

PUBLIC REPORT BY PROMTPRESS

Channel audit

Msk Sfera



@msk_sfera_msk

SUBSCRIBERS

10 111

+10027 per month

ERR (% SEE POSTS)

19.0%

daily 0.0%

REACH/POST

2.6K

ad reach 1/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key Channel Metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 10 111 —	 SUBSCRIBER REACH 25.38% avg % subs see post	 VIEWS/POST 2.6K median 1.3K · 19 days	 POSTS/WEEK 13.5 over period
 7D TREND -99.5% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 510 chars median 246 · 19 days	 POSTS ANALYZED 37 19 days
 AD REACH 1 24h avg	 CHURN / MONTH +10027 last month	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 1 year 10 months created 20.08.2024

AI EDITOR SUMMARY

Channel «Msk Sfera» – 10 111 subs. Avg post views 2.6K people (25% of subs), good reach. Publishes 14 posts/week (~2/day) – steady. Week Jun 29–Jul 5 reach dropped -99.5% vs week Jun 22–28 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 37 posts in 19 days.
- 02 Dominant format – Video (23/37 posts).
- 03 Avg post length – 510 chars (median 246).
- 04 Audience peak – Thu, 12:00 MSK.
- 05 Top posts get 5560x more views than the weakest (5.6K avg for top vs 1 for worst) – among 37 posts in 19 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº111.06 · 09:29VIDEO On PMEF opening day, St. Petersburg and Leningrad Oblast faced a serious Ukrainian drone attack. Drones attempted...	VIEWS	REACTIONS
	5 729	—
	REP.	ER
	—	56.7%
Nº215.06 · 15:25PHOTO Local channels share photos of leaflets found near frontline settlements and military positions. Apparently...	VIEWS	REACTIONS
	5 518	—
	REP.	ER
	1	54.6%
Nº317.06 · 11:51PHOTO  People increasingly complain about e-mobilization notices Social media and local chats see more posts from people...	VIEWS	REACTIONS
	5 435	—
	REP.	ER
	—	53.8%

Nº4 11.06 · 15:41 VIDEO A story about anti-drone nets on admin buildings went viral: officials protect themselves while refineries, warehouses...	VIEWS 5 414 REP. —	REACTIONS — ER 53.5%
Nº5 13.06 · 14:25 PHOTO Domino effect: how fuel shortage hits social facilities It's common to think gas shortage is a driver's problem. But let's...	VIEWS 5 393 REP. —	REACTIONS — ER 53.3%

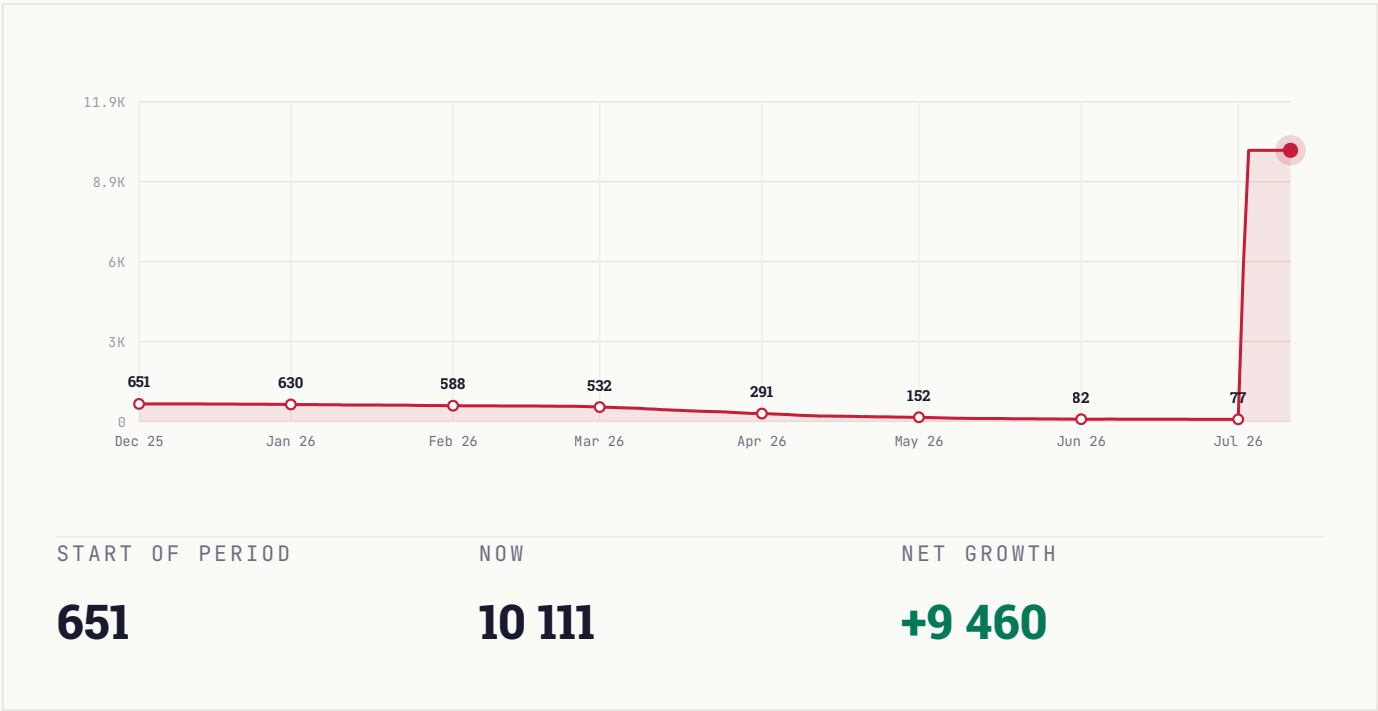
WORST 3

↓ 22.06 · 12:26 VIDEO Major fire erupts at oil terminal in Kerch Ukrainian drones attacked an oil terminal in Kerch. After the strike, the facility...	VIEWS 1 REP. —	REACTIONS — ER 0.0%
↓ 22.06 · 12:33 VIDEO 😞 Ukrainian drones reached Tyumen Local refinery under attack.	VIEWS 1 REP. —	REACTIONS — ER 0.0%
↓ 24.06 · 11:52 PHOTO Deep rear and reality of the war: why protecting enterprises is not fake but necessary While the web debates which decrees are 'real'...	VIEWS 1 REP. 1	REACTIONS — ER 0.0%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

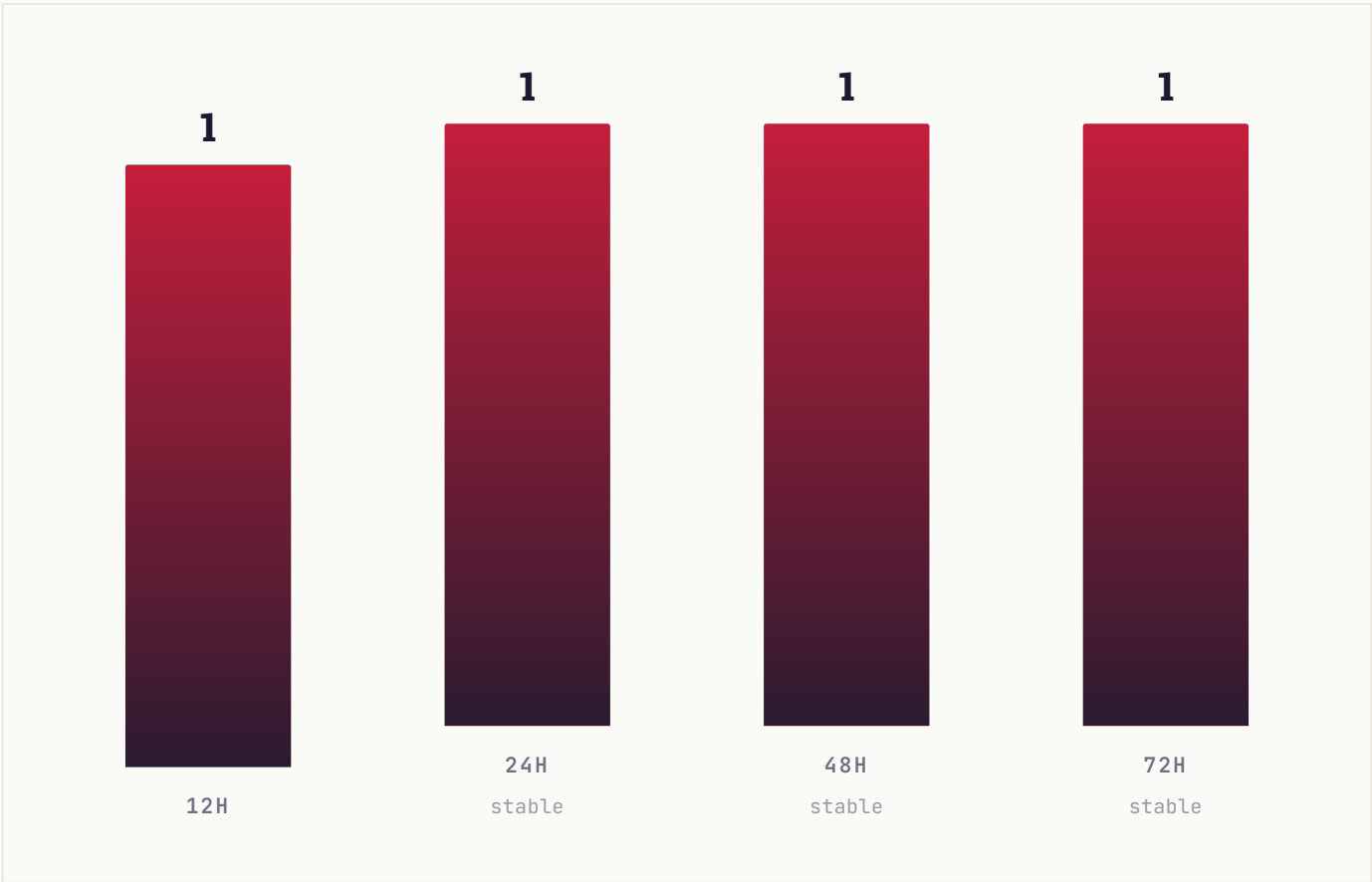
Subscriber growth chart for the year. Key months show exact subscriber count. See growth vs churn months.



SECTION 04 · AD POTENTIAL

How long a post drives reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.5M
کانال اخبار فوری خبر فوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trukha ⚡ Ukraine	3.1M
MS Msk Sfera YOU	10.1K

COMPARATIVE INSIGHT

Channel yet outside top 97 niches — early growth stage. Niche leader — اخبار فوری (6M), median top-97: 1.3M. First goal — enter top-97 via systematic traffic & content work.

SECTION 06 · NICHE COMPARISON

Where your channel stands in its league

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



— SECTION 07 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off & revisit in a month.

- 01

Top post of the week — on Thursday
Audience most active on this day at 12:00 MSK.

EFFECT
Best window for an important post
- 02

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 03

Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — 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 bring relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT
Organic Traffic Source

★ NEXT STEPS

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

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