

PUBLIC REPORT BY PROMTPRESS

Channel audit

Military Observer



@new_militarycolumnist

Local conflict news, advanced military tech, special forces, and geopolitics. Your suggestions, photos, videos on channel topics, ad offers:...

SUBSCRIBERS

206 652

+21 per month

ERR (% SEE POSTS)

19.0%

in 24 hrs 16.2%

REACH/POST

38.1K

ad reach 33.5K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 206 652 —	 SUBSCRIBER REACH 18.42% avg % subs see post	 VIEWS/POST 38.1K median 38.2K · 27 days	 POSTS/DAY 31.2 ~218 per week
 7D TREND -7.7% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 223 chars median 169 · 27 days	 POSTS ANALYZED 852 27 days
 AD REACH 33.5K 24h avg	 CHURN / MONTH +21 last month	 CITATION RATE 3 655 citation index · 8,466 channels mentioned all time	 CHANNEL AGE 9 years 1 month created 02.06.2017

AI EDITOR SUMMARY

Channel «Military Observer» – 206 652 subs. Avg post views 38.1K people (18% of subs), avg reach – room to grow. Publishes 218 posts/week (~31/day) – very active. Week Jun 29 – Jul 5 reach dropped -7.7% 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 **852** posts in 27 days.
- 02 Dominant format – **Text** (556/852 posts).
- 03 Avg post length – **223** chars (median 169).
- 04 Peak audience activity – **Friday, 00:00 MSK**.
- 05 Top posts drive **2x** more views than the weakest (68.4K avg top vs 30.7K worst) – among 852 posts in 27 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 15:38 TEXT ⚡ Ukrainian kamikaze drones of aircraft type are in Belarusian airspace. Air defense crews are intercepting. UPD...	VIEWS 69 753 REPOSTS 2 355	REACTIONS — ER 33.8%
Nº2 30.06 · 15:44 TEXT ⚡ Unconfirmed reports of Iskander-M ballistic missile launches from Belarus targeting Ukrainian launch sites...	VIEWS 67 850 REPOSTS 2 119	REACTIONS — ER 32.8%
Nº3 21.06 · 12:28 TEXT ⚡ US NSA, the top US cyberespionage agency, said the system...	VIEWS 67 617 REPOSTS 733	REACTIONS — ER 32.7%

Nº4

27.06 · 11:04

TEXT

MiG-29 fighter of the Ukrainian Air Force shot down in the special military operation zone. Pilot...

VIEWS

53 388

REACTIONS

—

REPOSTS

90

ER

25.8%

Nº5

24.06 · 15:37

TEXT

! 12 border settlements in Ukraine's Chernihiv region near Russia and Belarus are being fully evacuated. On June 19, Volodymyr Zelensky...

VIEWS

50 689

REACTIONS

—

REPOSTS

820

ER

24.5%

WORST 3

↓ 10.07 · 14:50 TEXT EU will allow Ukraine to buy British weapons with European funds. #Ukraine @new_militarycolumnist	VIEWS 31 075 REACTIONS — REPOSTS 36 ER 15.0%
↓ 10.07 · 07:51 PHOTO F-16 fighter of the Ukrainian Air Force — one of the 1989-built aircraft transferred to Kyiv from the Netherlands...	VIEWS 30 497 REACTIONS — REPOSTS 15 ER 14.8%
↓ 10.07 · 07:45 VIDEO Mass riots and clashes with police swept London tonight as Morocco football fans ran wild...	VIEWS 30 421 REACTIONS — REPOSTS 74 ER 14.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

