

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Live



@msk_live

Subscribe so you don't miss out. Share link: <https://t.me/+MudQsy2gMds3MmVi> Send news: @msk_live_bot For collaboration:...

SUBSCRIBERS

1 822 228

-6531 per month

ERR (% SEE POSTS)

15.0%

per day 9.7%

REACH/POST

245K

ad reach 176.2K/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

Position in «News & Media» category

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 1 822 228 —	 SUBS REACH 13.45% avg % subs see post	 VIEWS/POST 245K median 215.7K · 29 days	 POSTS/DAY 13.3 ~93 per week
 7D TREND -16.0% vs previous week	 REACTIONS/POST 2187.9 total 855,464 reactions, 850,037 reposts, 38,973 comments	 POST LENGTH 271 chars median 233 · 29 days	 POSTS ANALYZED 391 29 days
 AD REACH 176.2K 24h avg	 CHURN / MONTH -6531 last month	 CITATION RATE 11 234 citation index · 13,613 channels mentioned all time	 CHANNEL AGE 3 years 8 months created 22.09.2022

AI EDITOR SUMMARY

Channel «Moscow Live» — 1 822 228 subs. Each post averages 245K people (13% subs), reach is low — consider expanding audience. Publishes 93 posts per week (~13/day) — very active. Week May 25–31 reach dropped -16.0% vs week May 18–24 — worth analyzing reasons.

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 **391** posts over 29 days.
- 02 Dominant format – **Photo** (204/391 posts).
- 03 Avg post length – **271** chars (median 233).
- 04 Peak audience activity – **Thu**, 23:00 MSK.
- 05 Top posts get **9x** more views than the weakest (top avg 1.2M vs worst 136.8K) – among 391 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 06:10 VIDEO ✂Three dead, twelve injured after drone attack on Moscow region, says Governor Vorobyov. In Mytishchi, two men...	VIEWS 2 020 415 REP. 52 797	REACTIONS 3 971 ER 110.9%
Nº2 17.05 · 20:50 VIDEO ⚡Lightning flashes over Moscow. One even struck near Ostankino Tower. 😊 – Subscribe	VIEWS 854 484 REP. 3 363	REACTIONS 1 815 ER 46.9%
Nº3 18.05 · 18:08 PHOTO ☀Heat up to +32°C to hit Moscow tomorrow, say forecasters. According to forecasts, all temperature records since the USSR will be broken in the coming days and...	VIEWS 798 579 REP. 5 461	REACTIONS 2 227 ER 43.8%

Nº4 24.05 · 16:35 PHOTO ☒Abnormal cold down to +2°C to hit Moscow next week, say forecasters. The capital will face daily rains, and in a few...	VIEWS 795 013 REP. 7 285	REACTIONS 1 732 ER 43.6%
Nº5 17.05 · 13:14 VIDEO ☒Large fire near North-Eastern Chord, close to Cherkizovskaya station. Under the bridge on Amurskaya Street, a construction...	VIEWS 793 095 REP. 8 773	REACTIONS 1 201 ER 43.5%

