

PROMTPRESS PUBLIC REPORT

Channel audit moskovsky!



@msky_media

Moscow entertainment news without boring or sad vibes Ads:
@Joe_barbaro_2 Work with: @swaymedia, @Spiral_Yuri RKN:
<https://clck.su/UGusV>

SUBSCRIBERS

1 220 703

+141408 per month

ERR (% WHO SEE
POSTS)

4.0%

last day 2.1%

REACH/POST

40.6K

ad reach 26K/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 1 220 703 —	 SUBS REACH 3.33% avg % of subs see post	 VIEWS/POST 40.6K median 38.5K · 29 days	 POSTS/WEEK 41.4 for period
 7D TREND -30.8% vs previous week	 REACTIONS/POST 472.1 total 83,093 reactions, 30,208 reposts, 1,285 comments	 POST LENGTH 228 chars median 174 · 29 days	 POSTS ANALYZED 176 29 days
 AD REACH 26K 24h avg	 CHURN / MONTH +141408 last month	 CITATION RATE 601 citation index · 1,758 channels mentioned all time	 CHANNEL AGE 1 year 4 months created 20.01.2025

AI EDITOR SUMMARY

Channel «moskovsky!» – 1 220 703 subs. Each post averages 40.6K people (3% of subs), reach is low – consider expanding audience. Publishes 41 posts per week (~6/day) – active posting. For week 25–31 May reach dropped by -30.8% by week 18–24 May – worth analyzing why.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 176 posts over 29 days.
- 02 Dominant format – Video (115/176 posts).
- 03 Avg post length – 228 chars (median 174).
- 04 Peak audience activity – Saturday, 17:00 MSK.
- 05 Top posts drive 5x more views than the weakest (79.4K avg for top vs 17K for worst) – among 176 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 16.05 · 14:06 PHOTO ☺ Moscow Metro temporarily renamed stations for its 91st anniversary – funny stickers will be on doors until end of May. Special...		VIEWS 81 245	REACTIONS 881
		REPOSTS 550	ER 6.7%
Nº2 10.05 · 11:04 PHOTO 🌸 Lilacs are already blooming in Moscow – here's a list of spots to find beautiful bushes and take photos. Going on a hunt for...		VIEWS 78 870	REACTIONS 1 484
		REPOSTS 317	ER 6.5%
Nº3 09.05 · 11:31 PHOTO 🇷🇺 Our festive capital celebrates Victory Day. Happy holiday!		VIEWS 78 162	REACTIONS 1 149
		REPOSTS 75	ER 6.4%

Nº4

08.05 • 19:33

PHOTO

☒ Moscow weather — quite the manipulator.

VIEWS

76 069

REACTIONS

547

REPOSTS

134

ER

6.2%

Nº5

08.05 • 16:00

VIDEO

☺ While some befriend seals at Moscow Zoo, others are terrified by a sea lion defending its...

VIEWS

72 905

REACTIONS

496

REPOSTS

185

ER

6.0%

WORST 3



05.06 • 14:50

VIDEO

☹ A video shows a Moscow courier shortcutting by carefully sliding down a slope — all to deliver on time...

VIEWS

17 172

REACTIONS

321

REPOSTS

57

ER

1.4%



05.06 • 15:06

VIDEO

At the SPIEF stand of «Moscow Quarters» guests are greeted by George the Victorious. ☒ Behind him are models of future Moscow quarters, where together with...

VIEWS

16 949

REACTIONS

81

REPOSTS

10

ER

1.4%



05.06 • 16:06

PHOTO

☒ Heavy luxury in 2026.

