

PUBLIC PROMTPRESS REPORT

Channel audit

New Media



@n_e_w_media

Ratings x Digital x Cinema. Author - @ashirokikh. Roskomnadzor registry: <https://clck.ru/3G8wBv> We are on MAX: <https://max.ru/> newmedia Top 50 by IC, 44% of subs have Premium. Buy ads:...

SUBSCRIBERS

17 661

-103 per month

ERR (% SEE POSTS)

10.0%

last day 4.9%

REACH/POST

1.5K

ad reach 857/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 17 661 —	SUBS REACH 8.47% avg % subs see post	VIEWS/POST 1.5K median 859 · 29 days	POSTS/WEEK 42.2 for period
7D TREND +30.0% vs previous week	REACTIONS/POST 7.9 only 1,399 reactions, 1,677 reposts, 113 comments	POST LENGTH 587 chars median 605 · 29 days	POSTS ANALYZED 178 29 days
AD REACH 857 24h avg	CHURN / MONTH -103 last month	CITATION RATE 795 citation index · 2,354 channels mentioned all time	CHANNEL AGE 4 years 5 months created 21.01.2022

AI EDITOR SUMMARY

Channel «New Media» – 17 661 subs. Each post averages 1.5K people (8% of subs), reach is low – consider expanding audience. Publishes 42 posts per week (~6/day) – active posting. For week Jun 29 – Jul 5 reach grew by +30.0% to week Jun 22–28 – positive trend.

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 HAVE IN COMMON

- 01 Analysis based on 178 posts over 29 days.
- 02 Dominant format — Photo (87/178 posts).
- 03 Avg post length — 587 chars (median 605).
- 04 Peak audience activity — Wed, 18:00 MSK.
- 05 Top posts get 21× more views than the weakest (14.5K avg for top vs 678 for worst) — among 178 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 08.07 · 15:10 PHOTO  TV Channel "Carousel" in June Again Absolute Leader in Audience Ages 4-45. According to Mediascope, in June 2026 the channel...	VIEWS 19 828 REPOSTS 17	REACTIONS 18 ER 112.3%
Nº2 22.06 · 06:10 PHOTO  Top 20 Regional TV Channels on Telegram in May 2026 Channels with 1-5K subs By view engagement (ERR%) 1 Watch...	VIEWS 12 143 REPOSTS 16	REACTIONS 5 ER 68.8%
Nº3 30.06 · 06:10 PHOTO  Top 20 Regional TV Channels on Odnoklassniki in May 2026 By engagement (ER Page%) 1 Bars (Ivanovo) - 6.44% 2 KTV-Luch...	VIEWS 11 641 REPOSTS 11	REACTIONS — ER 65.9%

Nº4

01.07 · 06:10

PHOTO

🌐

Top 25 Regional TV Websites in the Last 31 Days By unique visitors (thousands): 1 360 (Moscow Region) -...

VIEWS

11 638

REPOSTS

15

REACTIONS

—

ER

65.9%

Nº5

29.06 · 07:10

PHOTO

📺

Top 20 Regional TV Channels on RUTUBE in May 2026 By views (thousands): 1 NEW TRK "Eurasia" (Orsk) - 1055.1 2 GTRK...

VIEWS

9 720

REPOSTS

11

REACTIONS

2

ER

55.0%

WORST 3

↓

03.07 · 09:10

PHOTO

📈

Top 30 Social Media Mobile Apps by Google Play Downloads in Russia in June 2026 Downloads (Google Play)...

VIEWS

702

REPOSTS

11

REACTIONS

—

ER

4.0%

↓

21.06 · 14:34

PHOTO

🏆

Winners of the VIII Series Festival "Pilot": 🏆Best Series Pilot. Jury Choice — "SECOND WIND", directed by Ruslan Bratov 🏆Best Pilot...

VIEWS

691

REPOSTS

3

REACTIONS

9

ER

3.9%

↓

08.07 · 17:10

VIDEO

📺📺📺

On July 16, series "Cold" starring Lyubov Aksenova premieres on Start, Ivi, and Wink. 10 episodes. Crime drama. Production: Ivi...

VIEWS

641

REPOSTS

6

REACTIONS

10

ER

3.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

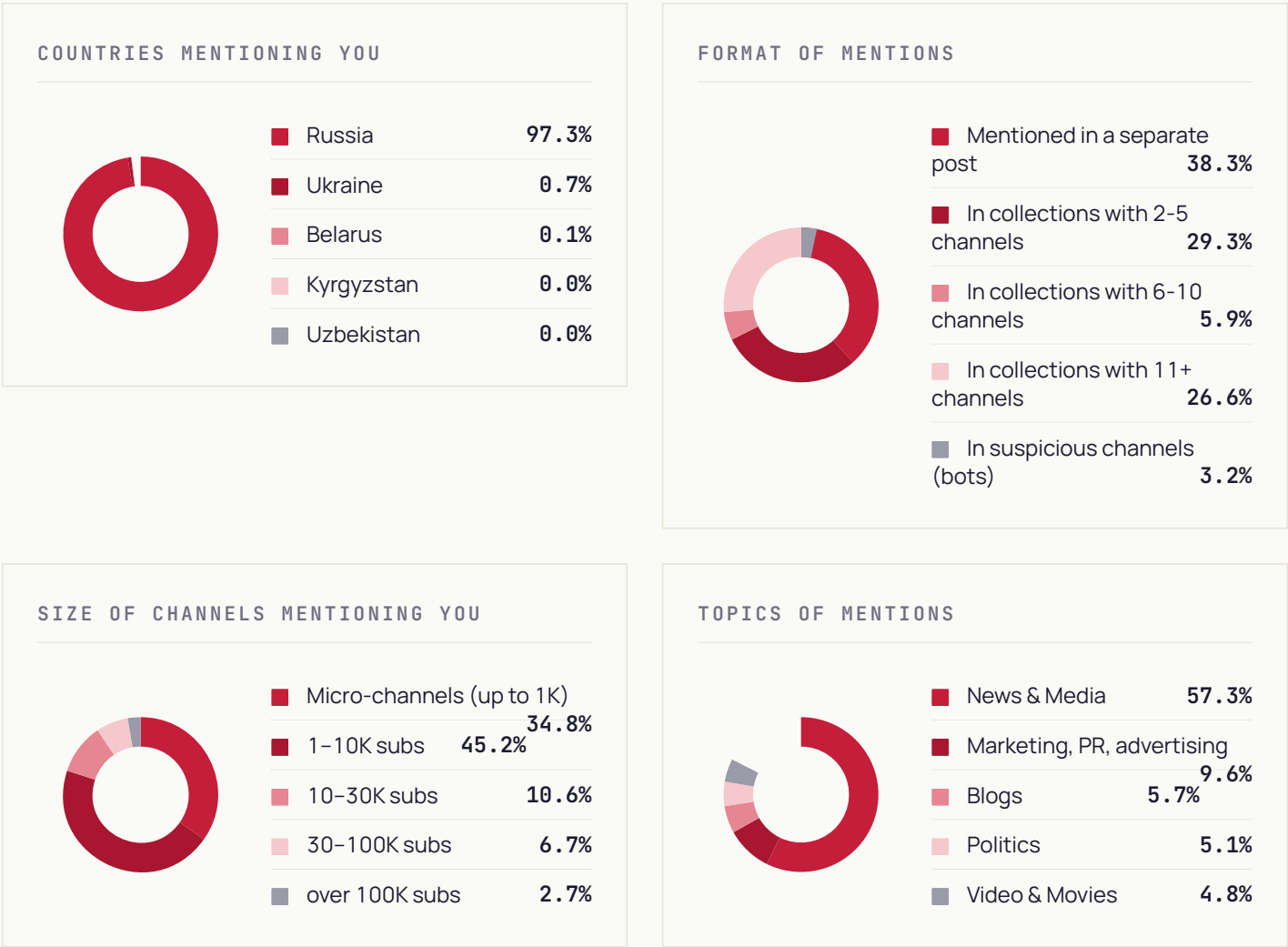
Subscriber growth chart for the year. Key months show exact subscriber counts.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

