

PUBLIC REPORT BY PROMTPRESS

Channel audit

First Moscow



@mosguru

First channel about Moscow. Ads: @mossovet Work with
@bidfox_news, @Tgpodbor_official, @swaymedia, @Spiral_Yuri
Suggest news: @InboxmskBot RKN: <https://clck.ru/3S44Ab>

SUBSCRIBERS

3 082 706

+32637 per month

ERR (% SEE POSTS)

3.0%

per day 2.4%

REACH/POST

73.8K

ad reach 73.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 3 082 706 —	 SUBS REACH 2.4% avg % subs see post	 VIEWS/POST 73.8K median 71.2K · 28 days	 POSTS/DAY 22.8 ~160 per week
 7D TREND -0.0% vs previous week	 REACTIONS/POST 477.5 total 310 369 reactions, 225 664 reposts, 9 344 comments	 POST LENGTH 191 chars median 132 · 28 days	 POSTS ANALYZED 650 28 days
 AD REACH 73.8K 24h avg	 CHURN / MONTH +32637 last month	 CITATION RATE 8 379 citation index · 10 020 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 24.02.2022

AI EDITOR SUMMARY

Channel «Perviy Moskovskiy» — 3 082 706 subs. Each post avg views 73.8K people (2% from subs), reach low — should expand audience. Publishes 160 posts per week (~23/day) — very active. Week of May 25–31 reach stable (-0.0% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 650 posts in 28 days.
- 02 Dominant format — Text (243/650 posts).
- 03 Avg post length — 191 chars (median 132).
- 04 Peak audience activity — Sunday, 06:00 MSK.
- 05 Strongest posts get 5x more views than the weakest (186K avg top vs 38.1K worst) — among 650 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 05:13 VIDEO Apartment on Krasnopresnenskaya offered for 831 million rubles. That sum could buy a palace in central Rome with all...	VIEWS 199 158 REP. 1 186	REACTIONS 818 ER 6.5%
Nº2 31.05 · 10:46 TEXT Dangerous tropical mosquitoes carrying West Nile fever appeared in Moscow, doctors warn. Due to climate...	VIEWS 188 264 REP. 2 221	REACTIONS 435 ER 6.1%
Nº3 26.05 · 13:13 VIDEO ⚡ Cristiano Ronaldo arrived in Moscow — media. He was spotted near Lokomotiv FC, where he trained with...	VIEWS 170 613 REP. 4 330	REACTIONS 1 423 ER 5.5%

Nº4 23.05 · 11:34 TEXT 😊 Vets in Moscow now earn up to 350,000 rubles/month. Average salary in commercial clinics is about 120,000...	VIEWS 160 405 REP. 789	REACTIONS 398 ER 5.2%
Nº5 10.05 · 08:59 VIDEO 😊 Muscovites held an impromptu concert of wartime songs in Zaryadye yesterday. ↗ First Moscow	VIEWS 121 672 REP. 316	REACTIONS 1 350 ER 3.9%

|

WORST 3

↓ 04.06 · 16:00 PHOTO 🦅 Two birds of prey met on Tikhomirov Street. ↗ First Moscow	VIEWS 38 272 REP. 86	REACTIONS 236 ER 1.2%
↓ 04.06 · 16:13 PHOTO ↗ Dollar surged above 74 rubles. ↗ First Moscow	VIEWS 38 136 REP. 75	REACTIONS 127 ER 1.2%
↓ 04.06 · 13:27 TEXT 😊 Muscovites live 7 years longer than other Russians. Deputy Mayor Anastasia Rakova reported...	VIEWS 37 884 REP. 182	REACTIONS 266 ER 1.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Yearly subscriber growth chart. Key months show exact subs. See which months grew or lost subs.

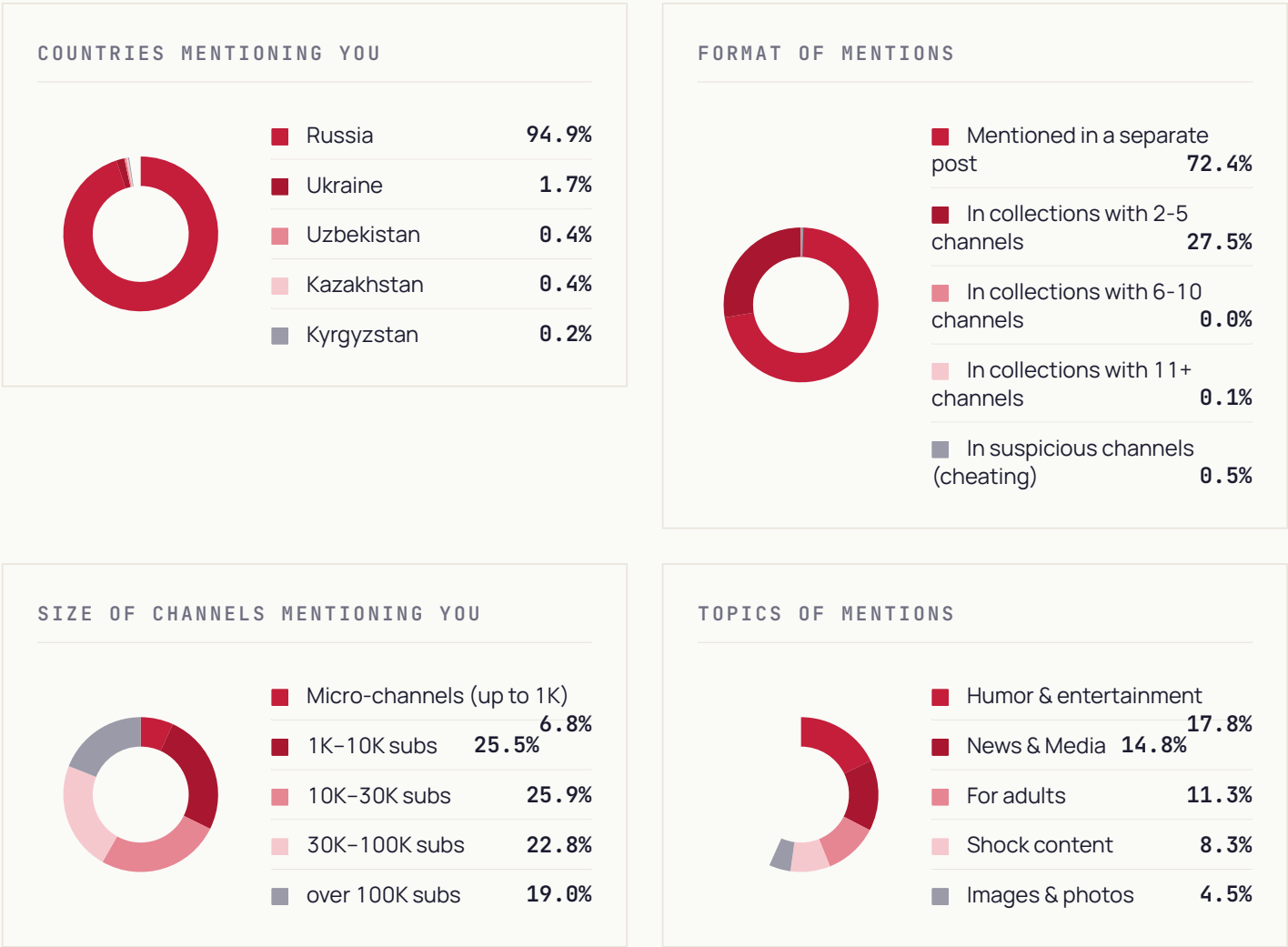


PERIOD START	NOW	NET GROWTH
2 516 775	3 082 728	+565 953

SECTION 04 · CITATIONS

Who & how mentions the channel

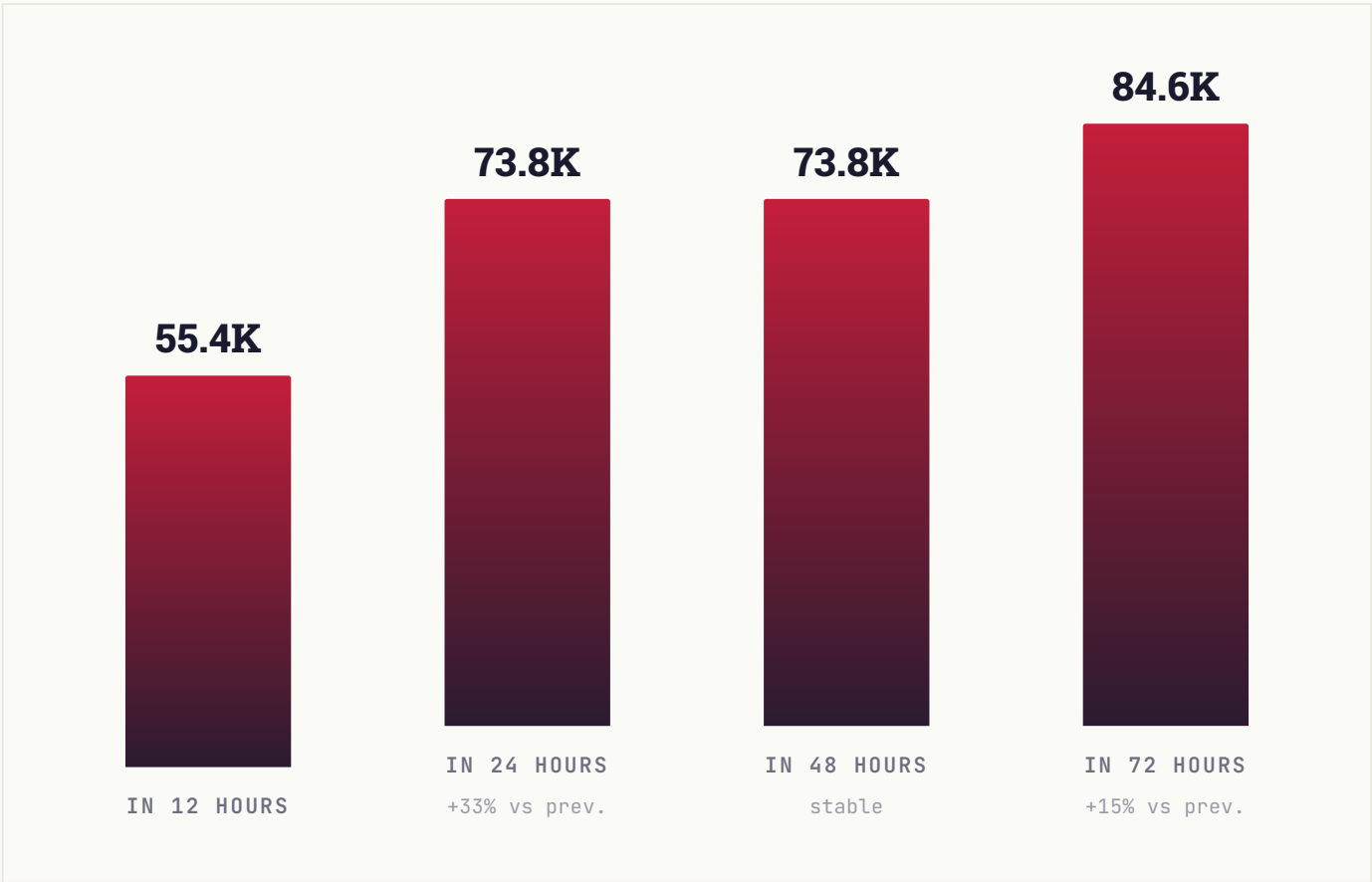
Citation index **8 379** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **10 020** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 nearby channels by topic & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moscowach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow YOU	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
MN Moscow News	2.7M
MS Moscow today	2.7M
M2 Moscow 24/	2.2M

COMPARATIVE INSIGHT

Channel in top-10 niche (#6 of 99). Strong position. Niche leader — Live Broadcast • News (4.1M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **996**, they brought **1 311 428** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	153	52	24 800
Nov 2025	183	70	143 957
Oct 2025	156	85	891 761
Sep 2025	142	74	250 910
August 2025	166	84	0
July 2025	196	100	0
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS
996		6	1 311 428

SECTION 08 · NICHE COMPARISON

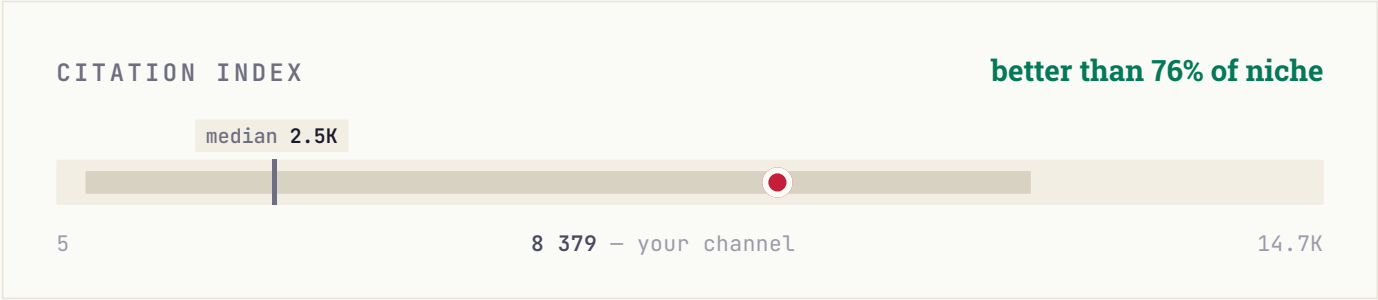
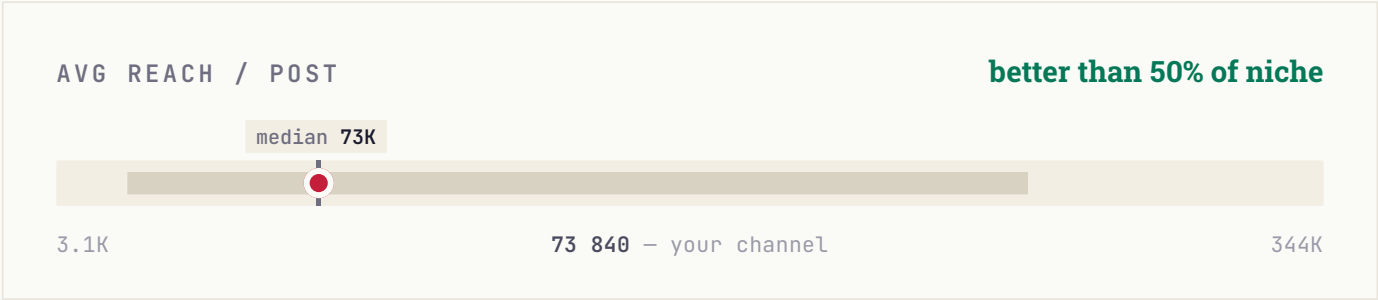
Where channel ranks in its league

Took top-100 channels in category «News & Media» (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.

#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 and revisit this report in a month.

01**Top post of the week — Sunday**

Audience most active on this day & at 06:00 MSK.

EFFECT

**Best window
for important
post****02****ER below niche benchmark — rethink formats**

Current ER 2.4% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+3.1pp ER**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 & interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an 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 to go further — run ads through us and hit your growth plan in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