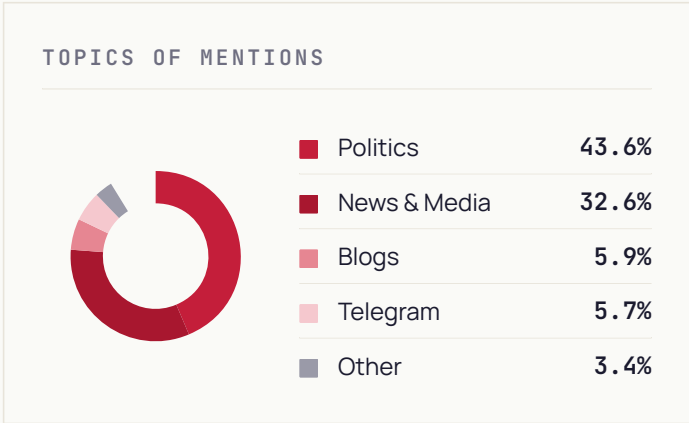
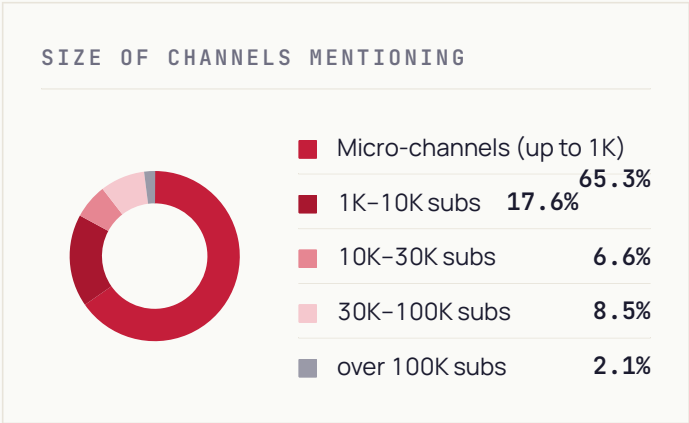
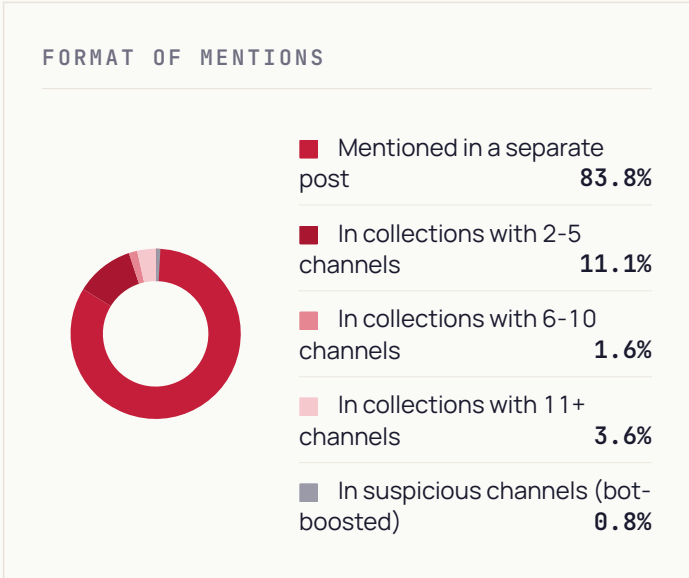
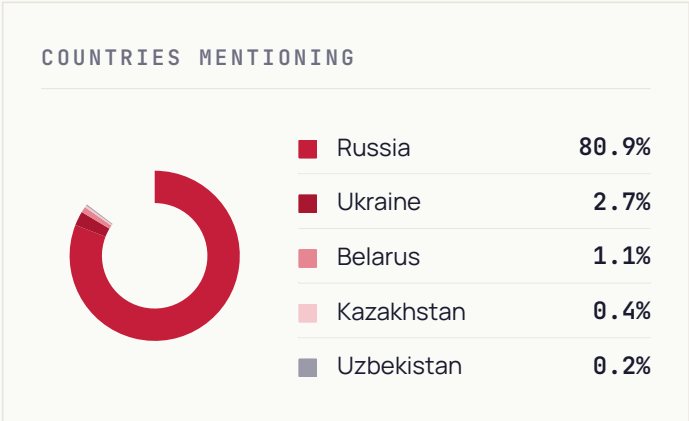
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

