

PUBLIC REPORT BY PROMTPRESS

Channel audit

Московская Хроника



@mosnews

We write about what concerns all of Moscow. #FWO1T Link: <https://t.me/+Ywg9NRC09vVkZjli> Collaboration: @Alivian Send your news, photos and videos to @InboxmskBot Working with @Tgpodbor_official,...

SUBSCRIBERS

2 126 932

+149723 per month

ERR (% WHO SEE
POSTS)

5.0%

daily 3.5%

REACH/POST

93.1K

ad reach 74.5K/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 2 126 932 —	 SUBSCRIBER REACH 4.38% avg % subs see post	 VIEWS/POST 93.1K median 88.8K · 29 days	 POSTS/DAY 18.2 ~128 per week
 7D TREND -6.8% vs previous week	 REACTIONS/POST 755.5 408,736 reactions, 263,828 reposts, 0 comments	 POST LENGTH 167 chars median 128 · 29 days	 POSTS ANALYZED 541 29 days
 AD REACH 74.5K 24h avg	 CHURN / MONTH +149723 last month	 CITATION RATE 8 081 citation index · 11,919 channels mentioned all time	 CHANNEL AGE 6 years 3 months created 29.02.2020

AI EDITOR SUMMARY

Channel «Московская Хроника» — 2 126 932 subs. Each post avg views 93.1K people (4% from subs), reach low — should expand audience. Publishes 128 posts/week (~18/day) — very active. Week May 25–31 reach dropped -6.8% to week May 18–24 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **541** posts over 29 days.
- 02 Dominant format – **Text** (231/541 posts).
- 03 Avg post length – **167** chars (median 128).
- 04 Audience peak activity – **Saturday**, 21:00 MSK.
- 05 Strongest posts get **3x** more views than weakest (194.6K avg top vs 55.9K worst) – among 541 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 11:19 TEXT 📍 Moscow Zoo to stay open an hour longer starting tomorrow – 7:30 AM to 10:00 PM.	VIEWS 201 447 REP. 255	REACTIONS 504 ER 9.5%
Nº2 09.05 · 12:42 PHOTO 📍📍 Breaking down what hantavirus is and how it spreads.	VIEWS 198 582 REP. 1 217	REACTIONS 1 787 ER 9.3%
Nº3 10.05 · 13:50 VIDEO 🐍 Giant snake spotted in Moscow – it crawled into the 'Spanish Quarters' area. 📍 Send your photos and videos to our...	VIEWS 183 803 REP. 701	REACTIONS 1 047 ER 8.6%

Nº4 10.05 · 17:05 PHOTO ☺ Evening walk on Theater Square. From Wednesday, temps in the capital will be consistently above +20°C.	VIEWS 174 577 REP. 128	REACTIONS 739 ER 8.2%
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Nº5 09.05 · 16:04 TEXT ☒ A minute of silence declared in Russia in memory of WWII participants. Soon President Putin will address...	VIEWS 170 404 REP. 258	REACTIONS 1 829 ER 8.0%
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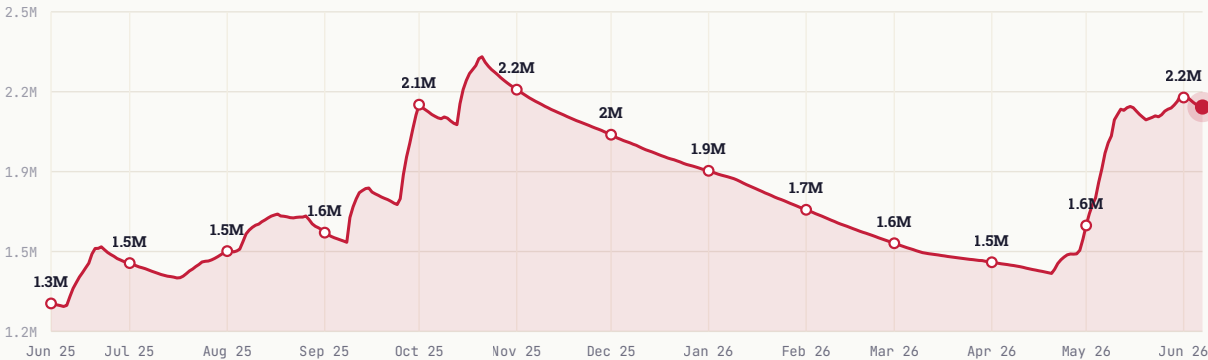
WORST 3

↓ 04.06 · 09:17 VIDEO ⚡ Hockey match Russia vs USA will take place July 1 in Moscow, announced at SPIEF. It will be held at Luzhniki. The president of the American Chamber of Commerce...	VIEWS 56 374 REP. 518	REACTIONS 524 ER 2.7%
↓ 04.06 · 08:57 VIDEO ☒ Thunderstorm, rain and strong winds to hit Moscow in coming hours, says Emergencies Ministry. Bad weather to last until evening.	VIEWS 55 830 REP. 712	REACTIONS 464 ER 2.6%
↓ 04.06 · 08:32 PHOTO ☹ 6-point traffic jams in Moscow this morning.	VIEWS 55 480 REP. 72	REACTIONS 178 ER 2.6%

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 the channel gained or lost subs.



