

PUBLIC REPORT BY PROMTPRESS

Channel audit

NEWM TASS



@newm_news

Educational project run by TASS DETI editorial team. NEWM is a new youth media. Apply for MEDIAClass AT TASS 5.0 by filling out the form:...

SUBSCRIBERS

11 670

-121 per month

ERR (% SEE POSTS)

5.0%

in 24h **2.5%**

REACH/POST

654

ad reach **287**/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 calculation period.

SUBSCRIBERS 11 670 —	SUBSCRIBER REACH 5.61% avg % subs see post	VIEWS/POST 654 median 466 · 29 days	POSTS/WEEK 33.1 for period
7D TREND -4.7% vs previous week	REACTIONS/POST 28.2 only 3,971 reactions, 678 rep., 22 comments	POST LENGTH 252 chars median 265 · 29 days	POSTS ANALYZED 141 29 days
AD REACH 287 24h avg	CHURN / MONTH -121 last month	CITATION RATE 300 citation index · 1,405 channels mentioned all time	CHANNEL AGE 4 years 4 months created 15.03.2022

AI EDITOR SUMMARY

Channel «NYUM TASS» — 11 670 subs. Each post averages 654 people (6% of subs), reach is low — consider expanding audience. Publishes 33 posts per week (~5/day) — active posting. For the week Jun 29 – Jul 5, reach stable (-4.7% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 141 posts in 29 days.
- 02 Dominant format – Video (69/141 posts).
- 03 Avg post length – 252 chars (median 265).
- 04 Audience peak activity – Tuesday, 19:00 MSK.
- 05 Top posts get 19x more views than weakest (5.8K avg top vs 304 worst) – among 141 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 16:16 VIDEO 💖 How to turn an ordinary news story into a hot topic and find your audience? The guys from the «School of Young Journalist» – an educational project...	VIEWS 11 585 REP. 16	REACTIONS 33 ER 99.3%
Nº2 07.07 · 16:46 VIDEO 🏅 Olympic gold isn't just about training. 💖 Anna Shcherbakova told NYUM TASS junior reporter how she balanced studies and...	VIEWS 3 093 REP. 51	REACTIONS 98 ER 26.5%
Nº3 30.06 · 17:30 VIDEO 🐻❄️ Polar bears, Arctic ice, and a nuclear icebreaker – for Marina Starovoytova, this isn't an adventure novel, but her daily grind. In...	VIEWS 2 804 REP. 28	REACTIONS 48 ER 24.0%

Nº4

22.06 · 08:35

VIDEO

On June 22, 1941, Brest Fortress was the first to take the fascist blow. 🌟

How Soviet soldiers held out for almost a month...

VIEWS

2 191

REACTIONS

31

REP.

7

ER

18.8%

Nº5

15.06 · 17:45

VIDEO

🎸 Thousands of viewers, 40+ artists & bloggers, Russia's biggest stage, and a sea of emotions. How «TopFest» went — watch the report...

VIEWS

1 893

REACTIONS

33

REP.

19

ER

16.2%

WORST 3

↓

10.07 · 13:21

PHOTO

🌟 Dream of a portfolio that wows the admissions committee? We know how to help. Apply to MEDIACCLASS AT TASS 5.0! Winners...

VIEWS

317

REACTIONS

21

REP.

1

ER

2.7%

↓

10.07 · 15:45

PHOTO

🌟 Learning & teaching are booming! This year, applicants submitted over 380K applications for teaching majors —...

VIEWS

311

REACTIONS

19

REP.

1

ER

2.7%

↓

10.07 · 14:55

VIDEO

🌌 The universe sending signs? Maybe it's not fate, but the Barnum effect. What is it? Let's break it down in the video. ✓

Subscribe to...

VIEWS

284

REACTIONS

20

REP.

—

ER

2.4%

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.

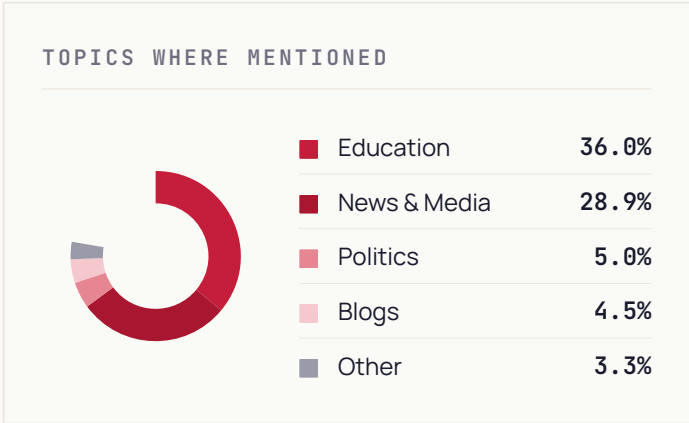
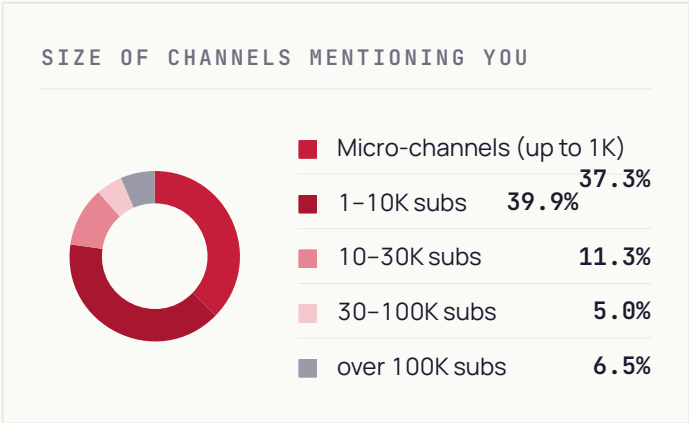
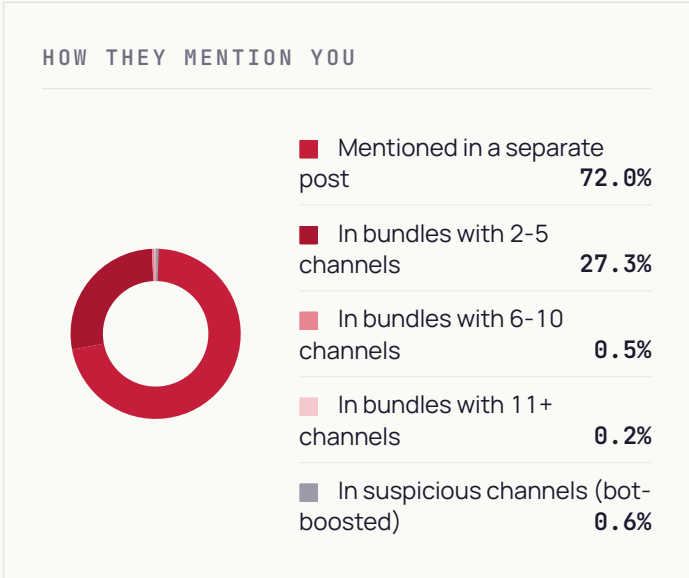


