

PUBLIC REPORT BY PROMTPRESS

Channel audit

ORBIT



@nenovostiby

Our channel covers hottest events, incidents, facts about Belarus not shown on TV. All news about the Republic of Belarus Only. Our channel on MAX: <https://max.ru/nenovostiby> Channel...

SUBSCRIBERS

44 318

-5971 per month

ERR (% SEE POSTS)

12.0%

Per day **0.1%**

REACH/POST

4.9K

Ad reach **27/24h**

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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 44 318 —	 SUBSCRIBER REACH 11.04% Avg % subs see post	 VIEWS/POST 4.9K Median 5K · 28 days	 POSTS/WK 21.4 For period
 7D TREND -0.7% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 712 chars Median 712 · 28 days	 POSTS ANALYZED 87 28 days
 AD REACH 27 24h avg	 CHURN / MONTH -5971 Last month	 CITATION RATE 18 Citation index · 23 channels mentioned ever	 CHANNEL AGE 4 years 4 months Created 01.02.2022

AI EDITOR SUMMARY

Channel «ORBIT» — 44 318 subs. Each post avg views 4.9K people (11% From subs), reach low — should grow audience. Publishes 21 posts/week (~3/day) — active posting. Week May 25–31 reach Stable (-0.7% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **87** posts over 28 days.
- 02 Dominant format — **Photo** (75/87 posts).
- 03 Avg post length — **712** chars (median 712).
- 04 Peak audience activity — **Wed**, 08:00 MSK.
- 05 Top posts get **1x** More views than weakest (5K avg top vs 4K worst) — among 87 posts over 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 06:25 PHOTO In Gomel, stray dogs attack children: intensified trapping and hotline opened First incident on May 8: 11-year-old schoolgirl...	VIEWS 5 034 REPOSTS 4	REACTIONS — ER 11.4%
Nº2 18.05 · 06:35 PHOTO AI lifeguard coming to Minsk OSVOD 'Tsnyanskaya' station Pilot at a popular beach with up to 8–10K daily visitors...	VIEWS 5 026 REPOSTS 4	REACTIONS — ER 11.3%
Nº3 27.05 · 05:53 PHOTO Dodo Pizza customer data leaked: names, addresses, phone numbers Personal Data Protection Center recorded a breach...	VIEWS 5 015 REPOSTS 3	REACTIONS — ER 11.3%

Nº4 22.05 • 17:00 PHOTO Interesting and important for the workweek in ORBIT: ☒ Belarusians spend more in stores but less in cafes In the first four months of 2026...	VIEWS 5 013 REPOSTS 2 REACTIONS — ER 11.3%
Nº5 29.05 • 17:04 PHOTO Interesting and important for the workweek in ORBIT: ☒ Average salary in Belarus in April: how much? Nominal accrued average...	VIEWS 5 010 REPOSTS 2 REACTIONS — ER 11.3%

WORST 3

↓ 19.05 • 13:52 PHOTO Belarusians asked to choose new tourism symbol In June, national contest «Image of Belarus. Look and...	VIEWS 4 197 REPOSTS 2 REACTIONS — ER 9.5%
↓ 04.06 • 11:55 VIDEO «Free fall tower» in Chelyuskintsev park under minor repair Social media shows video of the ride making a noise during operation...	VIEWS 3 899 REPOSTS 2 REACTIONS — ER 8.8%
↓ 04.06 • 13:46 PHOTO In Mogilev, a «smart stop» appeared How smart? Not quite clear yet. On Koroleva Street at the «Elektrodvigatel» stop...	VIEWS 3 857 REPOSTS 2 REACTIONS — ER 8.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

