

PROMTPRESS PUBLIC REPORT

Channel audit

Moscow Online



@msk_onlin3

Everything happening in the capital right now. City, transport, weather, incidents and top Moscow news — fast and to the point. ✉️
Partnership / ads - @lehabus

SUBSCRIBERS

36 653

+33089 per month

ERR (% POST REACH)

7.0%

per day 5.8%

REACH/POST

2.2K

ad reach 2.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 36 653 —	 SUBSCRIBER REACH 6.14% avg % subs see post	 VIEWS/POST 2.2K median 2.2K · 3 days	 POSTS/WK. 20.9 for period
 TREND 7D — no data for period	 REACT./POST 77.6 776 react., 920 rep., 0 comm.	 POST LENGTH 233 chars. median 236 · 3 days	 POSTS ANALYZED 10 3 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH +33089 last month	 CITATIONS 58 citation index · 863 channels mentioned all time	 CHANNEL AGE 2y 6m created 28.01.2024

AI EDITOR SUMMARY

Channel “Moscow Online” — 36 653 subs. Avg views per post 2.2K people (6% from subs), reach is low — worth expanding audience. Publishes 21 posts per week (~3 per day) — regular schedule.

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 SUCCESSFUL POSTS SHARE

- 01 Analysis based on 10 posts over 3 days.
- 02 Dominant format – Photo (5/10 posts).
- 03 Average post length – 233 chars (median 236).
- 04 Audience activity peak – Friday, 14:00 MSK.
- 05 Strongest posts get by 1x more views than the weakest (2.6K on average for the top vs 2K for the worst) – among 10 posts over 3 days. Worth analyzing what the top has in common – topic, format, publication time.

TOP 5 POSTS

Nº1 21.08 · 11:55 PHOTO  Russian Church explains 'mama's boys'. Priest Valery Soskovets links overprotection of sons to late motherhood...	VIEWS 2 684 REP. 104	REACT. 111 ER 7.3%
Nº2 21.08 · 20:24 VIDEO  Moscow City tower lit in tricolor ahead of Russian Flag Day. Russian flag also on Government House.	VIEWS 2 541 REP. 112	REACT. 52 ER 6.9%
Nº3 21.08 · 19:16 VIDEO  Mass searches at Gorbushka – media. Apple stores searched. Preliminary data: some...	VIEWS 2 513 REP. 103	REACT. 124 ER 6.9%

Nº4 19.08 • 14:49 PHOTO ⚡ YouTube alternative soon — Chinese video giant Bilibili goes global Company preps app release...	VIEWS 2 269 REACT. 85 REP. 93 ER 6.2%
Nº5 19.08 • 12:29 PHOTO 🐦 Avito bans wedding dove listings. First in Russia to ban dove sales and rentals for weddings, photo shoots, and...	VIEWS 2 222 REACT. 69 REP. 54 ER 6.1%