PERIOD START

1 306 100

NOW

2 126 973

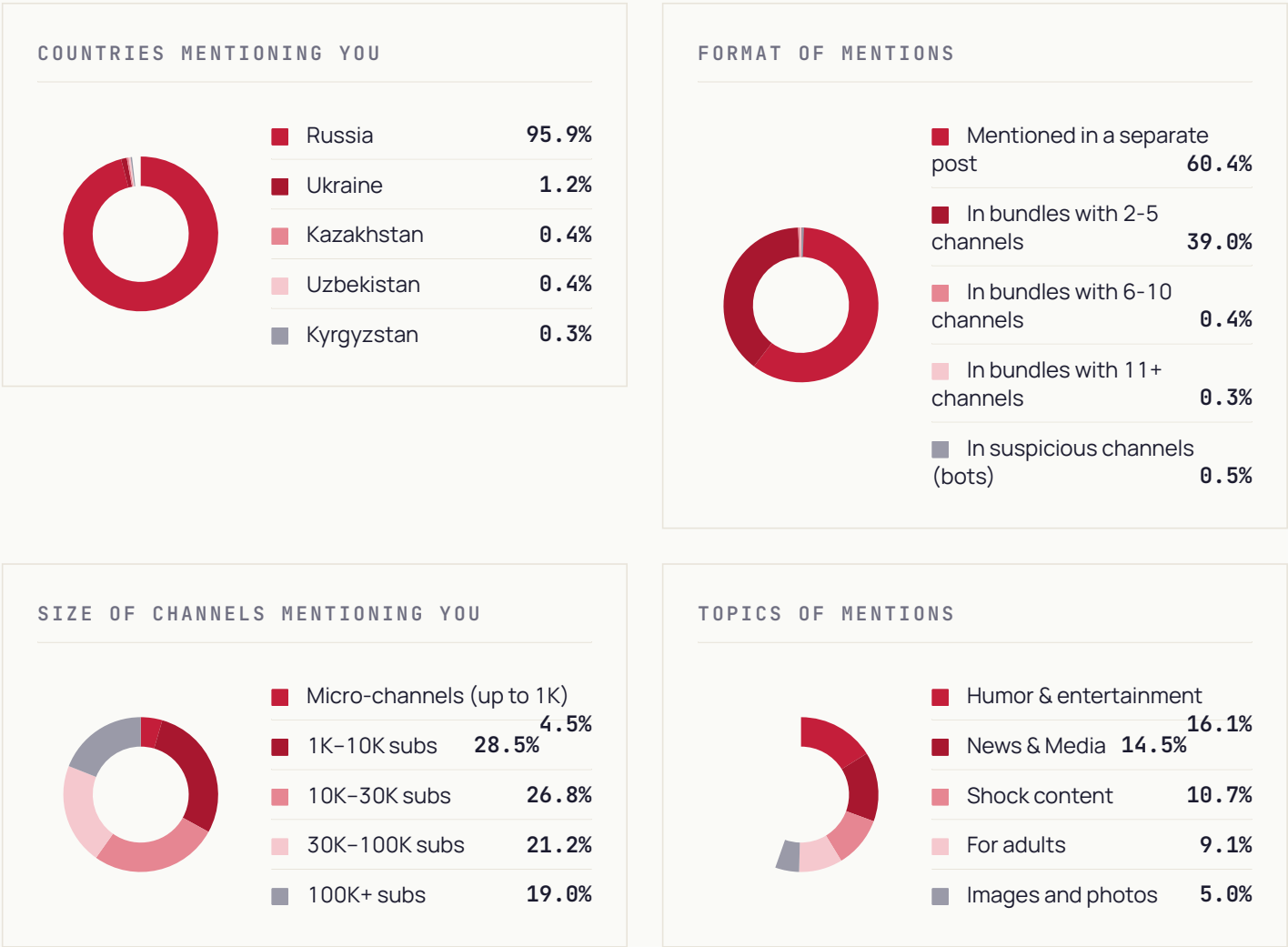
NET GROWTH

+820 873

SECTION 04 · MENTIONS

Who mentions the channel and how

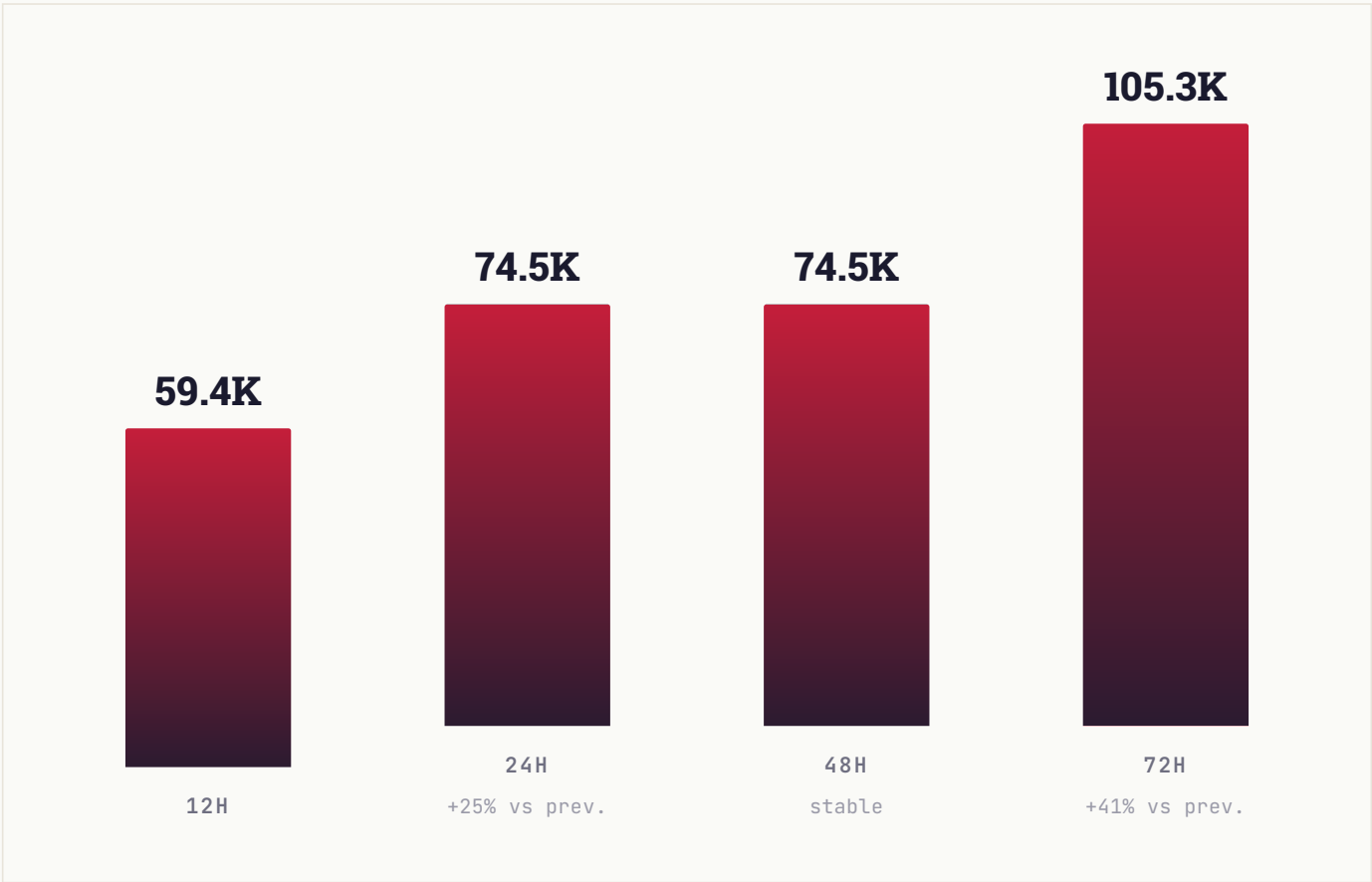
Citation index **8 081** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **11 919** different channels.



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 highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • 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
MH Московская Хроника YOU	2.1M

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#12 of 99). Leader — Live Broadcast • News (4.1M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **8 381**, they brought **1 214 481** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	40	13	0	
November 2025	61	27	0	
October 2025	6 681	3 271	333 740	
Sep 2025	1 383	1 077	601 026	
August 2025	87	52	174 182	
July 2025	129	53	105 533	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
8 381		6	1 214 481	

— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

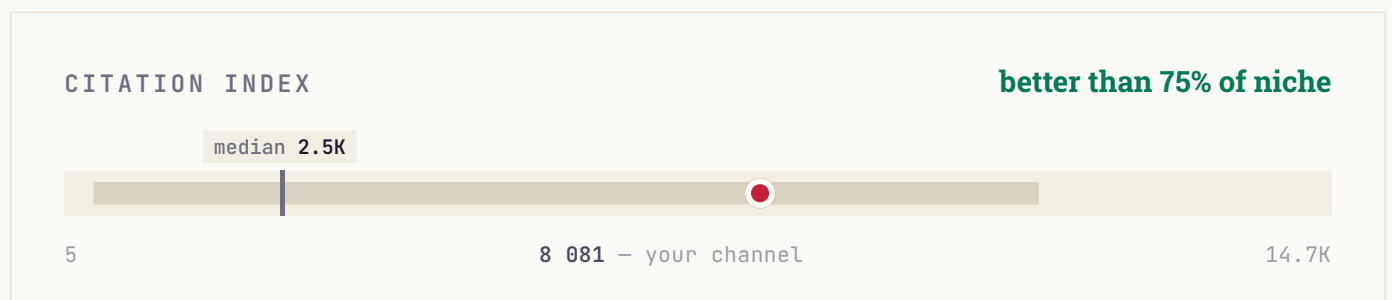
Took top-**100** channels in category "**News & Media**" (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#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 off and revisit this report in a month.

01

Top post of the week — on Saturday

Audience most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.38% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.1pp ER

03

Systematic traffic buying

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

Cross-post 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 us to do this PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager