

PUBLIC REPORT PROMTPRESS

Channel audit

Moscow is interesting



@mskint

Top Moscow news in one place. Memes here: @memachh Ads: @evoanna @evo_milena Suggest news: @Moskvaetobot Channel in registry: <https://clck.ru/3FCQf5>

SUBSCRIBERS

3 454 255

-12490 per month

ERR (% SEE POSTS)

6.0%

per day 5.6%

REACH/POST

206.4K

ad reach 192.9K/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 3 454 255 —	 SUBS REACH 5.98% avg % of subs see post	 VIEWS/POST 206.4K median 207.5K · 29 days	 POSTS/DAY 10.1 ~71 per week
 7D TREND +1.1% vs previous week	 REACTIONS/POST 3903.1 total 1,163,130 reactions, 380,980 reposts, 0 comments	 POST LENGTH 217 chars median 183 · 29 days	 POSTS ANALYZED 298 29 days
 AD REACH 192.9K 24h avg	 CHURN / MONTH -12490 over the last month	 CITATION RATE 326 citation index · 8,607 channels mentioned ever	 CHANNEL AGE 3 years 8 days created 30.05.2023

AI EDITOR SUMMARY

Channel «Moscow is interesting» — 3 454 255 subs. Each post averages 206.4K people (6% from subs), reach is low — consider expanding audience. Publishes 71 posts per week (~10/day) — very active posting. For the week of May 25–31, reach stable (+1.1% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **298** posts over 29 days.
- 02 Dominant format – **Text** (146/298 posts).
- 03 Avg post length – **217** chars (median 183).
- 04 Peak audience activity – **Saturday**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (302.6K avg top vs 147.1K worst) – among 298 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.05 · 10:37 TEXT ☒ Mobile internet restrictions lifted Restrictions on transport also gradually being lifted downtown.	VIEWS 308 478 REP. 950	REACTIONS 6 147 ER 8.9%
Nº2 09.05 · 18:30 TEXT ✂ Putin believes Ukrainian conflict nearing end	VIEWS 301 240 REP. 3 797	REACTIONS 15 252 ER 8.7%
Nº3 09.05 · 07:50 PHOTO ➔ Russian Knights fly over Kremlin	VIEWS 298 127 REP. 402	REACTIONS 8 357 ER 8.6%

Nº4 09.05 · 19:53 VIDEO 🔪 Fireworks held near Main Cathedral of Russian Armed Forces in Moscow region	VIEWS 297 675 REP. 2 120	REACTIONS 7 390 ER 8.6%
Nº5 15.05 · 12:16 TEXT 🔪 'Six Seven' meme may be banned in Russia over national security threat Deputy Ivanov said the phrase 'six-seven' has become a symptom...	VIEWS 295 424 REP. 11 796	REACTIONS 12 385 ER 8.6%

WORST 3

↓ 19.05 · 13:11 VIDEO 😄Muscovites escape heat at Meshcherskoye Lake.	VIEWS 149 591 REP. 555	REACTIONS 1 807 ER 4.3%
↓ 03.06 · 11:52 VIDEO We will become not slave owners, but robot owners – Dugin. That's how he sees Russia's future.	VIEWS 146 836 REP. 381	REACTIONS 2 605 ER 4.3%
↓ 03.06 · 13:29 PHOTO 😄At SPIEF, guests offered 'Epstein Island' cocktail. Menu also includes 'Hazelnut' dessert and Zhirinovsky fortune cookies.	VIEWS 144 800 REP. 1 494	REACTIONS 4 299 ER 4.2%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.

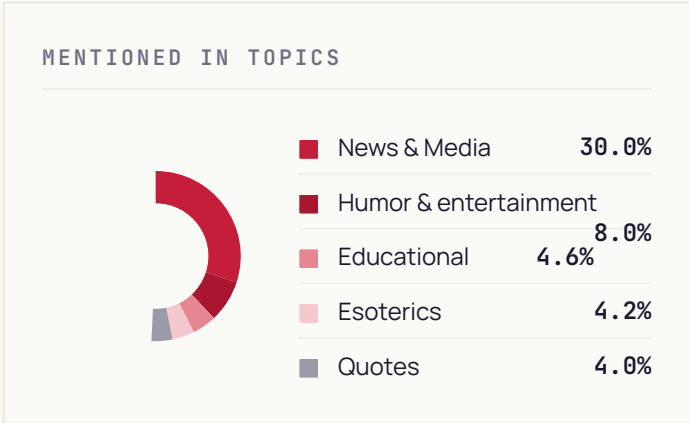
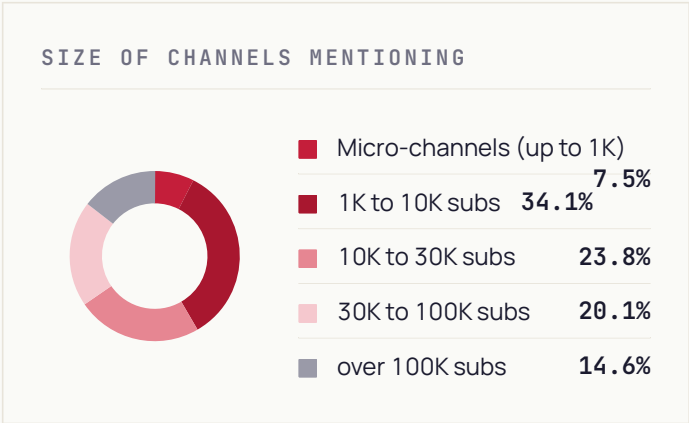
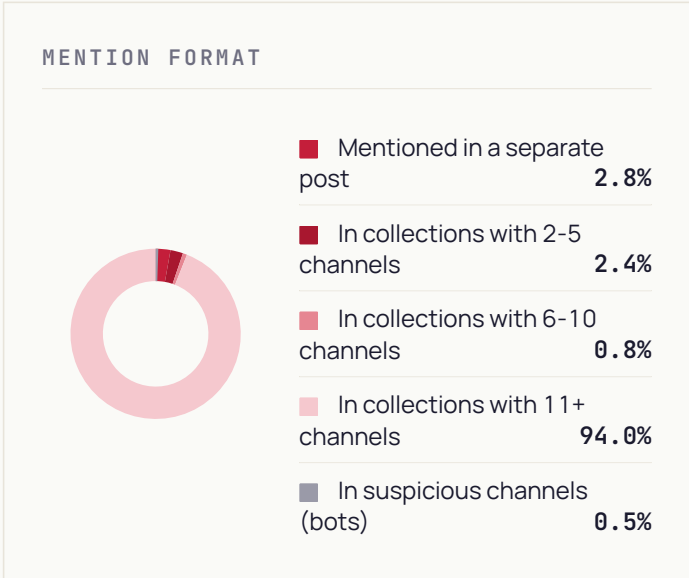
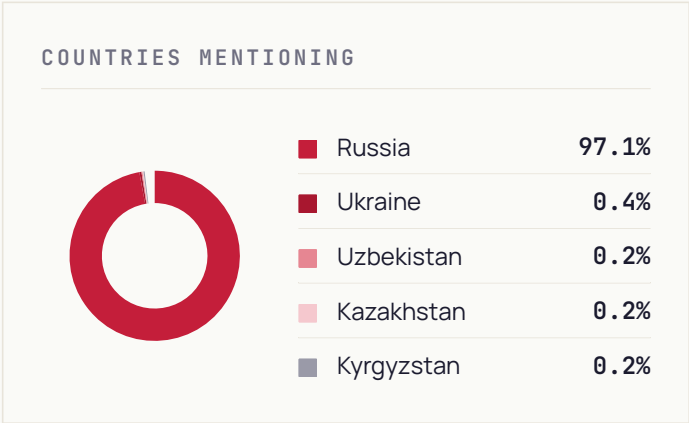


PERIOD START	NOW	NET GROWTH
2 043 583	3 454 240	+1 410 657

SECTION 04 · CITATIONS

Who mentions the channel and how

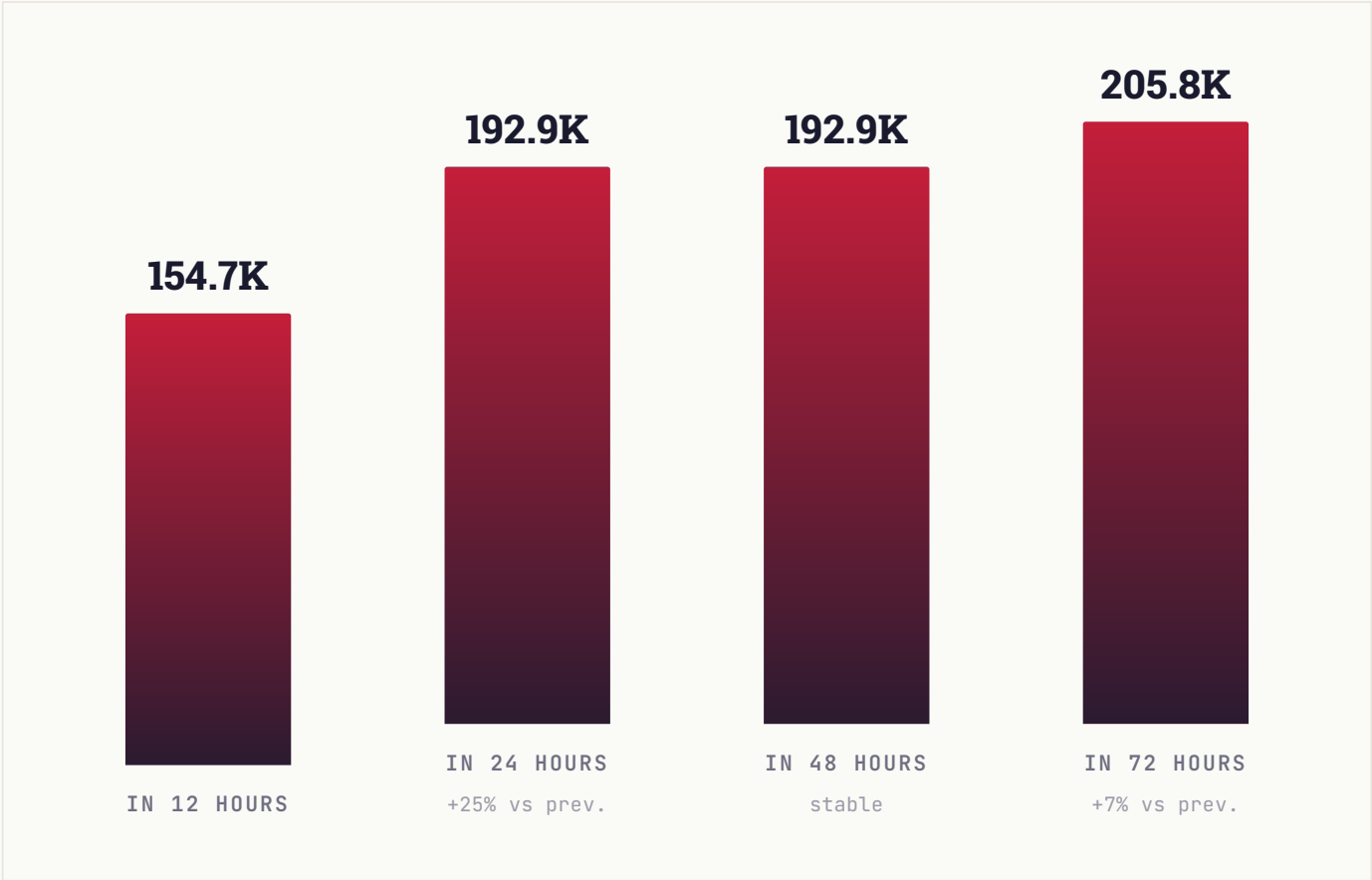
Citation index **326** – channel popularity score based on mentions. Considers not just count but weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **8 607** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic & audience. Your channel is 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 YOU	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
M2 Moscow 24/	2.2M

COMPARATIVE INSIGHT

Channel in top-10 niche (#4 of 99). Strong position. Niche leader — Direct Live • News (4.1M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 **177**, they brought **1 592 279** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	22	15	157 285
Nov 2025	29	19	272 657
Oct 2025	33	18	628 619
Sep 2025	36	21	353 217
August 2025	22	10	96 555
July 2025	35	25	83 946

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
177	6	1 592 279

— 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

SUBSCRIBERS

better than 90% of niche



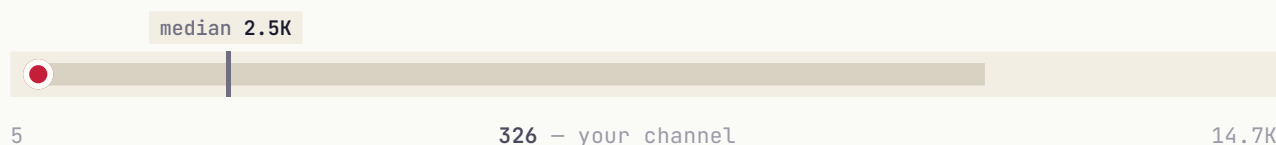
AVG REACH / POST

better than 77% of niche



CITATION INDEX

87% below median



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Saturday

Best time: this day at 21:00 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 win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange 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 us to do this **PromptPress?**

This audit — 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
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02	Contact manager	t.me/PromptPress_manager
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