

PUBLIC REPORT PROMTPRESS

Channel audit

Moscow Online

**@mskonline2024**

Hottest news of Moscow and region. Collaboration: @mossovet
Suggest news: @InboxmskBot Working with @Tgpodbor_official,
@Spiral_Yuri RNK registry: <https://clck.ru/3GSat5> #J3HID

SUBSCRIBERS

177 656**-2396** per month

ERR (% SEE POSTS)

9.0%per day **5.7%**

REACH/POST

15.5Kad reach **10K**/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 177 656 —	 SUBS REACH 8.73% avg % of subs see post	 VIEWS/POST 15.5K median 13.8K · 29 days	 POSTS/DAY 18.4 ~129 per week
 7D TREND -21.0% vs previous week	 REACTIONS/POST 68.4 total 37,395 reactions, 38,317 reposts, 1,087 comments	 POST LENGTH 140 chars median 103 · 29 days	 POSTS ANALYZED 547 29 days
 AD REACH 10K 24h avg	 CHURN / MONTH -2396 over the last month	 QUOTE RATE 3 410 citation index · 5,672 channels mentioned all time	 CHANNEL AGE 3 years 9 months created 25.09.2022

AI EDITOR SUMMARY

Channel «Moscow Online» — 177 656 subs. Each post averages 15.5K people (9% from subs), reach is low — need to grow audience. Publishes 129 posts per week (~18/day) — very active. For week Jun 29 – Jul 5 reach dropped -21.0% to week Jun 22–28 — worth analyzing why.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **547** posts in 29 days.
- 02 Dominant format – **Text** (296/547 posts).
- 03 Avg post length – **140** chars (median 103).
- 04 Peak audience activity – **Friday, 18:00 MSK**.
- 05 Top posts get **12x** more views than the weakest (112.8K avg for top vs 9.6K for worst) – among 547 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 13:13 TEXT  Three flights between Tbilisi and Moscow temporarily canceled, one more delayed. Reported by TAV airline...	VIEWS 134 744 REPOSTS 159	REACTIONS 13 ER 75.8%
Nº2 22.06 · 16:38 TEXT  22% of Russian men take second jobs to afford dates. Most lack money for dating...	VIEWS 102 477 REPOSTS 704	REACTIONS 109 ER 57.7%
Nº3 21.06 · 11:50 VIDEO  GTA VI to cost 17,000 rubles, price leaked by French retailer. Three editions will be available...	VIEWS 101 279 REPOSTS 607	REACTIONS 36 ER 57.0%

Nº4

28.06 · 07:18

TEXT

 Russia mulls ban on crypto ads — State Duma discusses. Companies may only mention...

VIEWS

99 764

REPOSTS

132

REACTIONS

67

ER

56.2%

Nº5

23.06 · 14:16

PHOTO

 Toy Story 5 movie tickets on sale from 390 rubles. Heroes fight a villain...

