

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow 24/7



@msk7days

Best source for latest Moscow news and events! Submit news:
@Novosti_MSK24_bot Ad inquiries: @Joe_barbaro_2 Working with:
@swaymedia, @Spiral_Yuri Rkn:...

SUBSCRIBERS

2 185 612

+169497 per month

ERR (% SEE POSTS)

6.0%

daily 3.7%

REACH/POST

113.2K

ad reach 79.2K/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 and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media»

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 2 185 612 —	 SUBS REACH 5.18% avg % subs see post	 VIEWS/POST 113.2K median 110.9K · 29 days	 POSTS/DAY 11.8 ~83 per week
 7D TREND -13.1% vs previous week	 REACTIONS/POST 1165.6 406,778 reactions, 243,004 reposts, 15,205 comments	 POST LENGTH 183 chars median 145 · 29 days	 POSTS ANALYZED 349 29 days
 AD REACH 79.2K 24h avg	 CHURN / MONTH +169497 last month	 CITATION RATE 1 987 citation index · 7,848 channels mentioned ever	 CHANNEL AGE 2 years 4 months created 05.02.2024

AI EDITOR SUMMARY

Channel «Moscow 24/7» — 2 185 612 subs. Each post avg views 113.2K people (5% from subs), low reach — expand audience. Publishes 83 posts/week (~12/day) — very active. Week 25–31 May reach dropped -13.1% to week 18–24 May — analyze reasons.

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 HAVE IN COMMON

- 01 Analysis based on **349** posts in 29 days.
- 02 Dominant format — **Photo** (139/349 posts).
- 03 Avg post length — **183** chars (median 145).
- 04 Audience peak — **Sunday, 04:00 MSK**.
- 05 Strongest posts get **2x** more views than weakest (183.1K avg top vs 75.7K worst) — 349 posts in 29 days. Analyze top's common traits: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 06:05 PHOTO ☒ Three killed, five injured after drone attack on residential buildings in Moscow region In Khimki, a drone hit a private house — a woman died...	VIEWS 184 938 REP. 4 716	REACTIONS 3 127 ER 8.5%
Nº2 16.05 · 19:28 TEXT ☒ Massive drone attack on Moscow underway 50th drone shot down on approach to the capital. Emergency services are on site...	VIEWS 184 364 REP. 2 532	REACTIONS 1 946 ER 8.4%
Nº3 17.05 · 01:51 TEXT ☒ Number of downed drones rises to 114	VIEWS 179 907 REP. 2 654	REACTIONS 1 151 ER 8.2%

Nº4 16.05 · 15:53 VIDEO 🦛 Pygmy hippo Ksyusha from Moscow Zoo goes outside for the first time after winter to swim in the pool on a sunny day We can't...	VIEWS 175 818 REP. 1 582	REACTIONS 1 903 ER 8.0%
Nº5 17.05 · 02:10 TEXT 🦼 10 more drones heading for Moscow shot down by air defense, says Sergey Sobyenin Due to the attack, 11 arrival flights were delayed at Sheremetyevo, at Domodedovo...	VIEWS 172 373 REP. 1 377	REACTIONS 1 381 ER 7.9%

|

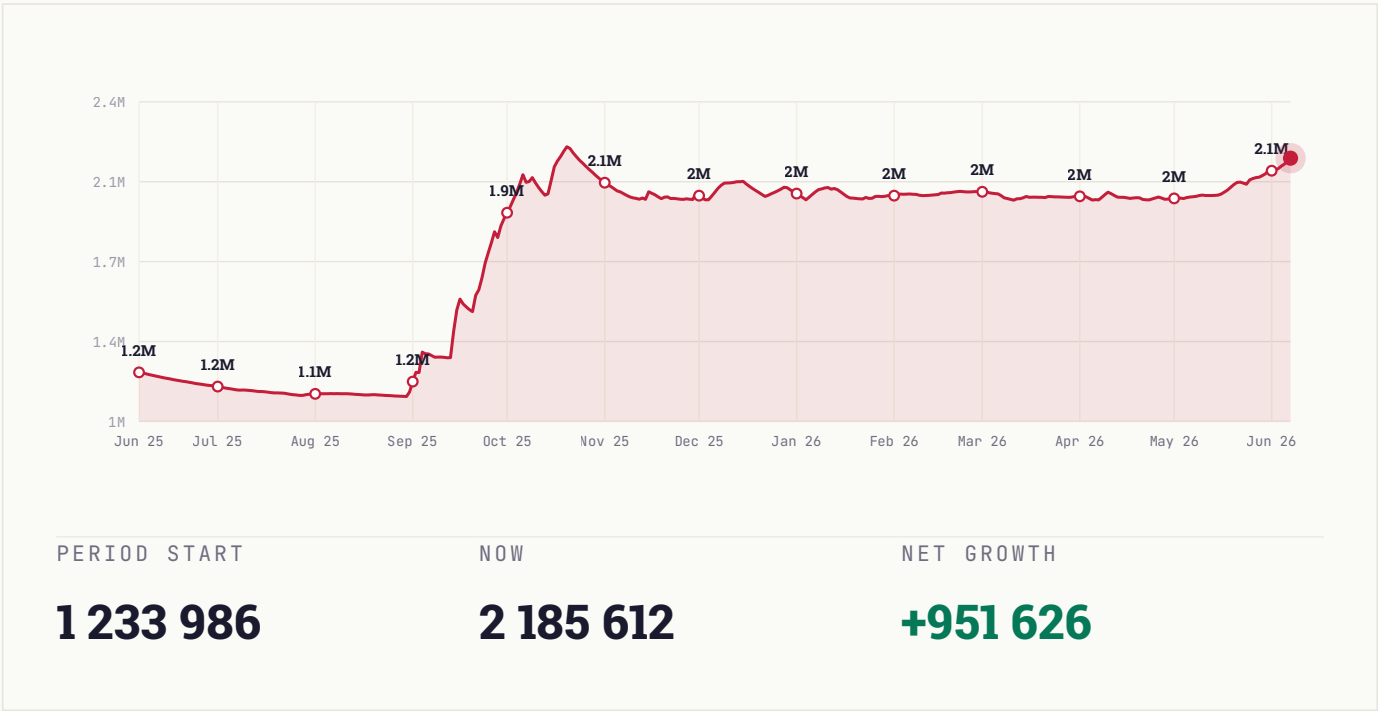
WORST 3

↓ 03.06 · 11:43 PHOTO 🦛 Young pair of nutria moved into capybara enclosure at Moscow Zoo New residents have already settled in and are playing with neighbors.	VIEWS 77 743 REP. 244	REACTIONS 779 ER 3.6%
↓ 03.06 · 11:55 PHOTO 🌍 Courier was just delivering an order, but things turned out differently	VIEWS 76 236 REP. 1 058	REACTIONS 1 646 ER 3.5%
↓ 30.05 · 19:31 VIDEO ⚡ Severe thunderstorm to hit Moscow and region tomorrow, forecasters say On the last day of spring, a 'yellow' weather warning is expected. Residents...	VIEWS 73 057 REP. 454	REACTIONS 467 ER 3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

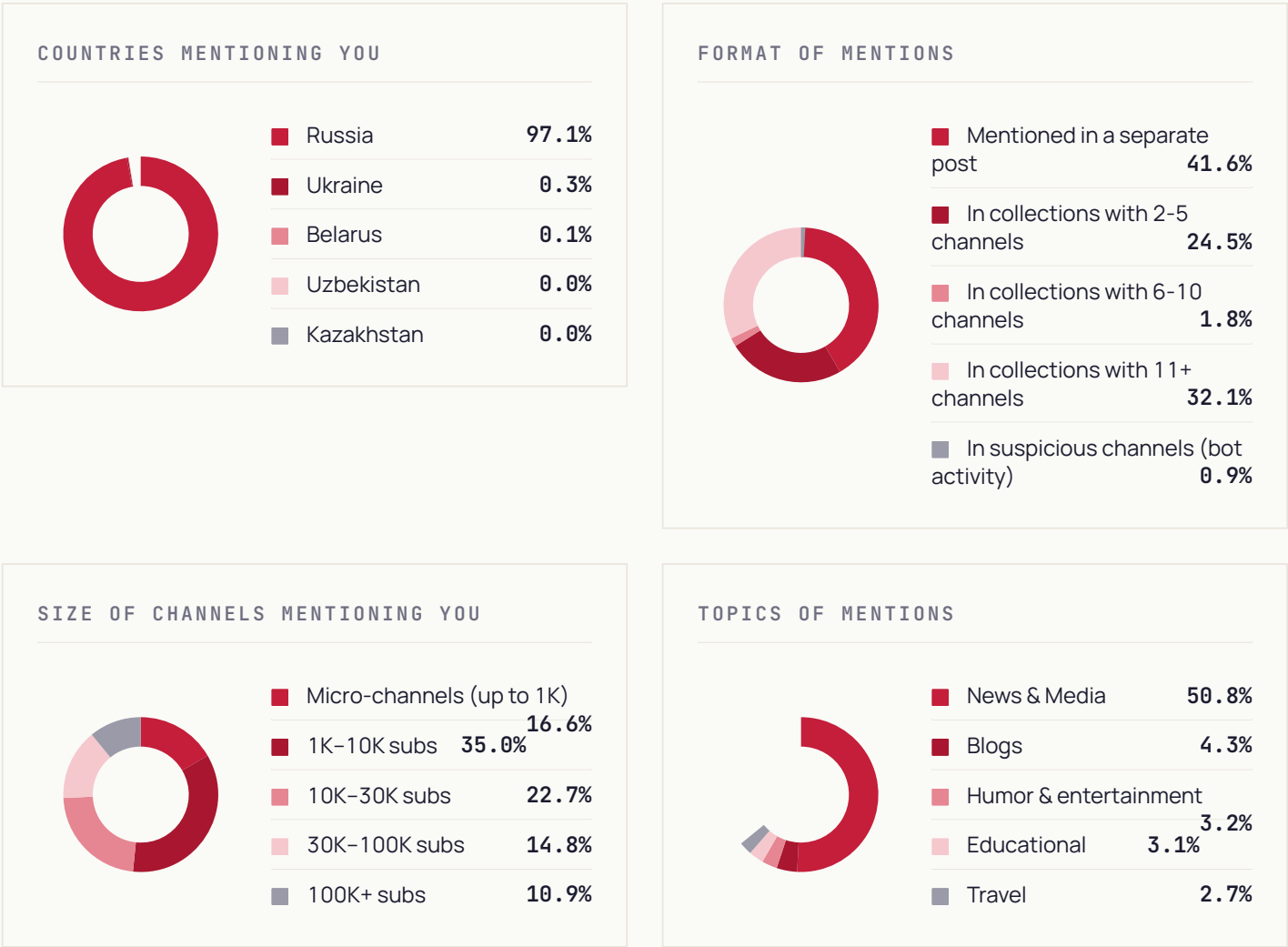
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

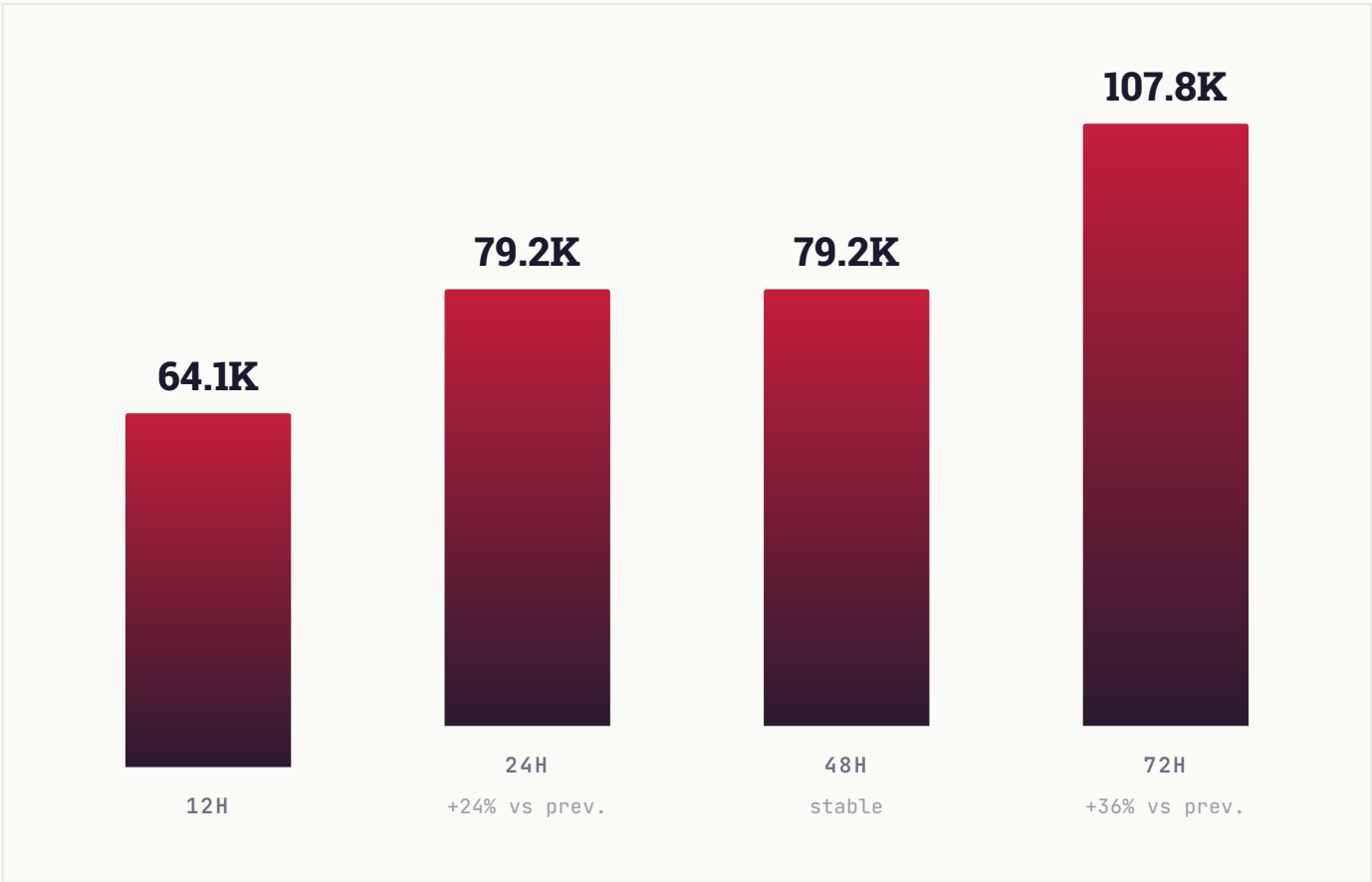
Citation index **1 987** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **7 848** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Direct Live • 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	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 24/7 YOU	2.2M

COMPARATIVE INSIGHT

Channel in top quarter of niche (#11 of 99). Leader — Direct Live • 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 your channel. Over the last **6 months** such mentions were **6 135**, they brought **1 537 876** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	822	552	123 105
Nov 2025	1 781	658	76 912
Oct 2025	643	323	430 412
September 2025	1 512	775	877 084
August 2025	552	248	23 288
July 2025	825	361	7 075
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
6 135	6	1 537 876	

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

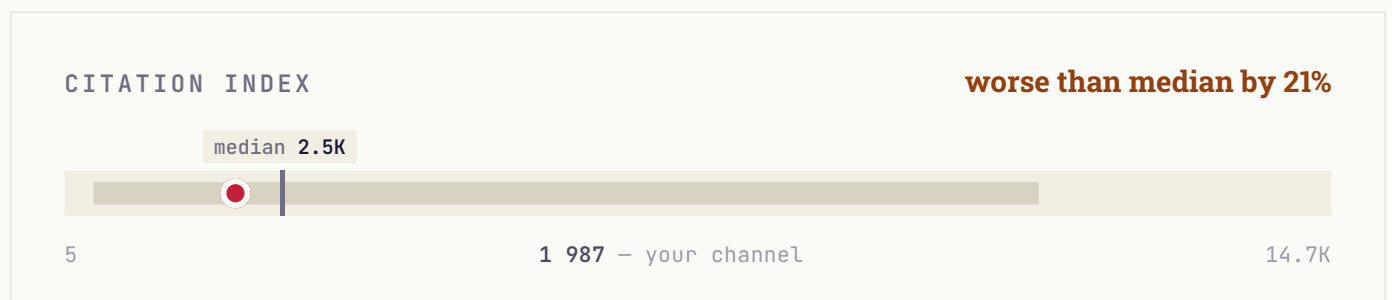
Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#86

/100

RANK 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 return to this report in a month.

01**Best post of the week — on Sunday**

Audience is most active on this day at 04:00 MSK.

EFFECT

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

Current ER 5.18% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.3pp ER**03****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****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-niche 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 from public data. Want to go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