START OF PERIOD	NOW	NET GROWTH
10 332	11 670	+1 338

SECTION 04 · CITATIONS

Who mentions the channel and how

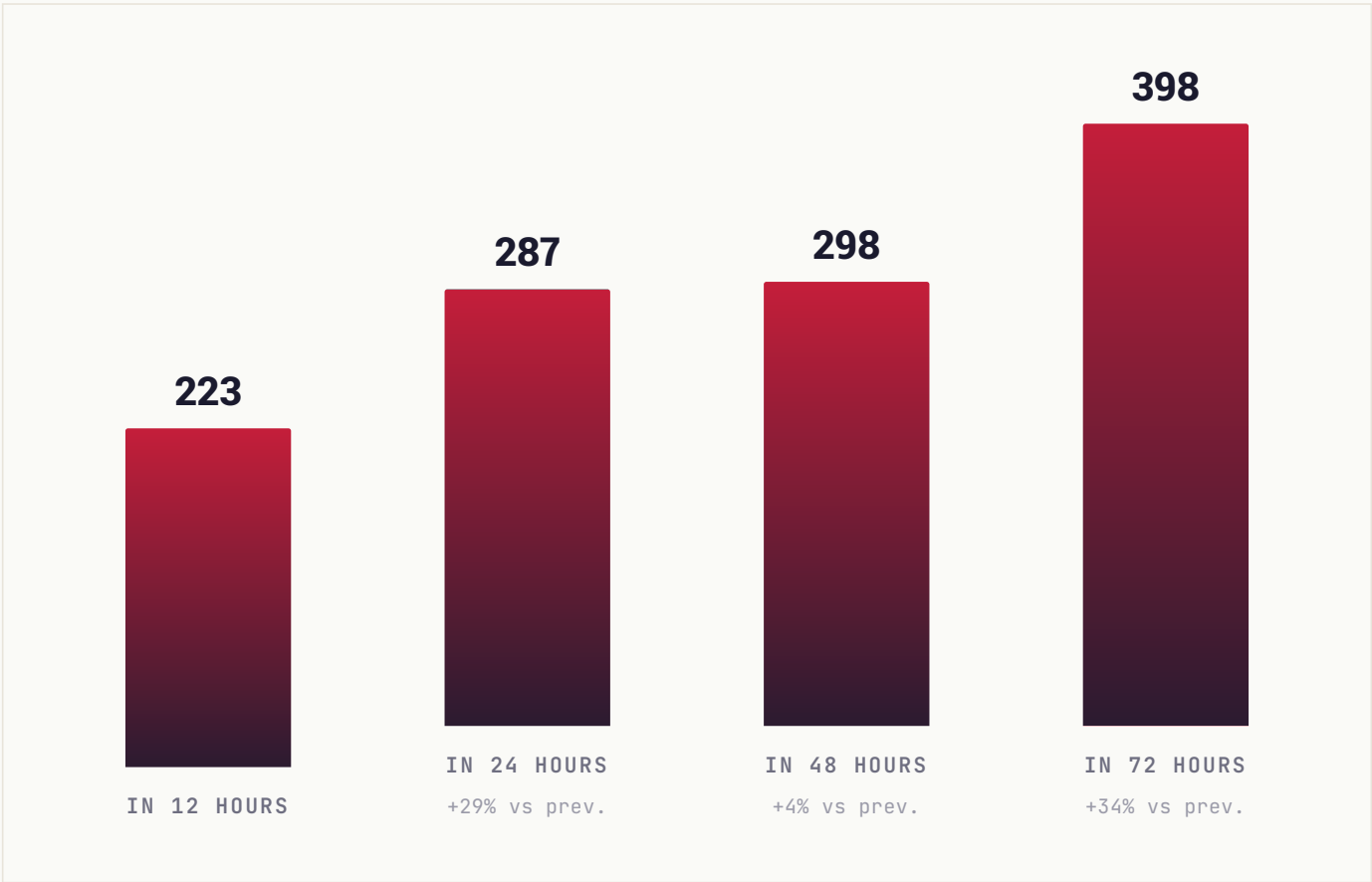
Citation index **300** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel 'weighs' more than from 1K. All-time mentions: **1 405** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MA Math teacher Andrey	1M
OT ANSWERS	578.2K
OT ANSWERS	365.9K
OT OTVETI	452.3K
DN Danir on call Math OGE 2026 Umskul	340.7K
NG Nastya Glasnaya Russian Language OGE 2026 Umskul Territory of Russian Language	297.1K
EH Excel Hacks Accounting & Analytics	285.6K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
NT NEWM TASS YOU	11.7K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 niche — early growth stage. Niche leader — Math teacher Andrey (1M), top-99 median: 78.8K. First goal: enter top-99 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 **304**, they brought **2 943** new subs.

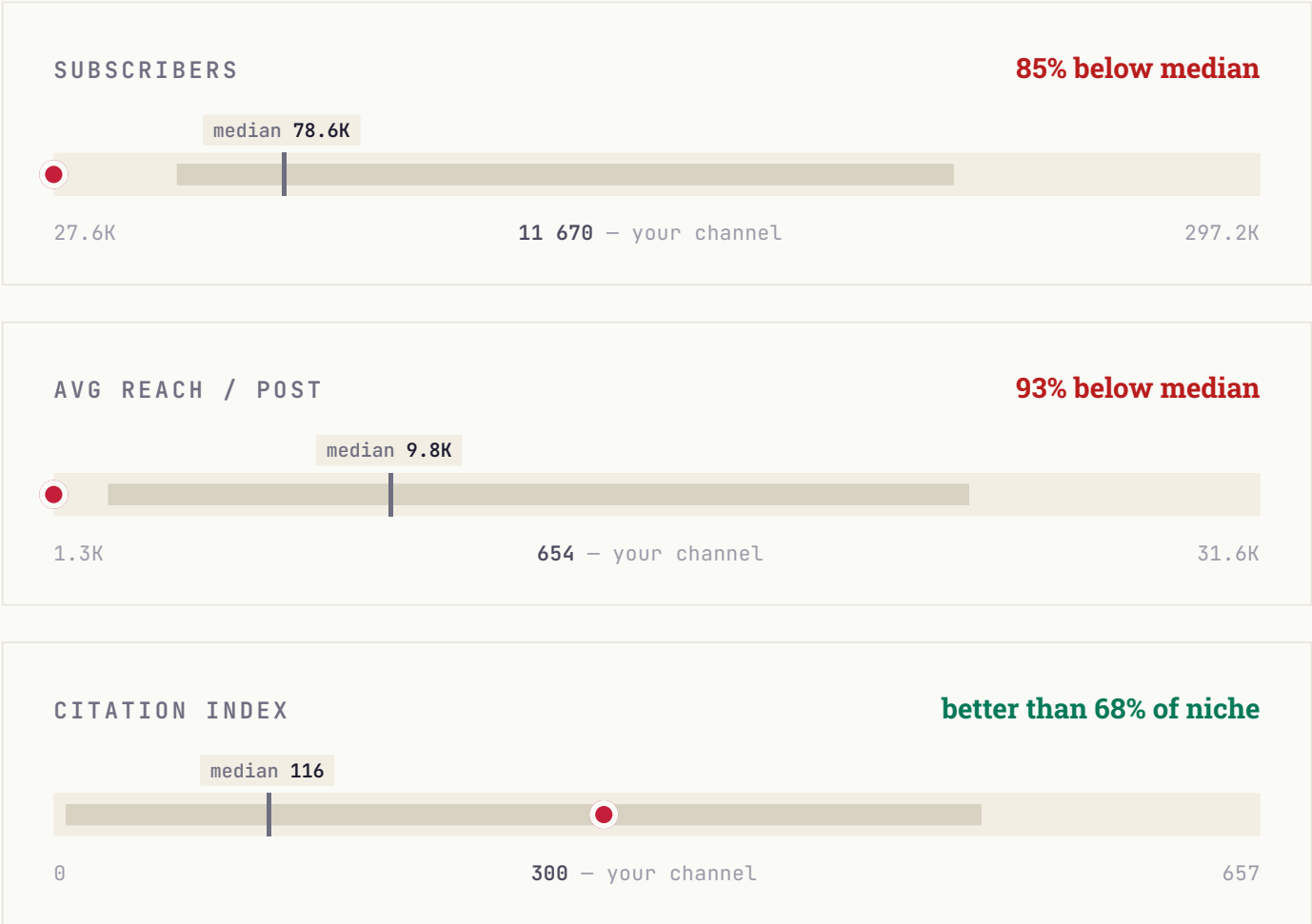
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	11	9	669
December 2025	15	11	153
Nov 2025	42	31	102
Oct 2025	33	25	240
Sep 2025	49	34	727
August 2025	154	103	1 052

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
304	6	2 943

SECTION 08 · NICHE COMPARISON

Where your channel ranks in its league

Top-100 channels in category «Education» (Russia) and compared your channel.
Gray band: range for 80% of niche channels (p10–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 this report in a month.

- 01

Top post of the week — on Tuesday

Audience is most active on this day at 19:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 5.61% vs norm 8.0%. Try polls & interactive formats.

EFFECT

+2.4pp ER
- 03

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
- 04

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
- 05

Cross-promo with neighboring channels

Exchange 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 this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us & 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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