VIEWS

97 878

REPOSTS

655

REACTIONS

42

ER

55.1%

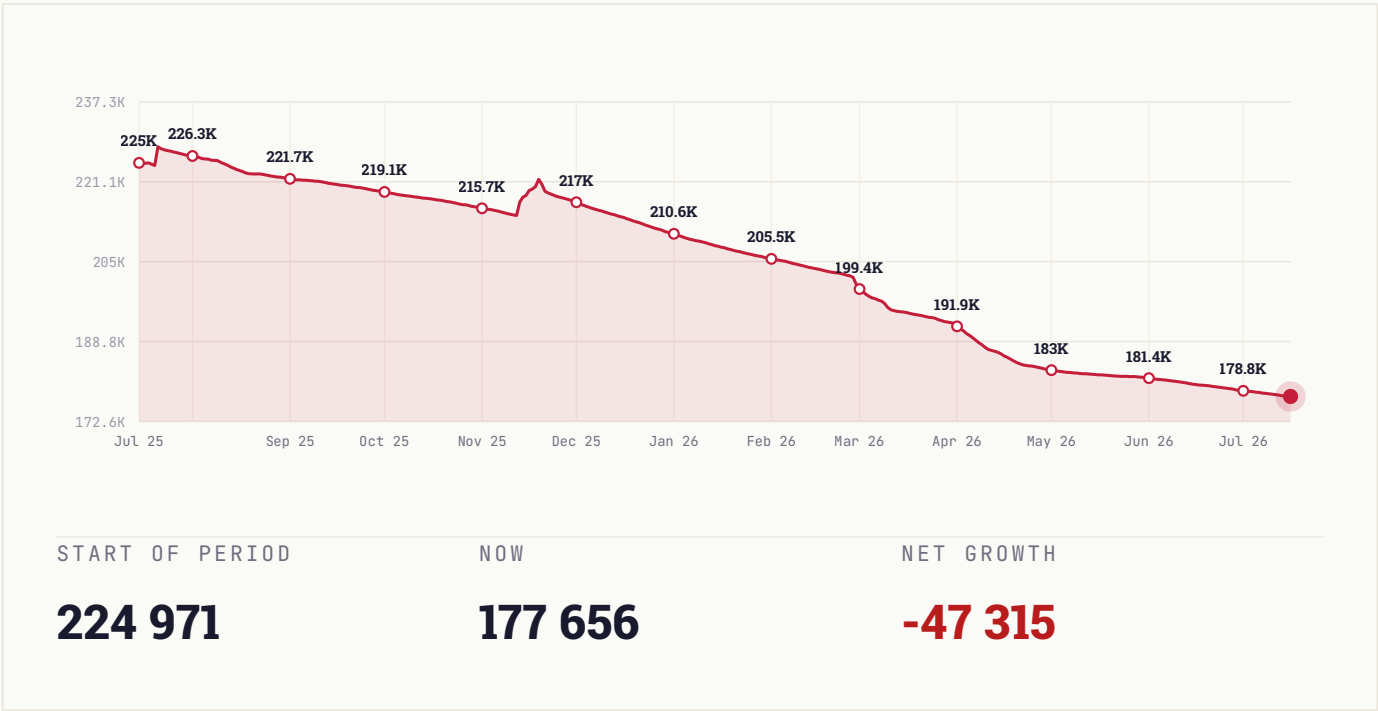
WORST 3

↓ 12.07 · 07:32 TEXT  5 drones heading to Moscow shot down — Mayor Sobyenin.	VIEWS 9 812 REPOSTS 5	REACTIONS 31 ER 5.5%
↓ 12.07 · 08:08 TEXT  50 trees fell in Moscow yesterday during storm, 11 on cars — city dept.	VIEWS 9 501 REPOSTS 8	REACTIONS 24 ER 5.3%
↓ 12.07 · 08:11 PHOTO  Moscow-Turkey tickets plummet to 9,000 rubles.	VIEWS 9 353 REPOSTS 41	REACTIONS 25 ER 5.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

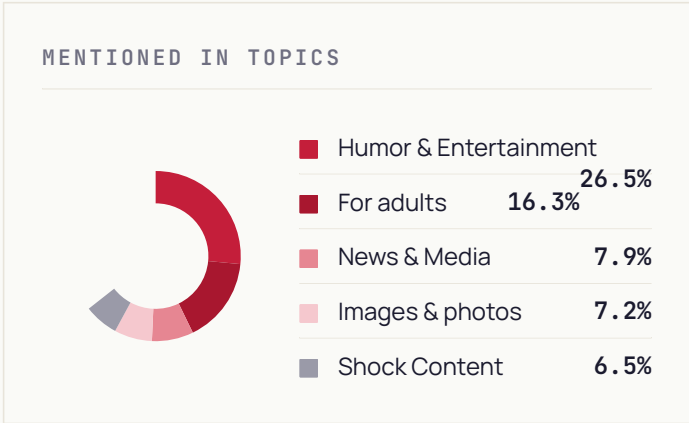
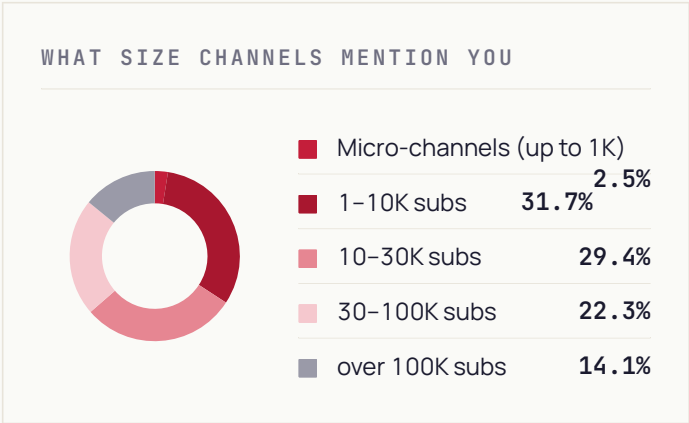
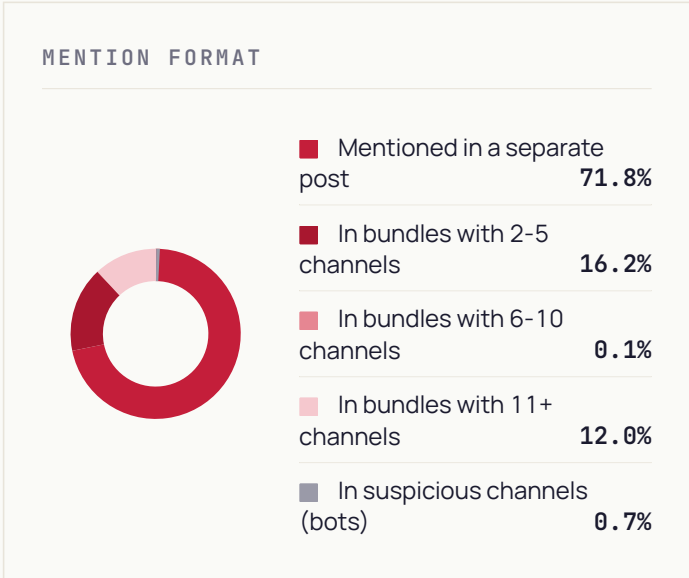
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

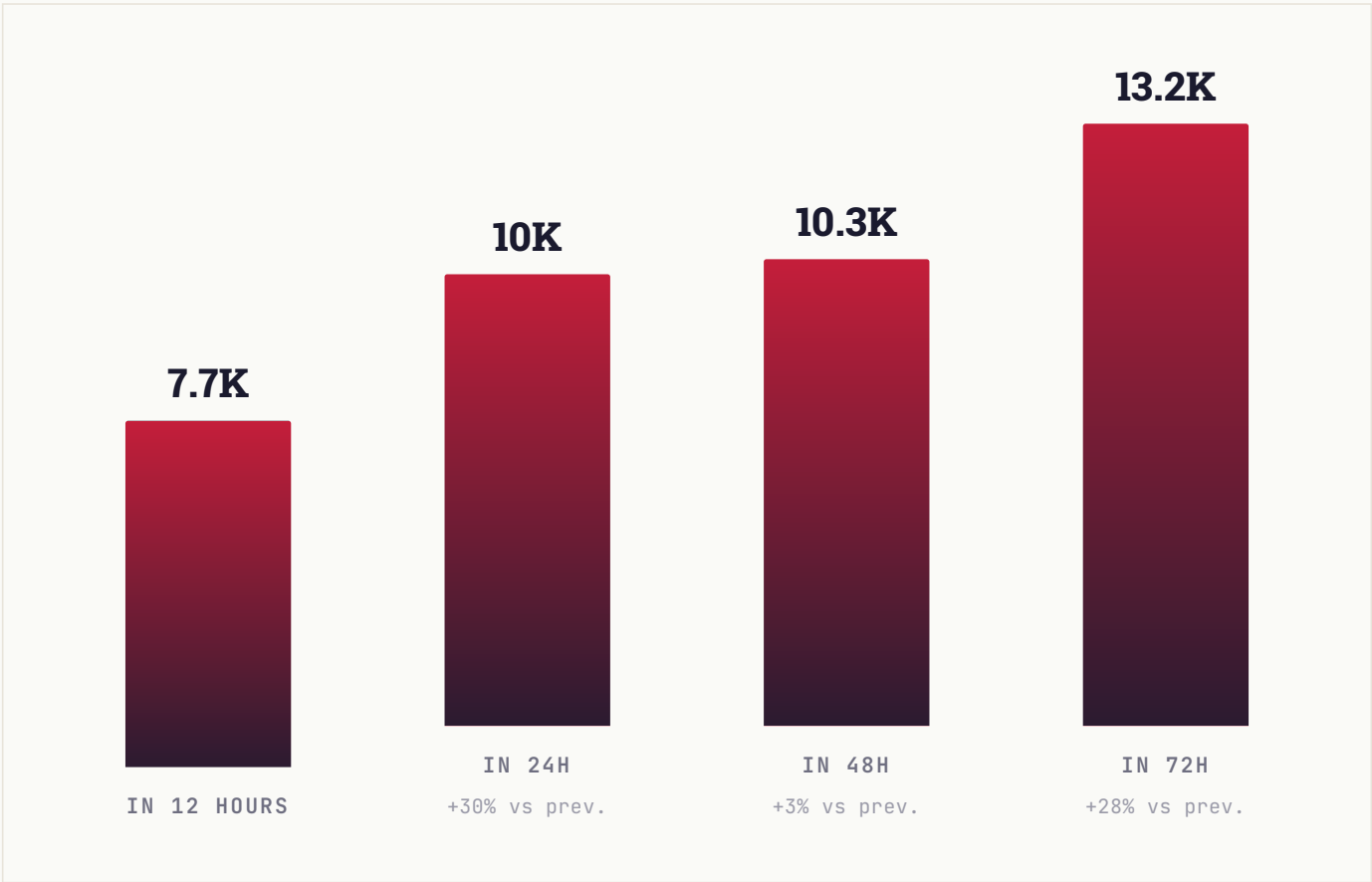
Citation index **3 410** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **5 672** different channels.



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 is highlighted — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
اخبارفوری خبرفوری جنگ امریکا فوری	6M
خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خبرفوری	4.4M
کانال اخبارفوری خبرفوری	4.3M
PE Live Stream • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡Ukraina	3.1M
MO Moscow Online YOU	177.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

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 **781**, they brought **7 335** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	0	
December 2025	0	0	0	
November 2025	0	0	7 321	
October 2025	0	0	0	
September 2025	0	0	4	
August 2025	781	779	10	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
781	6	7 335

Where channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the median, and a red dot representing the channel's performance. The channel's performance is consistently below the median in the first two metrics and above the median in the third.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	177 656	1.3M	86% below median
AVG REACH / POST	15 507	93.7K	83% below median
CITATION INDEX	3 410	1.9K	better than 59% of niche

SUBSCRIBERS 86% below median

498.9K 177 656 – your channel 4.1M

median 1.3M

AVG REACH / POST 83% below median

733 15 507 – your channel 443.8K

median 93.7K

CITATION INDEX better than 59% of niche

0 3 410 – your channel 11.2K

median 1.9K

— SECTION 09 · STRATEGY

What to Do Right Now

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

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Friday
Audience most active on this day at 18:00 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). 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 poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighboring channels
Cross-post 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 — organic traffic source. | EFFECT
Organic traffic
source |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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