SEE POSTS)

7.0%

last day **5.1%**

REACH/POST

38.8K

ad reach **32.2K**/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 635 677 —	SUBS REACH 6.1% avg % subs see post	VIEWS/POST 38.8K median 38.6K · 29 days	POSTS/DAY 16.9 ~118 per week
7D TREND -14.1% vs previous week	REACTS/POST — MTPROTO only	POST LENGTH 190 chars median 154 · 29 days	POSTS ANALYZED 507 29 days
AD REACH 32.2K avg per 24h	CHURN / MONTH -6283 last month	CITATION RATE 2 814 citation index · 6,128 channels mentioned ever	CHANNEL AGE 7 years 6 months created 03.12.2018

AI EDITOR SUMMARY

Channel «Moscow Now» — 635 677 subs. Each post averages 38.8K people (6% of subs), reach is low — consider expanding audience. Publishes 118 posts/week (~17/day) — very active posting. For week 25–31 May reach dropped -14.1% to week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **507** posts over 29 days.
- 02 Dominant format – **Photo** (264/507 posts).
- 03 Avg post length – **190** chars (median 154).
- 04 Peak audience activity – **Sun**, 11:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (57.7K avg for top vs 25.3K for worst) – among 507 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 08:12 TEXT  Hug deficit and lack of handshakes ruin mental health and productivity, – doctors 20-second hugs help reduce symptoms...	VIEWS 60 805 REACTS — REP. 609 ER 9.6%
Nº2 17.05 · 17:37 VIDEO ✂ Cars sinking near Botanic Garden due to heavy rain	VIEWS 56 305 REACTS — REP. 1 475 ER 8.9%
Nº3 17.05 · 05:48 TEXT ✂ Moscow attacked by over 120 Ukrainian drones in 24 hours, – Sergey Sobyenin 12 injured by falling debris near...	VIEWS 55 898 REACTS — REP. 1 026 ER 8.8%

Nº4 17.05 · 14:09 PHOTO ↘ SVH partially subsided due to massive fire at construction site in Moscow, — eyewitnesses 🚒🚒 Fire contained.	VIEWS 54 427 REP. 945	REACTS — ER 8.6%
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Nº5 17.05 · 08:33 TEXT 📄 Up to 189,000 rubles for families with children in Russia from June 1 New payment called family tax cashback. It's a refund of part...	VIEWS 53 746 REP. 463	REACTS — ER 8.5%
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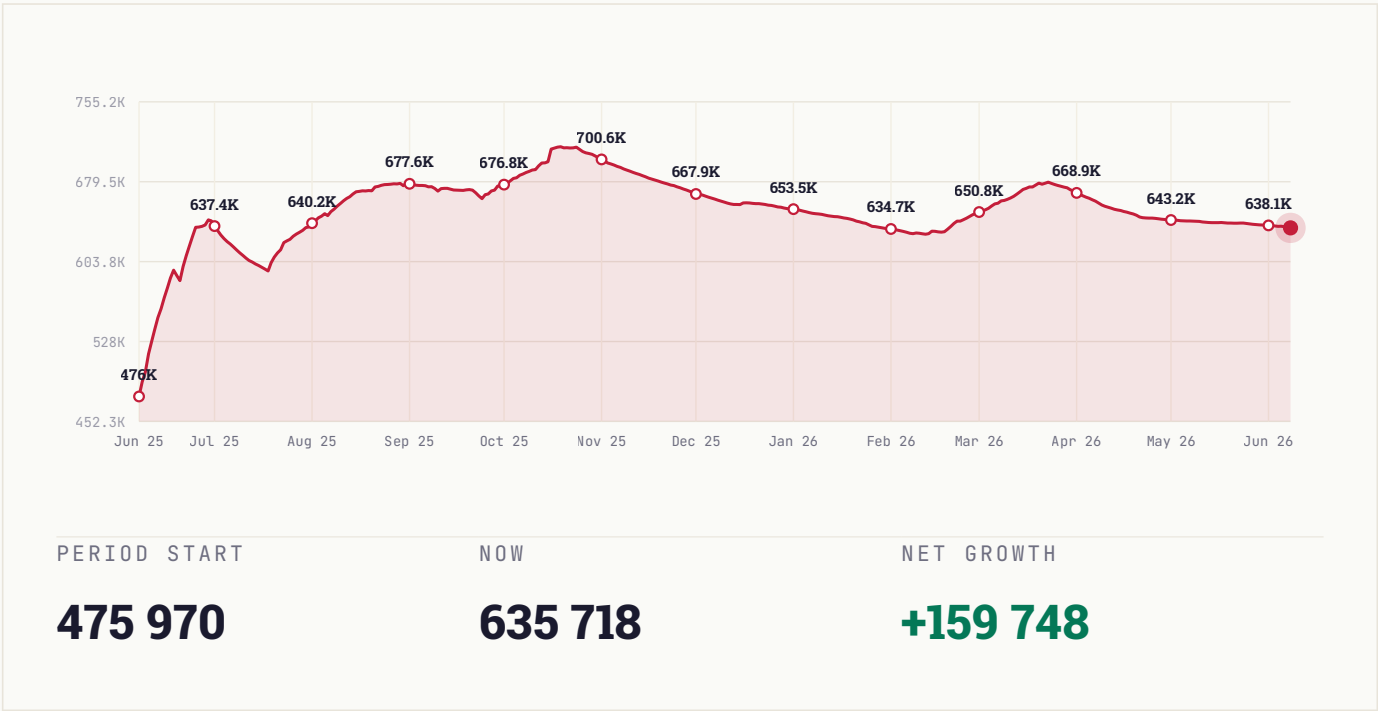
| WORST 3

↓ 05.06 · 16:33 VIDEO 📄 Best places to relax in a pool — shared online	VIEWS 25 732 REP. 356	REACTS — ER 4.0%
↓ 05.06 · 16:23 PHOTO 🌐 Russia slaps 'halal' labels on everything Such certification already received by Ochakovo lemonades and even pads.	VIEWS 25 516 REP. 193	REACTS — ER 4.0%
↓ 05.06 · 16:14 PHOTO ♥ Today is Positive Relationships Day Congratulate your significant other	VIEWS 24 722 REP. 343	REACTS — ER 3.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

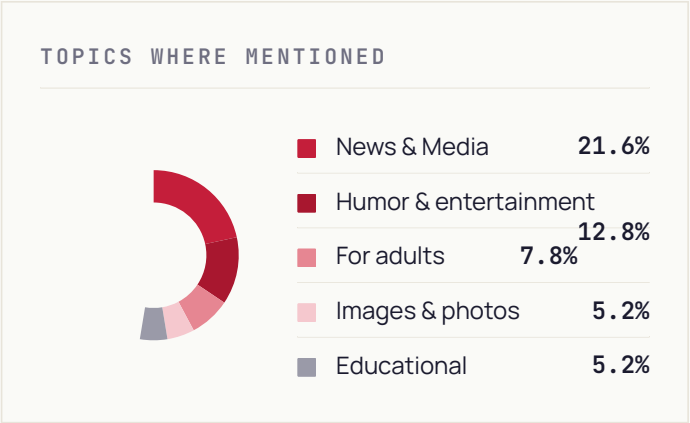
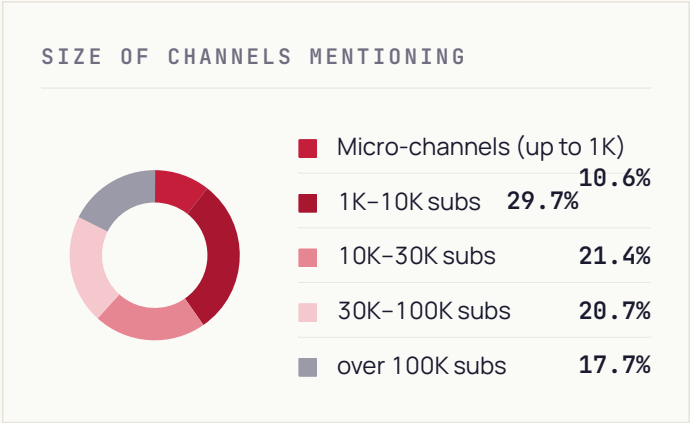
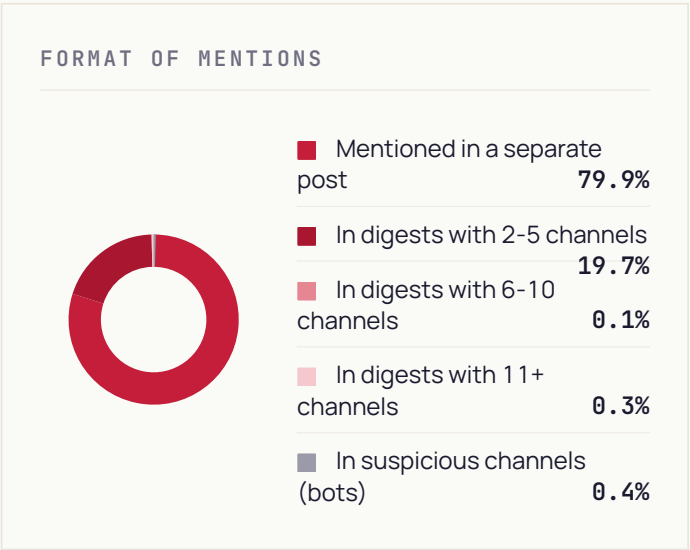
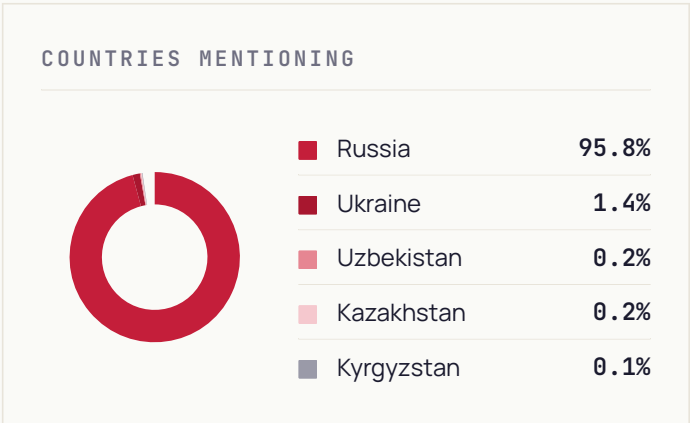
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

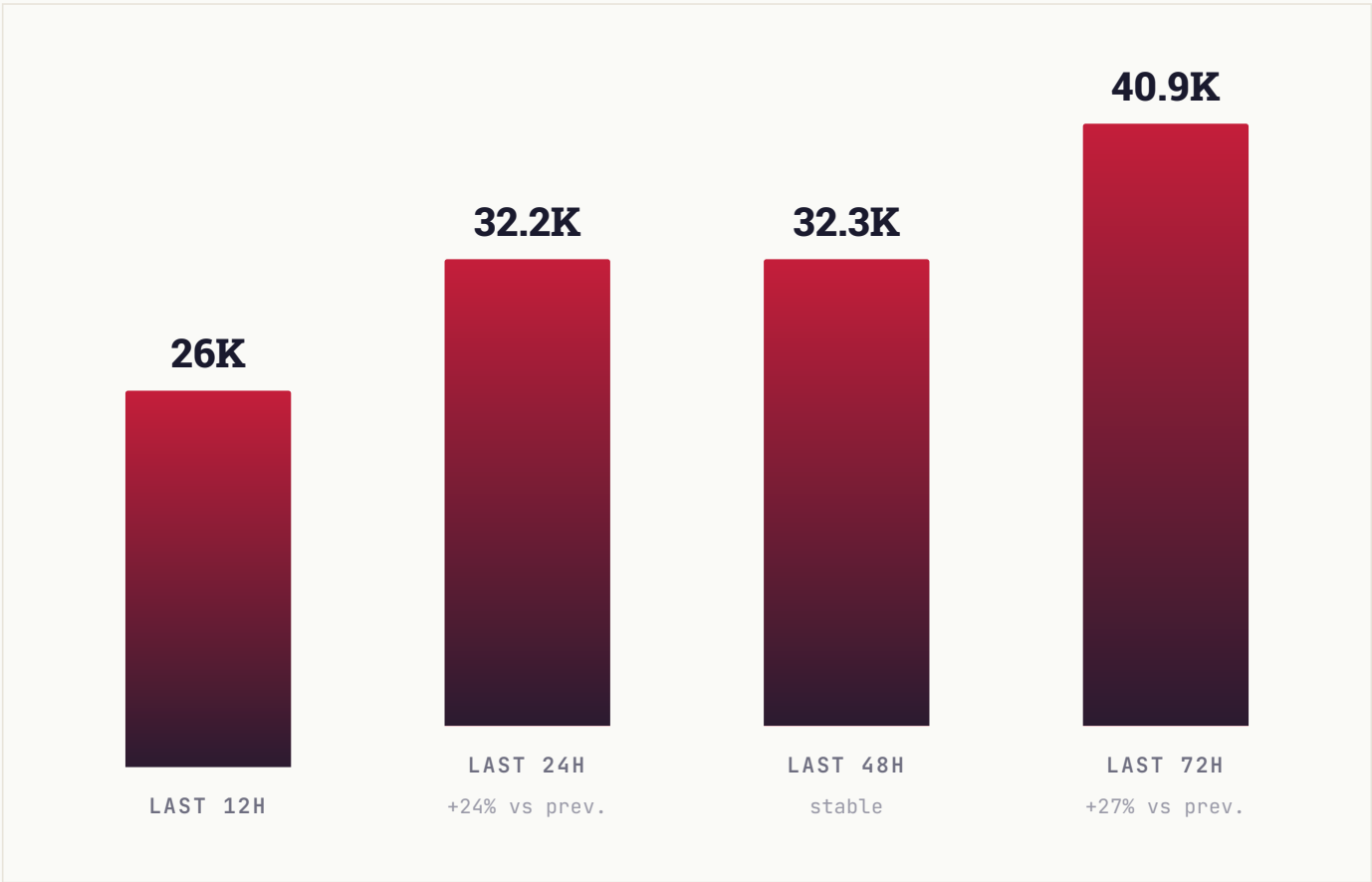
Citation index **2 814** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **6 128** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of 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 & audience. Your channel is highlighted — see where it ranks among niche neighbors.