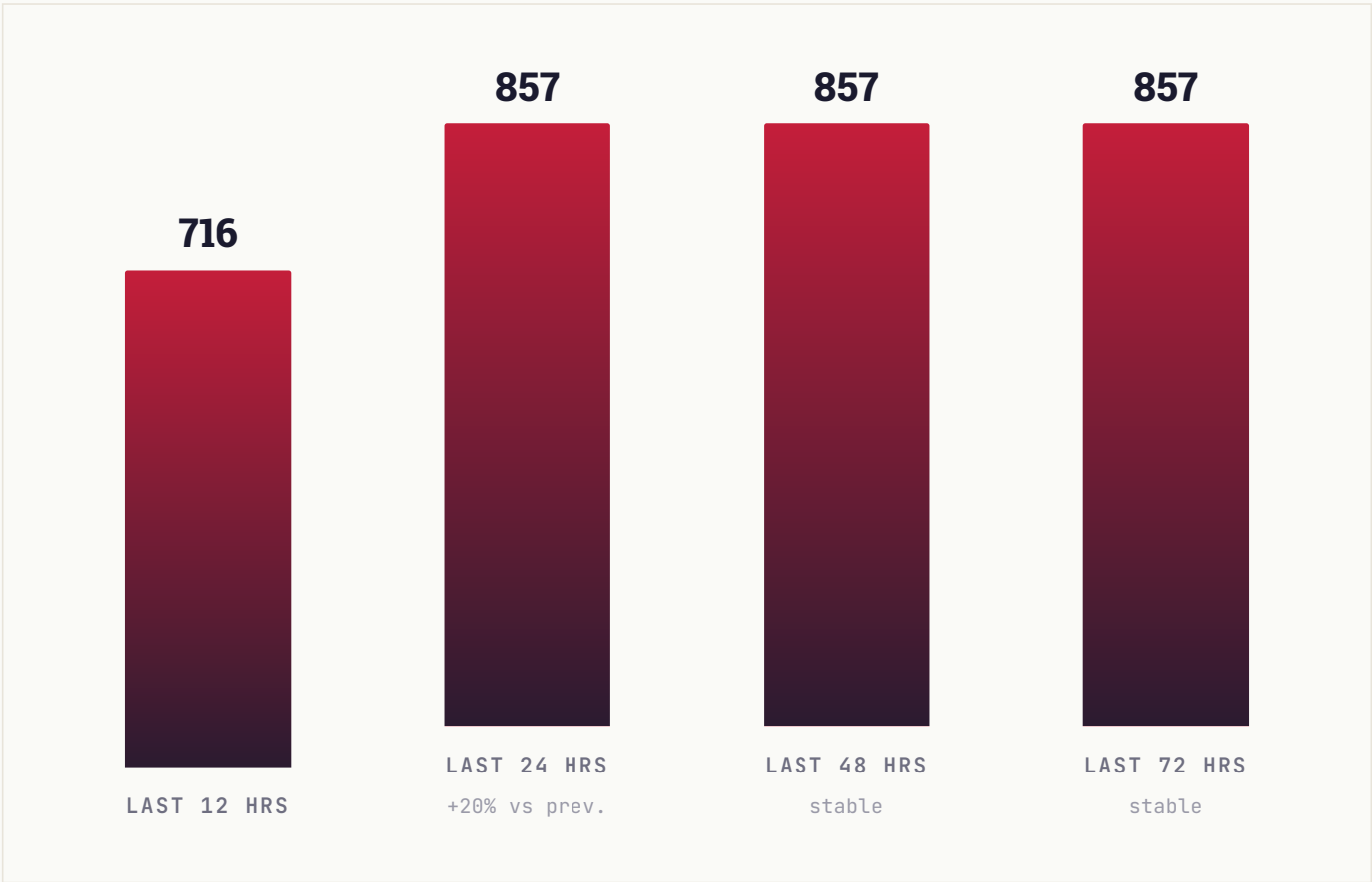
Citation index **795** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 354** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK About	1.6M
Today Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
Yesterday Trending today	1M
TV Trend or leave	990K
NM New Media YOU	17.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal: break into top-99 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **942**, they brought **8 497** new subs.