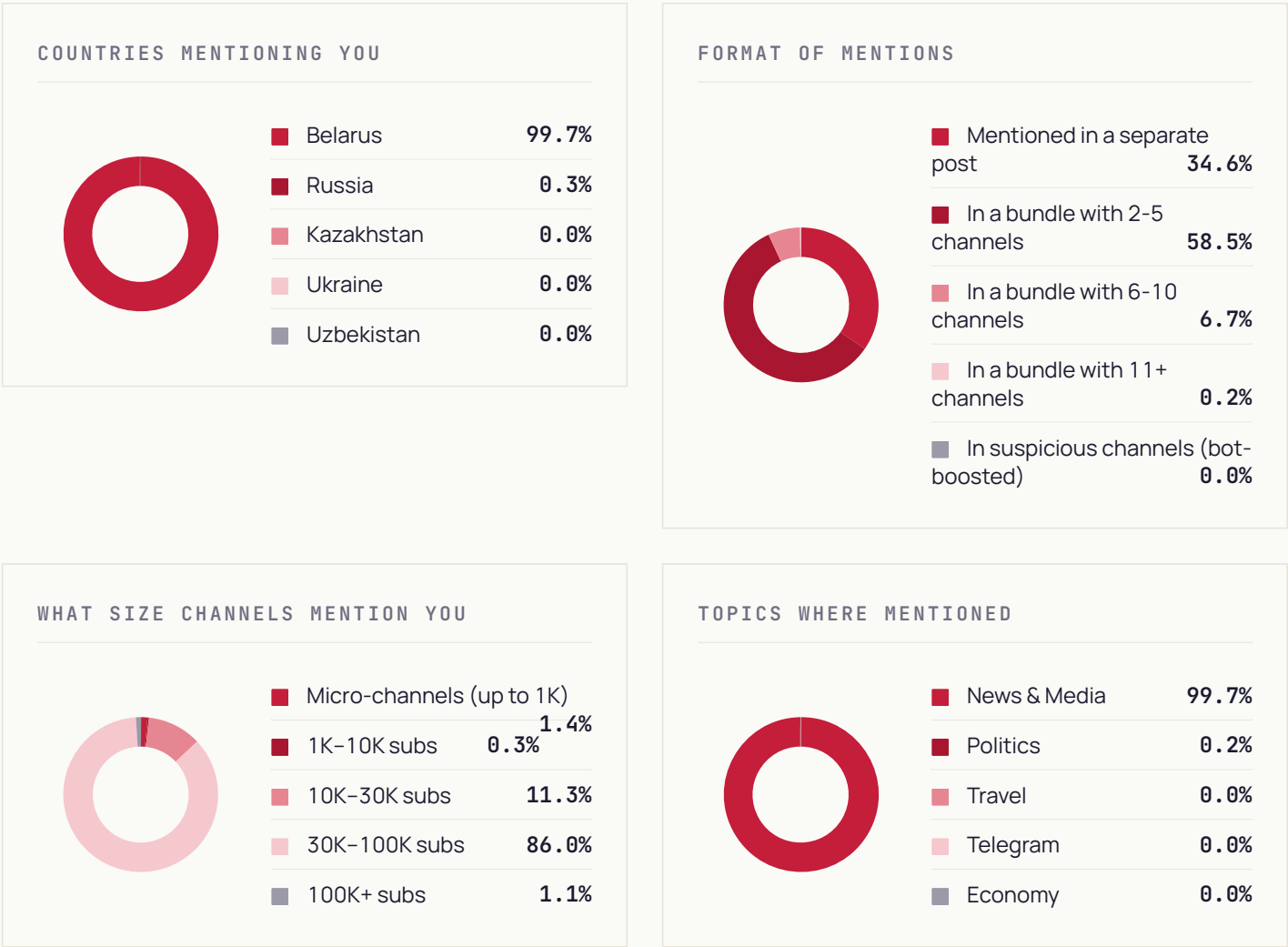
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

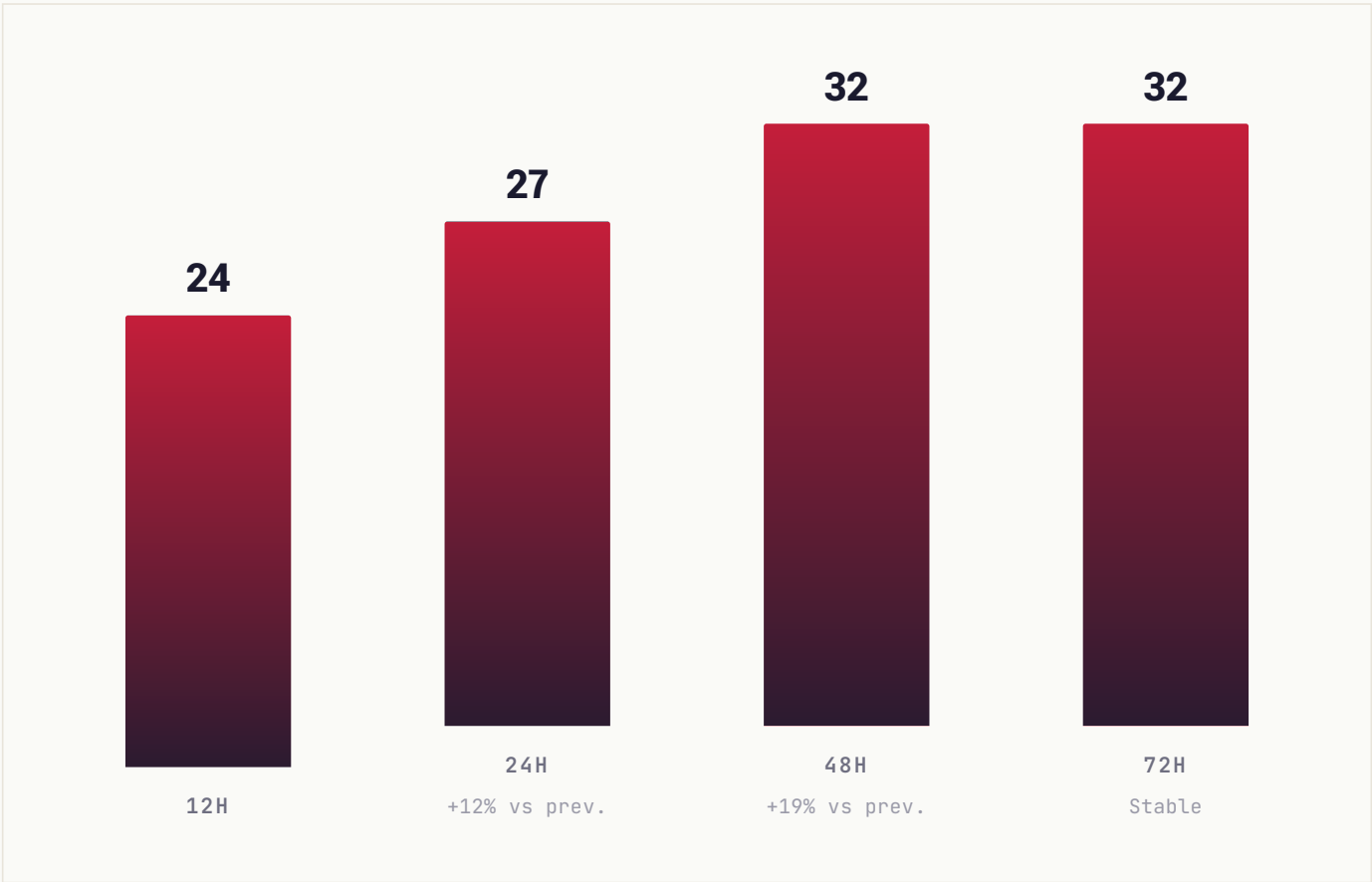
Citation index **18** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **23** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Main	56.8K
YY Gomel. Main!	56K
OR ORBIT YOU	44.3K

COMPARATIVE INSIGHT

Channel in Top 25% of niche (#16 of 97). Leader — NEXTA Live (764.9K). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** Such mentions were **680**, they brought **16 332** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	97	2	4 024
Nov 2025	115	5	4 957
Oct 2025	116	3	5 109
Sep 2025	117	2	717
August 2025	124	3	569
July 2025	111	5	956

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
680	6	16 332

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 Channels in category «News & Media» (Belarus) and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

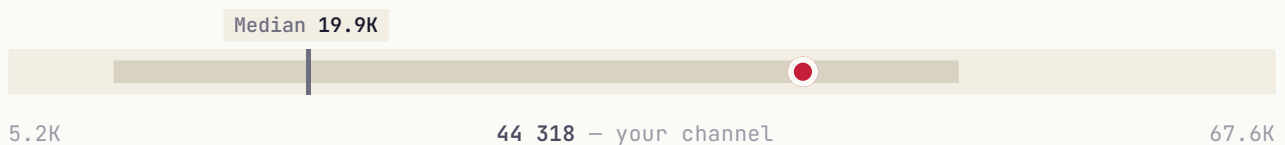
#16 /100

RANK IN NICHE

Channel in top 16% – strong position

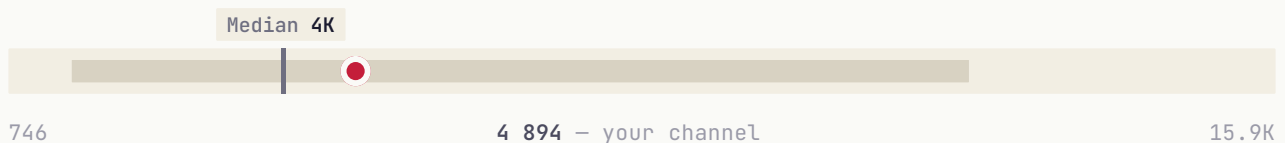
SUBSCRIBERS

Better than 80% of niche



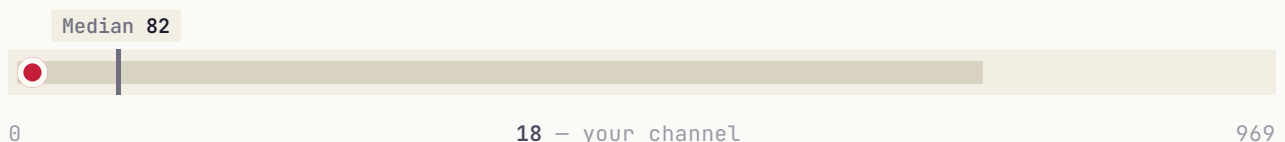
AVG REACH / POST

Better than 54% of niche



CITATION INDEX

78% below median



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday

Audience is most active on this day at 08:00 MSK.

EFFECT

Best time for key posts
- 02

Increase video posts share

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

Video retains audience better
- 03

System traffic buy

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

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target 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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