VIEWS

16 838

REACTIONS

368

REPOSTS

130

ER

1.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

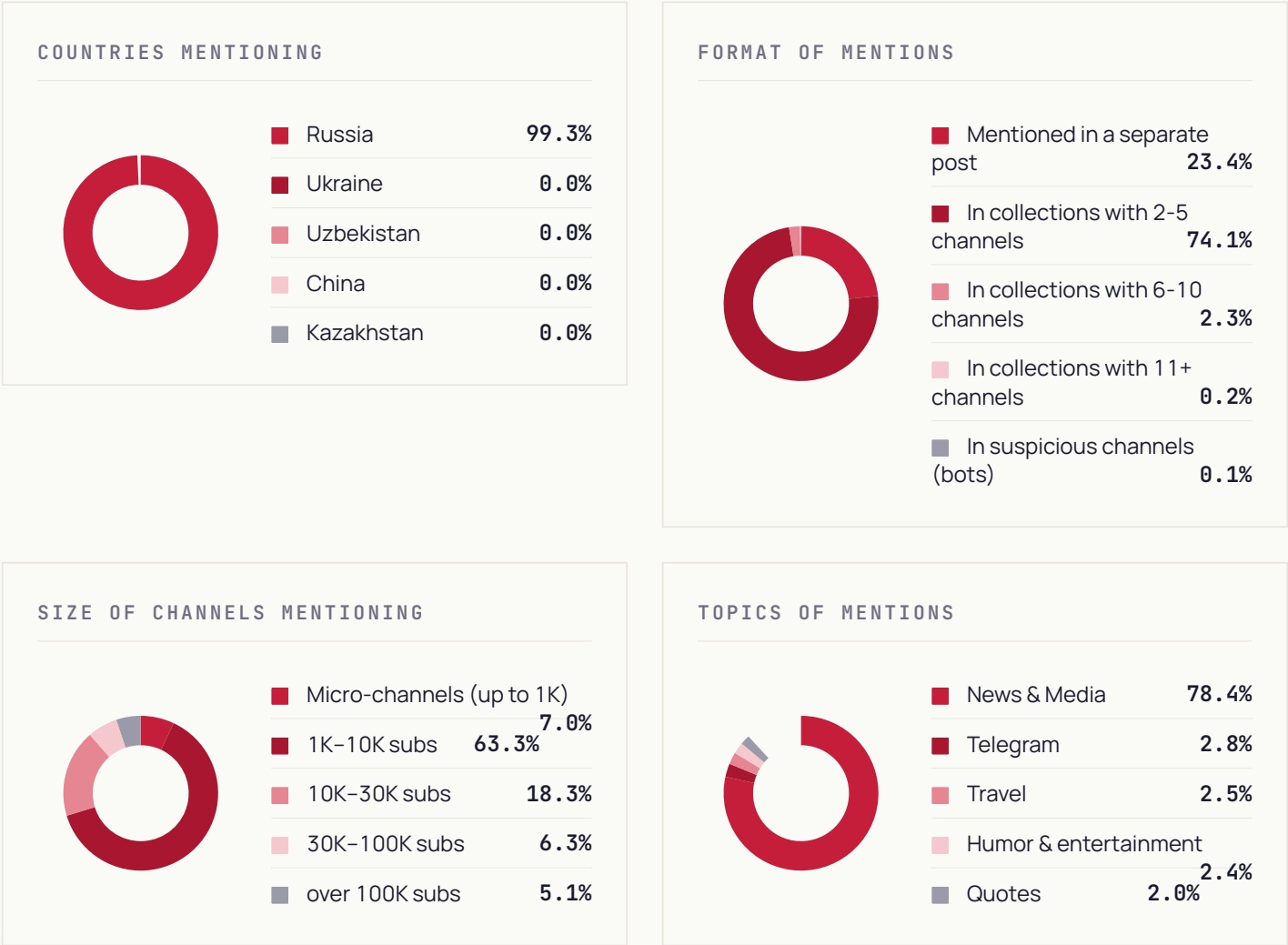
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

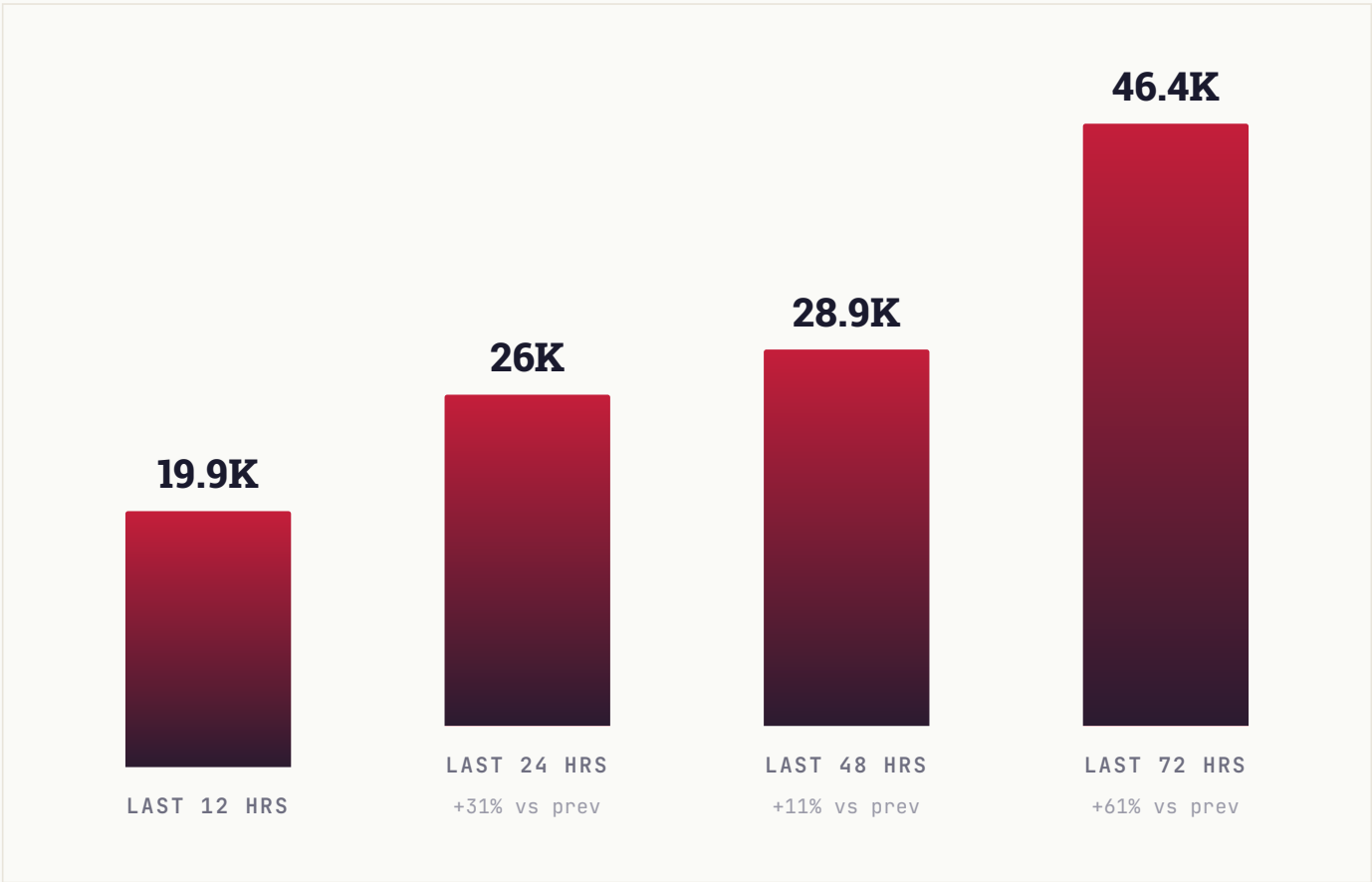
Citation index **601** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 758** different channels.



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 and audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
PE Live Stream • 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
MO moskovsky! YOU	1.2M

COMPARATIVE CONCLUSION

Channel in upper half of niche (#28 of 99). Niche leader: Live Stream • News (4.1M), median subs 843.7K. Aim for top quartile — realistic 6-12 month horizon.

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 **2 294**, they brought **486 605** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	990	317	42 826
November 2025	1 244	339	0
October 2025	14	10	5 179
September 2025	24	23	86 879
August 2025	9	7	275 298
July 2025	13	12	76 423

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
2 294	6	486 605

SECTION 08 · NICHE COMPARISON

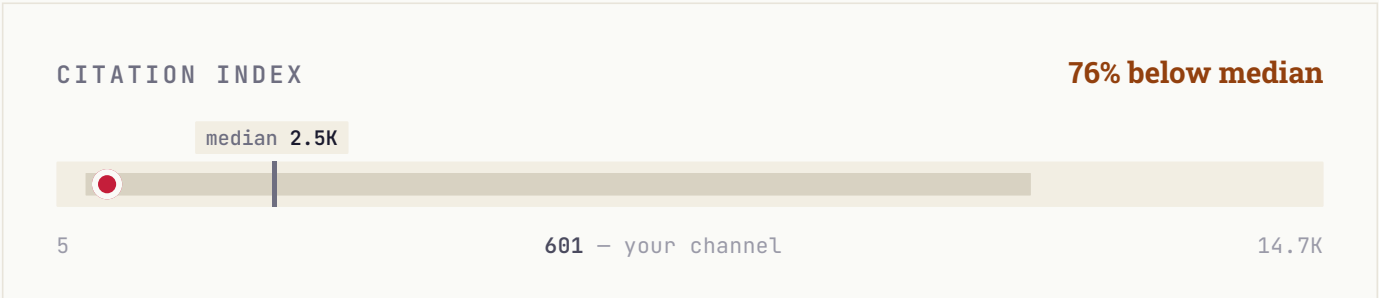
Where channel stands in its league

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

#86/100

RANK 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 next month.

01**Top post of the week — on Saturday**

Audience most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 3.33% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.2pp ER**03****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****04****Test polls & interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