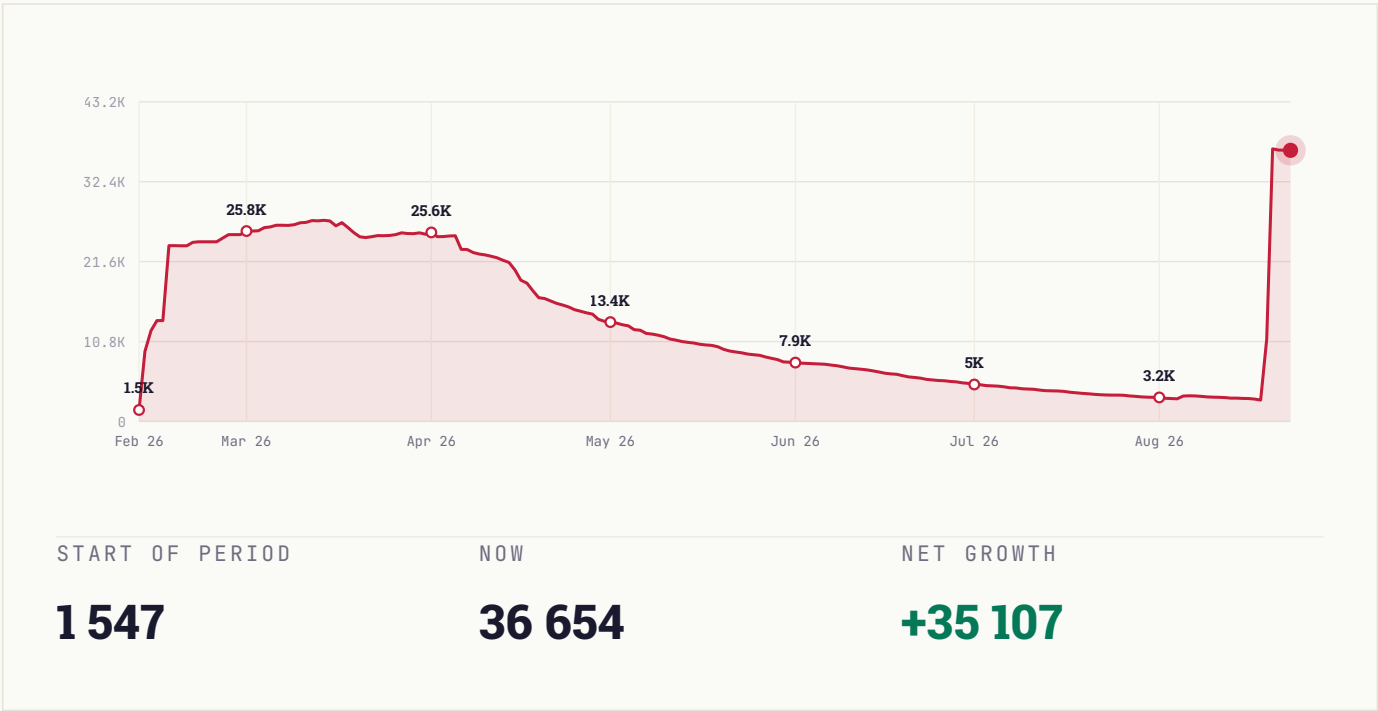
WORST 3

↓ 22.08 • 20:44 VIDEO 😬 Dozens of unidentified lights spotted over Moscow.	VIEWS 2 031 REACT. 49 REP. 91 ER 5.5%
↓ 22.08 • 19:02 TEXT ! Russia develops AI to spot foreign agents and extremists — Ura.ru Chelyabinsk scientists built it; it will...	VIEWS 1 966 REACT. 44 REP. 92 ER 5.4%
↓ 22.08 • 16:20 PHOTO ⚡ Telegram adds WEB proxy — masks traffic as normal web to bypass throttling. For...	VIEWS 1 918 REACT. 86 REP. 86 ER 5.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

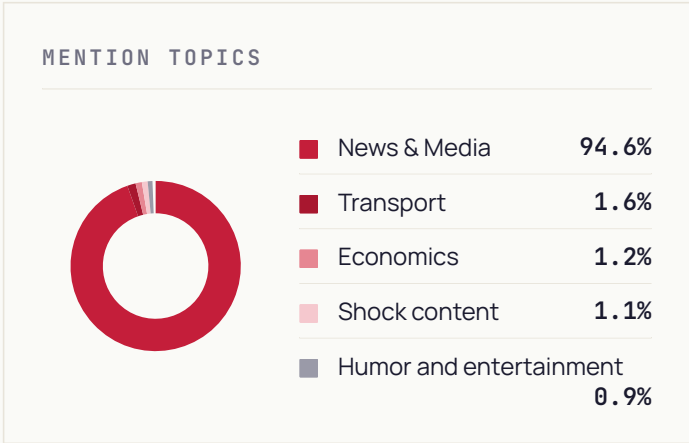
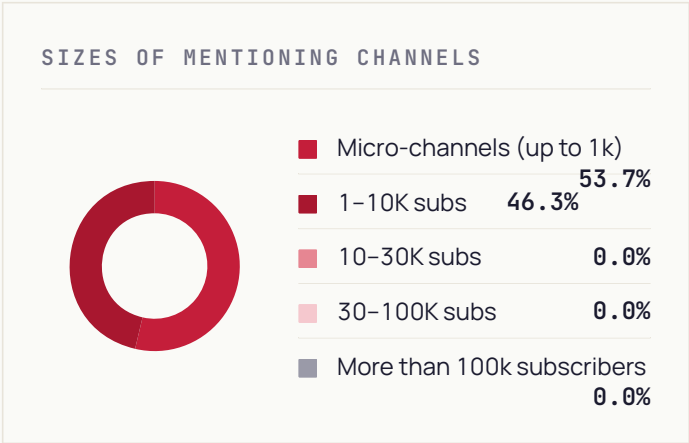
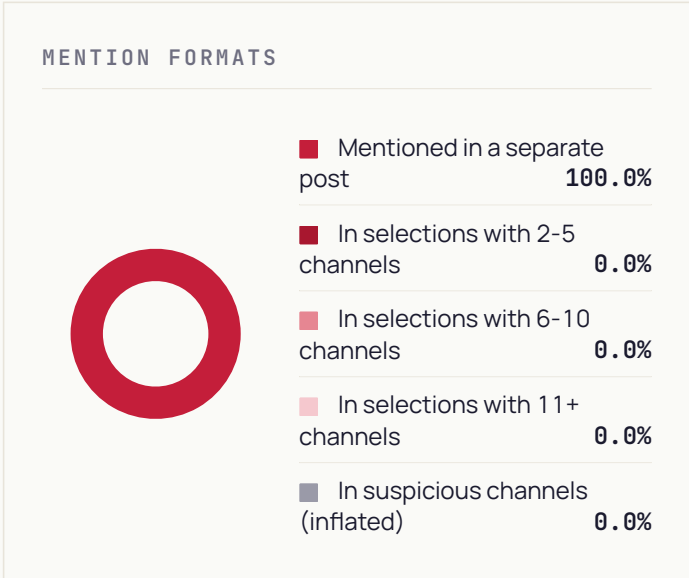
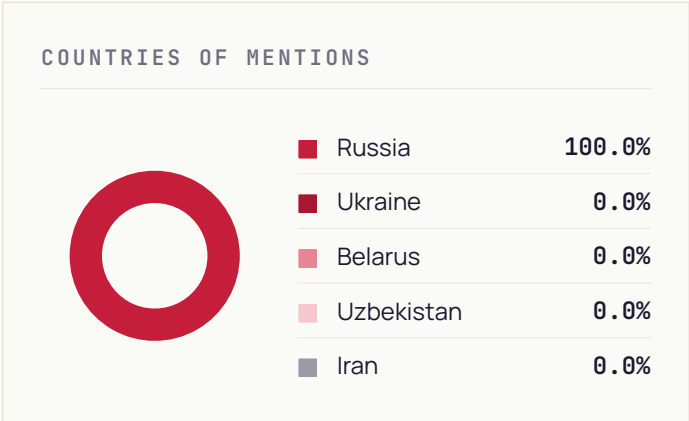
Subscriber growth chart for the year. Key months show exact counts. Shows growth months vs. losses.



SECTION 04 · CITATIONS

Who and how mentions the channel

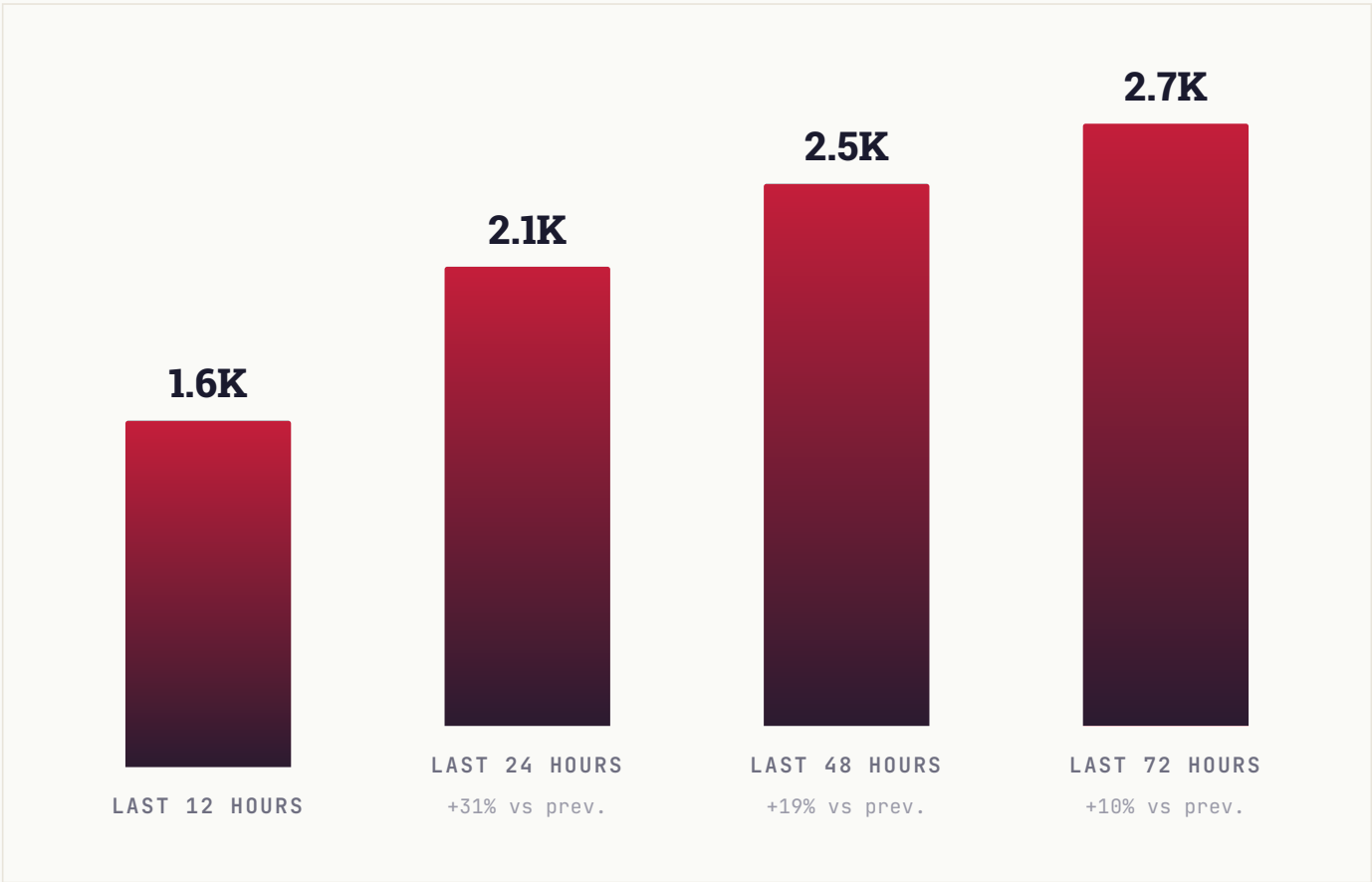
Citation index **58** — channel popularity rating based on mentions. Factors in both count and mentioner weight: a 100k channel's post outweighs a 1k one. The channel has been mentioned **863** different channels.



SECTION 05 · ADVERTISING POTENTIAL

How long a post drives reach

Average reach of an ad post by time since publication. Helps estimate how long a placement is worth keeping live.



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic and audience. We highlighted your channel — you can see what place it takes among neighbors in the niche.

CHANNEL	SUBSCRIBERS
M• MoskvaCh • Moscow News	4.3M
TL Топop Live	4.1M
LB Live Broadcast • News	4M
M- Moscow is interesting	3.3M
FM First Moscow	3.2M
MA Mash	3.1M
RN RIA Novosti	3M
NM Moscow News	2.7M
MS Moscow today	2.7M
Avg. Media Russia not Moscow	2.6M
MO Moscow Online YOU	36.7K

COMPARISON

Channel so far outside niche top-99 — early growth stage. Niche leader — MoskvaCh • Moscow News (4.3M), top-99 median: 776.9K. First goal — enter top-99 via systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we log posts in other channels that mention yours. Over the last **6 months** such mentions: **1 000**, they brought **23 761** new subs.

PERIOD	MENTIONS	CHANNELS	REFERRED SUBSCRIBERS	
February 2026	1 000	500	23 761	
January 2026	0	0	0	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 000	6	23 761

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

We took top-100 channels in category «News & Media» (Russia) and compared the channel against them. The gray band – the range covering 80% of niche channels (p10 to p90). The black vertical – median. The red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Mark as a checklist and return to this report in a month.

01

Top post of the week — Friday

Audience most active this day at 14:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buying

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

EFFECT

**+1000-3000
subs.**

03

Test polls and interactive formats

Posts with polls/reactions typically add +5-15% to ER.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels quarterly. 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 — a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and fulfill your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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