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • 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
MS Moscow now YOU	635.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#63 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live Broadcast • News (4.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **161**, they brought **143 834** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	11	9	1 828
Nov 2025	17	11	0
Oct 2025	38	26	37 791
September 2025	29	18	15 871
August 2025	36	22	46 497
July 2025	30	22	41 847
TOTAL MENTIONS			
161			
MONTHS OF DATA			
6			
ATTRACTED SUBS			
143 834			

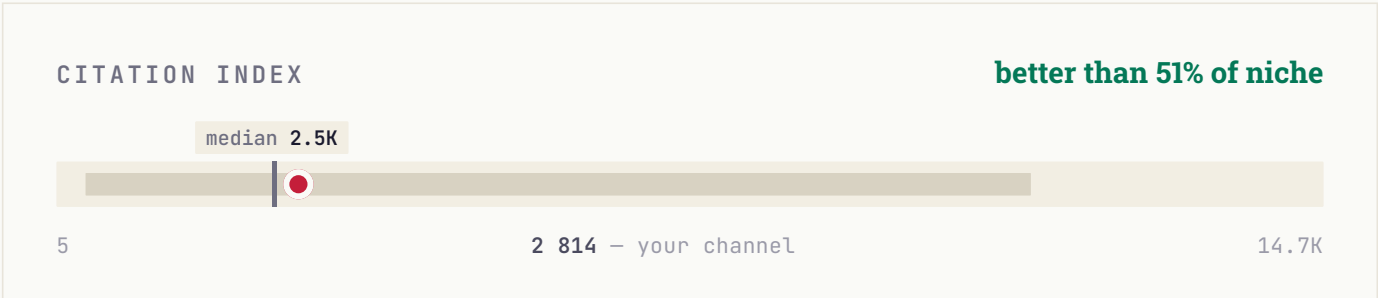
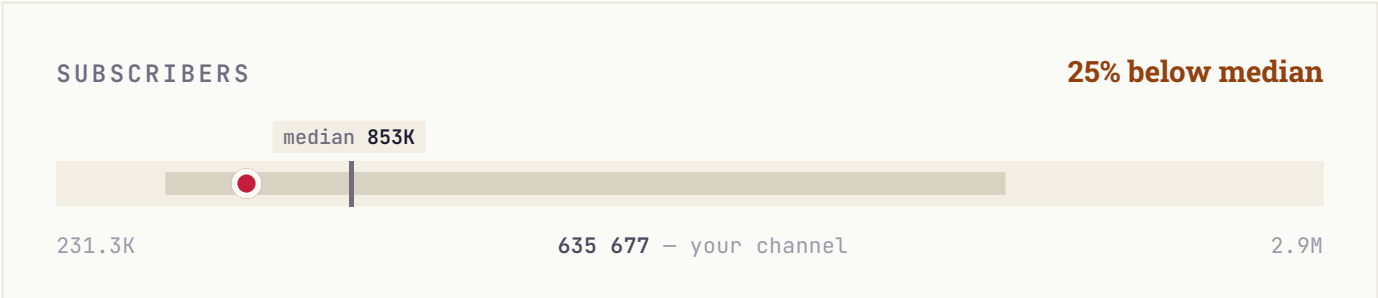
SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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

#86/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

Audience most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want 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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