|

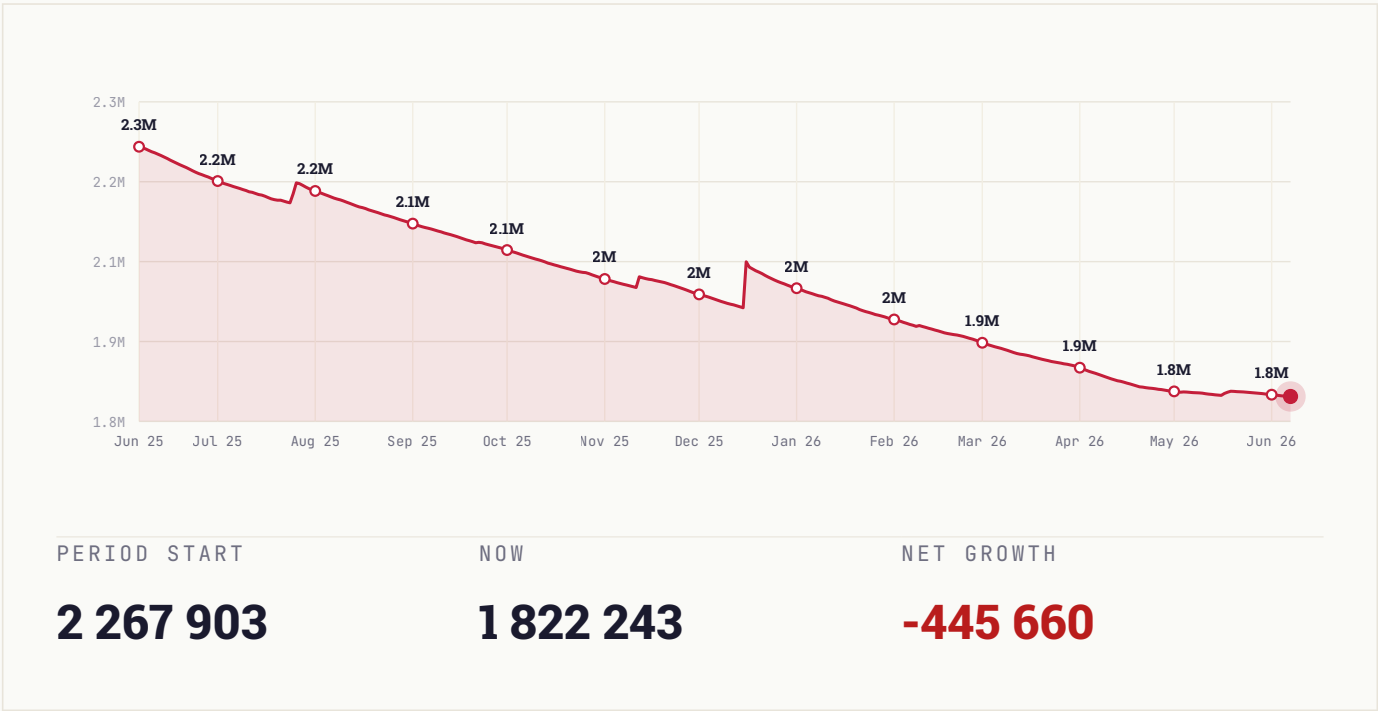
WORST 3

↓ 05.06 · 06:51 PHOTO ☒Russian birch pollen allergy vaccine to launch in September. The drug is now in Phase 3 clinical trials. By...	VIEWS 139 255 REP. 844	REACTIONS 946 ER 7.6%
↓ 05.06 · 07:20 VIDEO WHAT ALFA-BANK HID in its space at SPIEF? ☒ Ksenia Sobchak walked through the world of Fantech – and showed what it really looks like...	VIEWS 135 705 REP. 24	REACTIONS 1 412 ER 7.4%
↓ 05.06 · 11:40 VIDEO WE ARE IN THE MOMENT. With Eldar Dzharakhov and thousands of HSE students ♥☒ 3000 students, music and bloggers. We became part of the largest student...	VIEWS 135 456 REP. 100	REACTIONS 1 743 ER 7.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

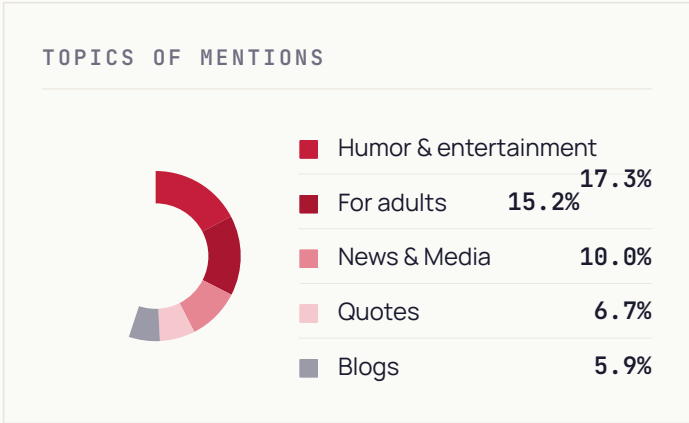
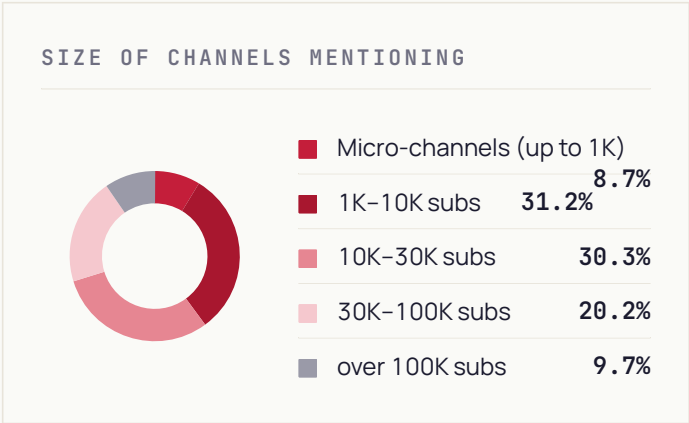
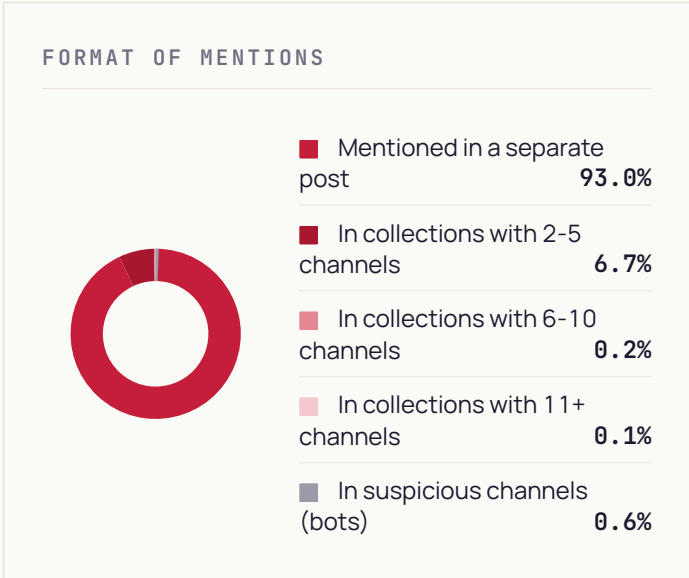
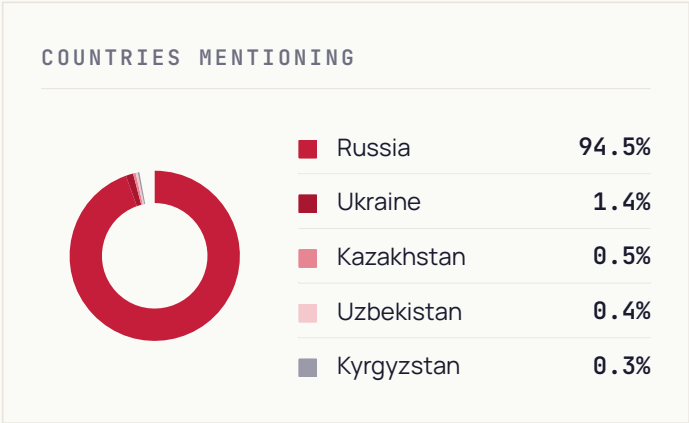
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

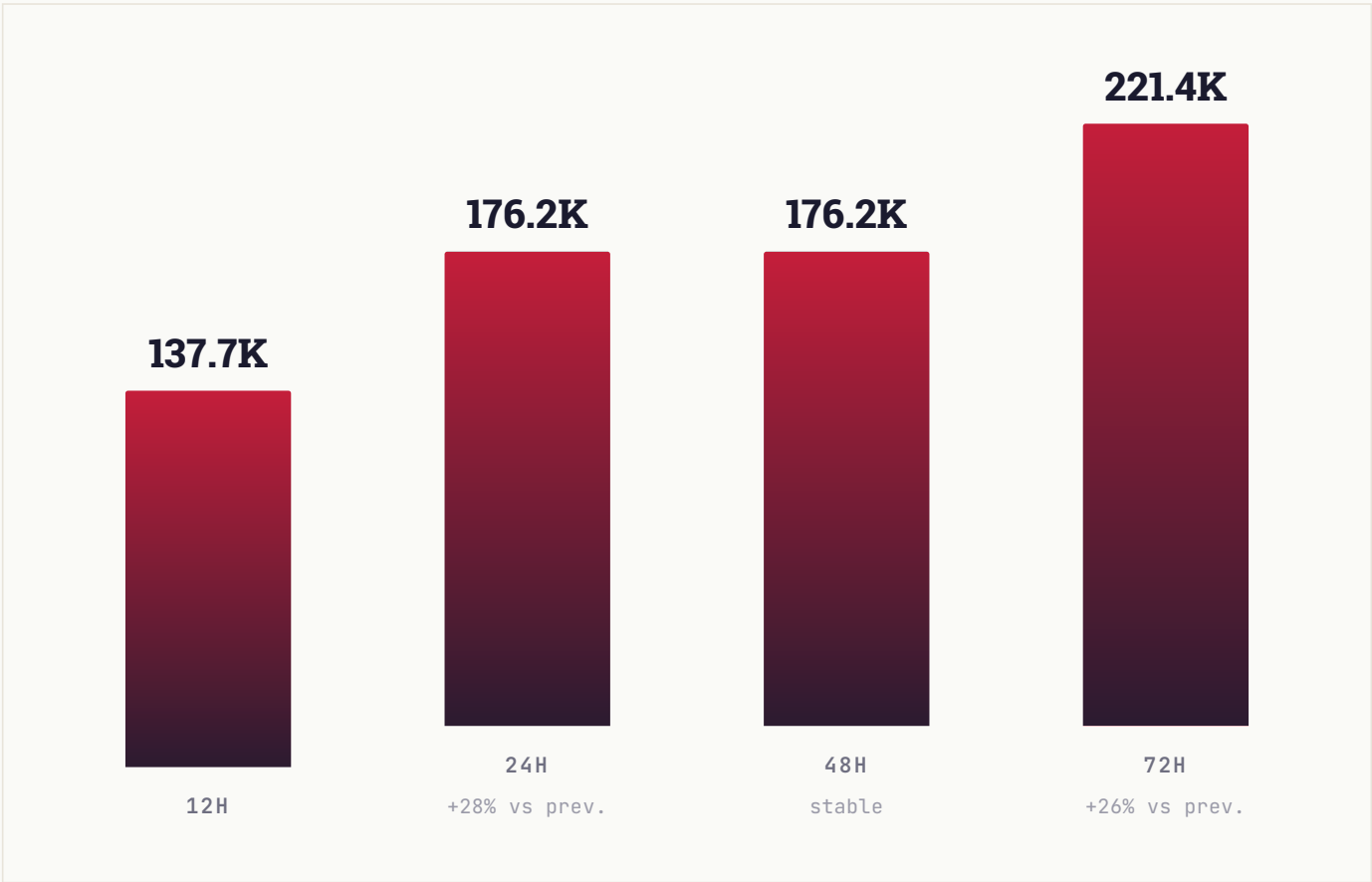
Citation index **11 234** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All-time mentions: **13 613** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest 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• 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
ML Moscow Live YOU	1.8M

COMPARATIVE INSIGHT

Channel intop quartile of niche (#15 of 99). Leader — Live Broadcast • News (4.1M). Goal for next months: break into niche top 10 via systematic traffic work.

SECTION 07 · 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 **10 972**, they brought **137 830** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	4 893	2 901	82 219	
Nov 2025	597	267	19 225	
Oct 2025	427	187	0	
Sep 2025	459	198	747	
August 2025	466	197	0	
July 2025	4 130	2 223	35 639	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
10 972		6	137 830	

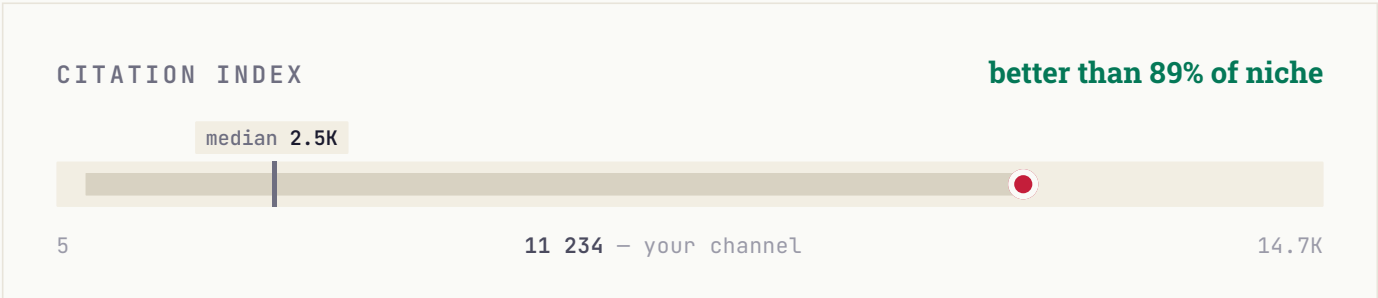
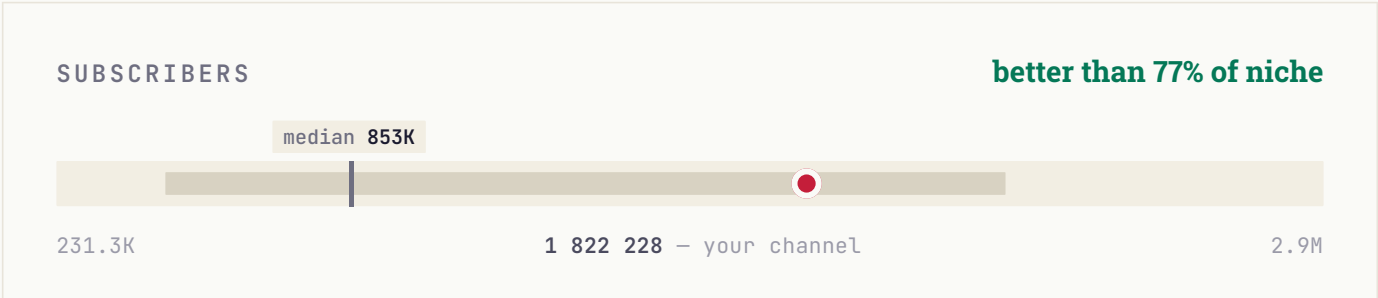
SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band = range of 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

Best post day — Thursday

Peak audience activity on this day at 23:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

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**

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 a few minutes using public data. If you 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
----	----------------------------	---

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