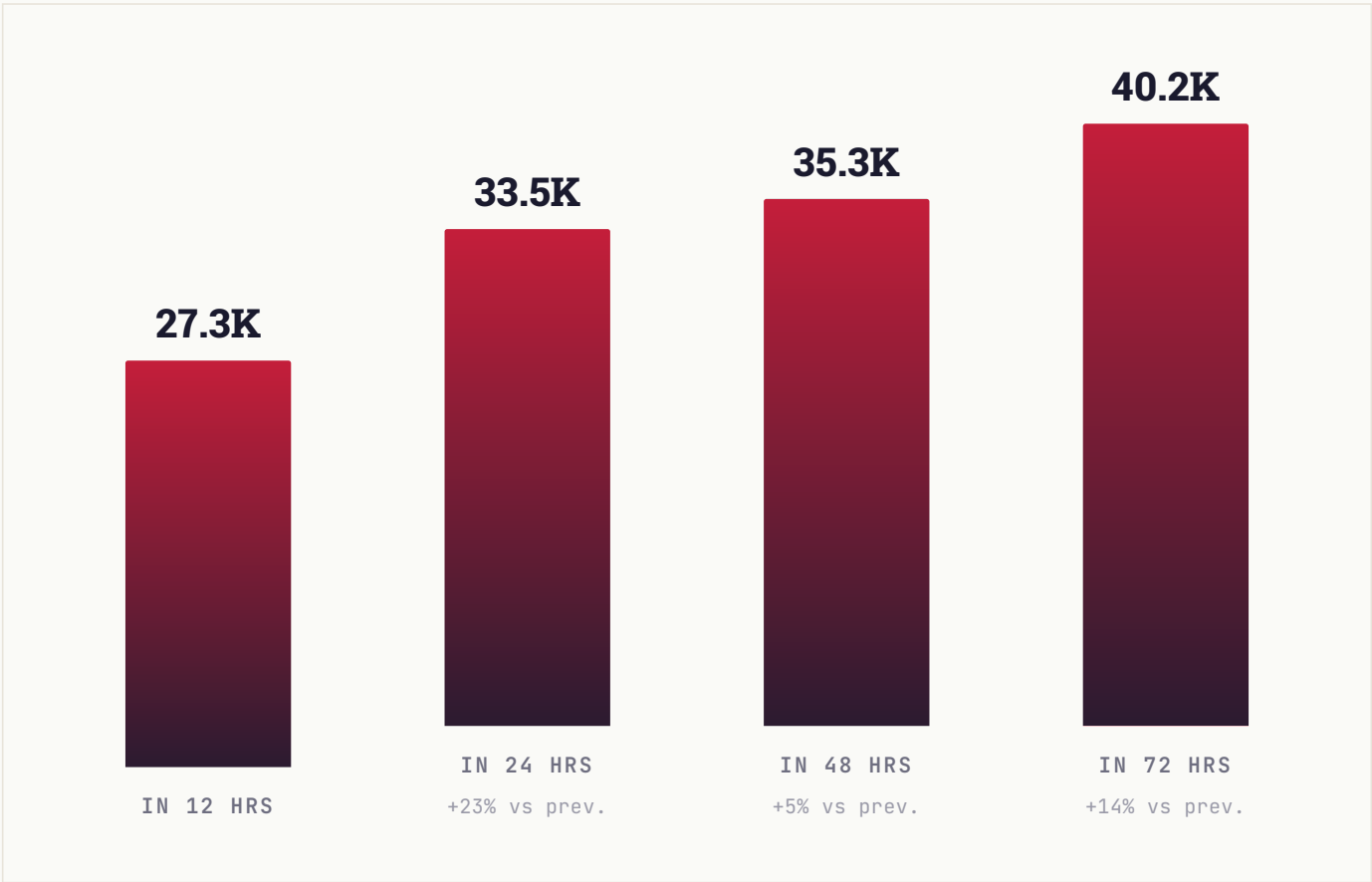
Citation index **3 655** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **8 466** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.4M
کا کانال اخبارفوری خبرفوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
MO Military Observer YOU	206.7K

COMPARATIVE INSIGHT

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبارفوری (6M), median top-97: 1.3M. First goal — enter top-97 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions **18 656**, they brought **5 159** new subs.