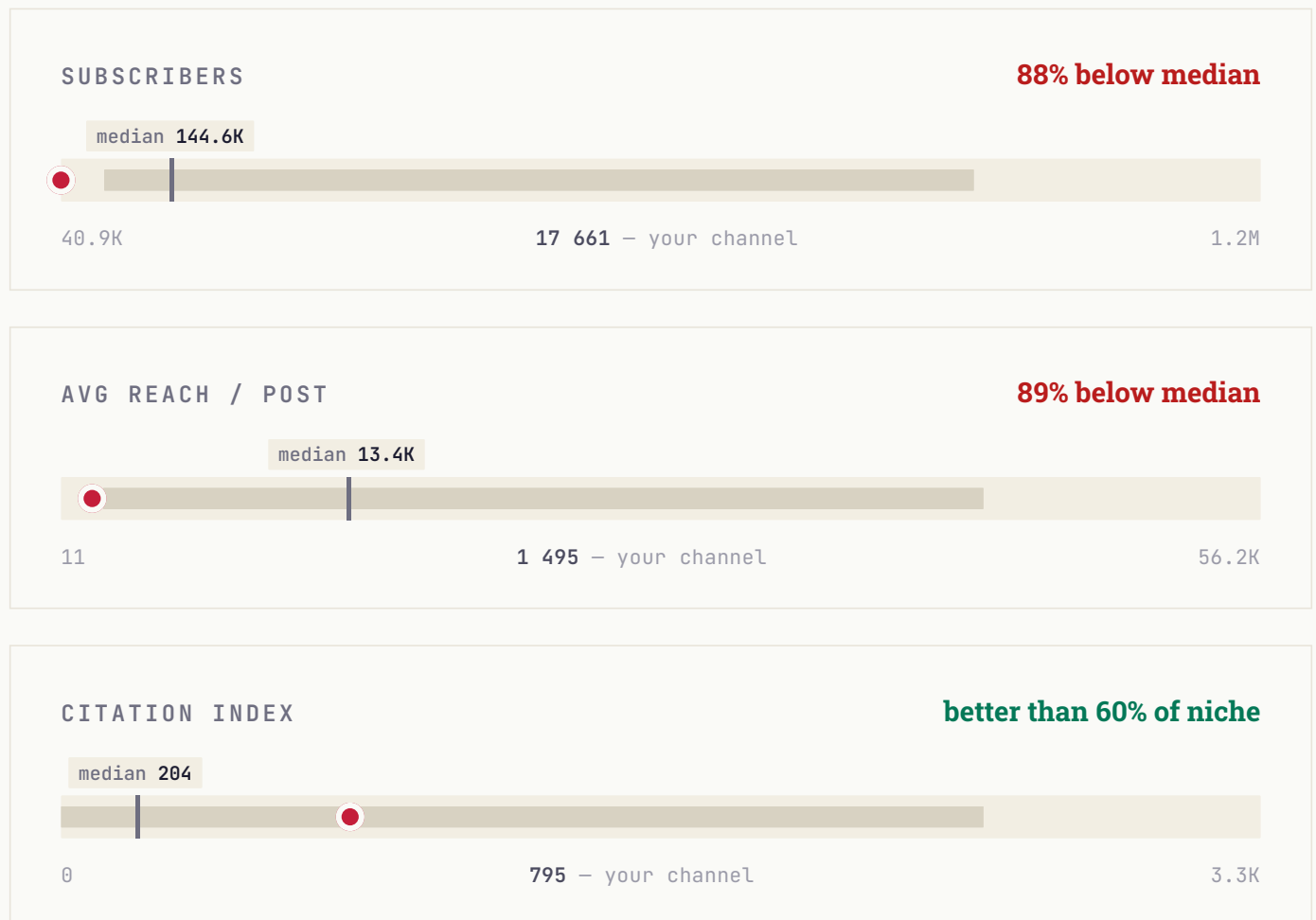
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	137	88	657	
December 2025	154	96	2 168	
November 2025	146	87	1 365	
October 2025	162	93	1 922	
September 2025	186	124	57	
August 2025	157	84	2 328	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
942	6	8 497

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel. Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.



— 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 Wednesday

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 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 is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with channels in the same segment once a quarter. No need to do it 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 minutes from public data. Want to go further? Run ads through us and close your growth plan in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