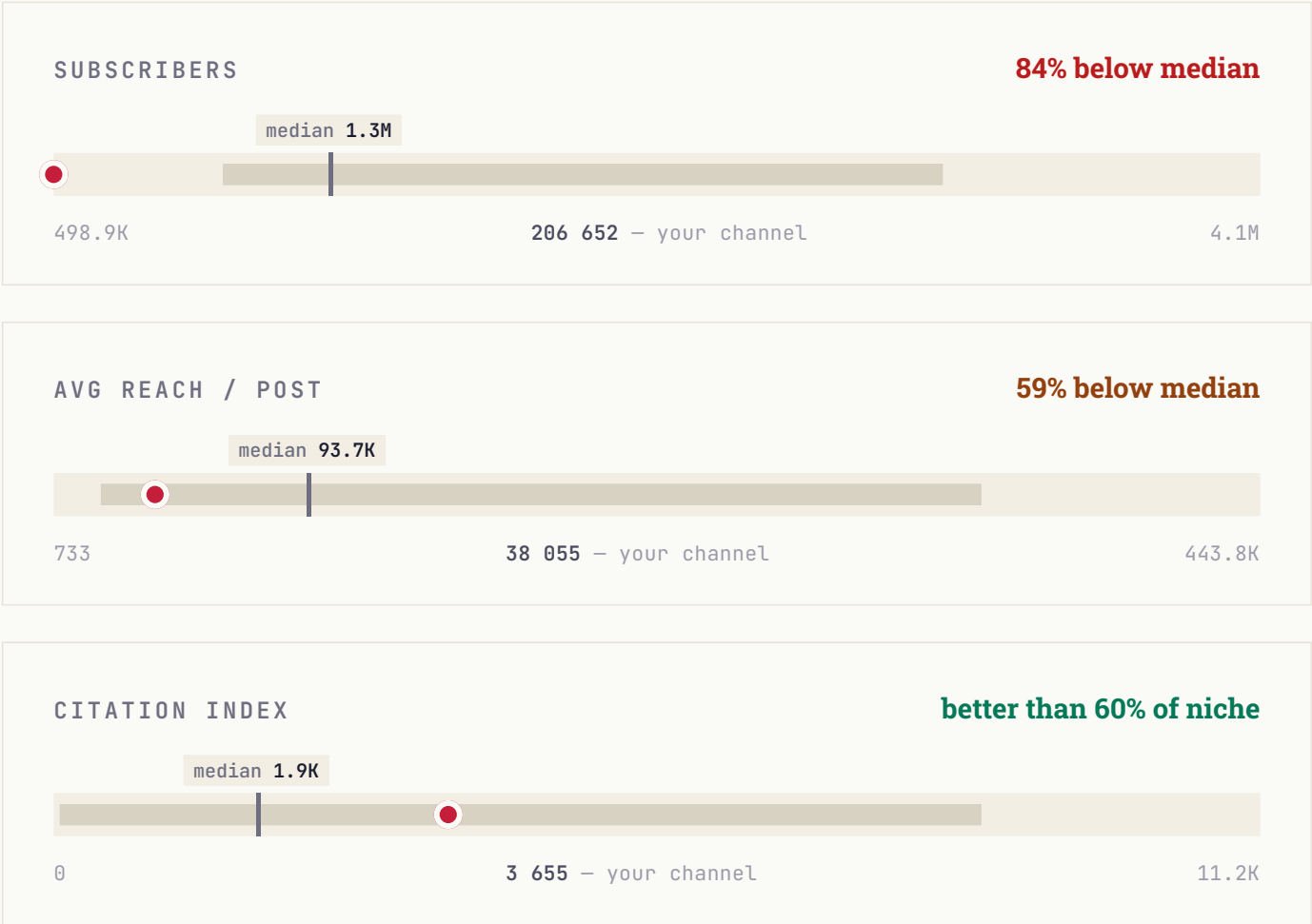
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	3 356	367	2 171	
December 2025	2 344	256	130	
November 2025	2 490	283	1 118	
October 2025	3 430	287	634	
September 2025	3 827	324	803	
August 2025	3 209	241	303	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
18 656	6	5 159

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in «News & Media» (Russia) and compared your channel to them. Gray band — range for 80% of niche channels (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 them off and revisit this report in a month.

01

Top post of the week — on Friday

Audience is most active on this day at 00:00 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 — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap 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 this done by **PromptPress?**

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

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager