

PROMTPRESS PUBLIC REPORT

Channel audit

NEWS.BY



@newsby_btrc

NEWS.BY: News of Belarus and the world First informational: we speak simply and clearly about important things. VK community: https://vk.com/newsby_btrc.

SUBSCRIBERS

23 087

+257 per month

ERR (% SEE POSTS)

12.0%

per day 8.9%

REACH/POST

2.8K

ad reach 2.1K/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»

09 Strategy

5 priority actions

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 23 087 —	 SUBSCRIBER REACH 12.2% avg % subs see post	 VIEWS/POST 2.8K median 1.9K · 13 days	 POSTS/DAY 70.1 ~490 per week
 7D TREND -53.2% vs previous (week still ongoing)	 REACTIONS/POST 14.4 total 13,378 reactions, 10,571 reposts, 0 comments	 POST LENGTH 379 chars median 313 · 13 days	 POSTS ANALYZED 931 13 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH +257 last month	 CITATION RATE 1 514 citation index · 4,219 channels mentioned all time	 CHANNEL AGE 6 years 9 months created 16.08.2019

AI EDITOR SUMMARY

Channel «NEWS.BY» – 23 087 subs. Each post gets avg 2.8K people (12% of subs), reach is low – consider expanding audience. Publishes 490 posts per week (~70/day) – very active. For week 25–31 May reach shows -53.2% to week 18–24 May (short sample).

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 **931** posts in 13 days.
- 02 Dominant format – **Video** (370/931 posts).
- 03 Avg post length – **379** chars (median 313).
- 04 Audience peak – **Wednesday**, 21:00 MSK.
- 05 Top posts drive **242×** more views than the weakest (76.9K avg for top vs 318 for worst) – among 931 posts over 13 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 16.05 · 16:08 VIDEO ♥ Franklin Graham on Belarus and Lukashenko "I drove from Vilnius through your entire country. Beautiful fields, it's just a wonderful country. And...	VIEWS 86 254 REPOSTS 316	REACTIONS 27 ER 373.6%
Nº2 18.05 · 08:17 VIDEO ☒You knocked and they opened! Massive internet audit of social networks! ☒☒☒☒In the new author's project "On Monday it will reach...	VIEWS 82 707 REPOSTS 287	REACTIONS 29 ER 358.2%
Nº3 24.05 · 09:34 VIDEO !!New details of the Belarusian's murder in Poland! Irrefutable evidence of Polish lawlessness has emerged. Polish security forces opened...	VIEWS 61 774 REPOSTS 267	REACTIONS 9 ER 267.6%

Nº4 20.05 · 18:35 VIDEO ☹️Bullets removed. Wounds stitched tight. And just days later, in critical condition, he was mercilessly thrown out onto the street Such a...	VIEWS 60 033 REPOSTS 378	REACTIONS 25 ER 260.0%
Nº5 15.05 · 12:55 VIDEO 🇷🇺Besides the 205-for-205 prisoner exchange between Russia and Ukraine, the sides exchanged bodies of the dead... In Ukraine, the dead...	VIEWS 54 641 REPOSTS 201	REACTIONS 22 ER 236.7%

|

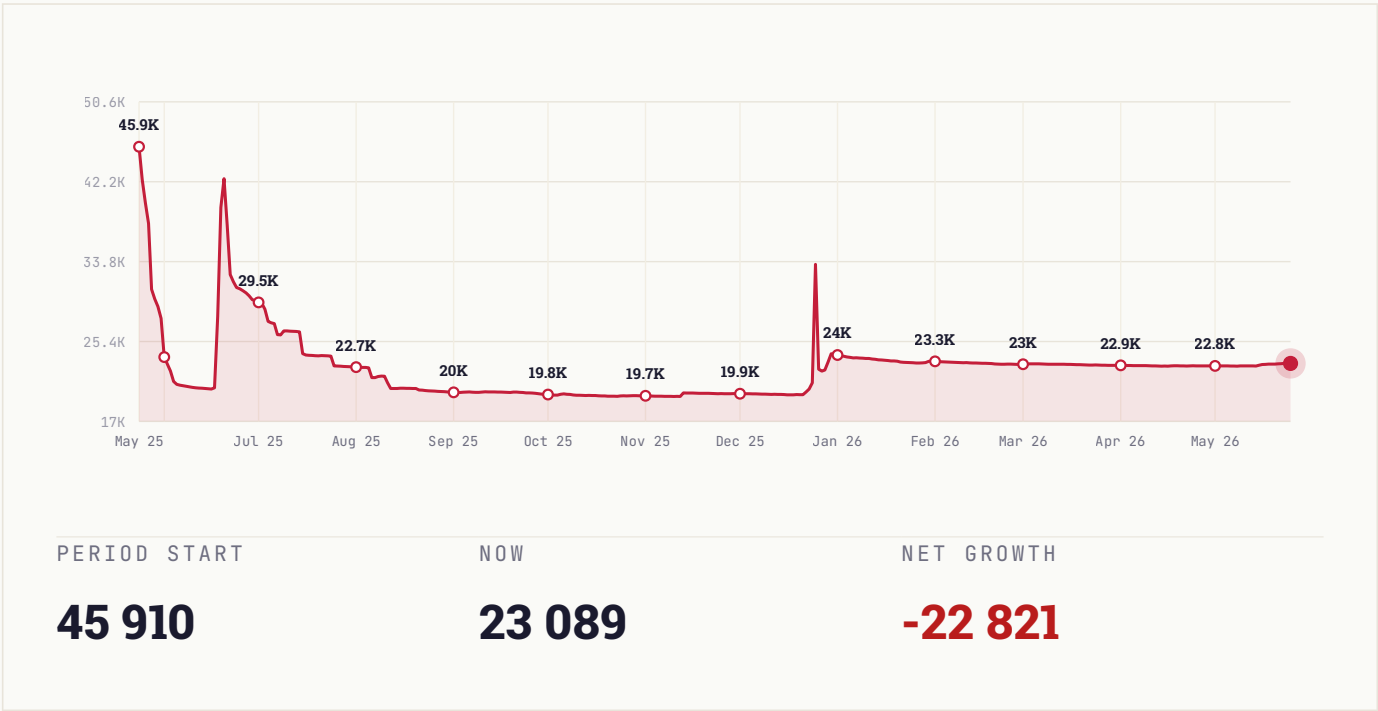
WORST 3

↓ 25.05 · 14:19 VIDEO 🇷🇺🇷🇺Ruined tulip season and a debt of 126,000 euros☹️ Almost six months ago, a criminal case was opened in Belarus over...	VIEWS 460 REPOSTS 1	REACTIONS 11 ER 2.0%
↓ 25.05 · 17:37 TEXT Up to 220 possible Ebola deaths in DR Congo, says WHO chief "We are urgently scaling up operations, but currently...	VIEWS 371 REPOSTS 1	REACTIONS 4 ER 1.6%
↓ 25.05 · 17:55 TEXT In Belarus, road load restrictions due to heat start May 25 DETAILS 🇷🇺 NEWS.BY in MAX	VIEWS 124 REPOSTS 2	REACTIONS — ER 0.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

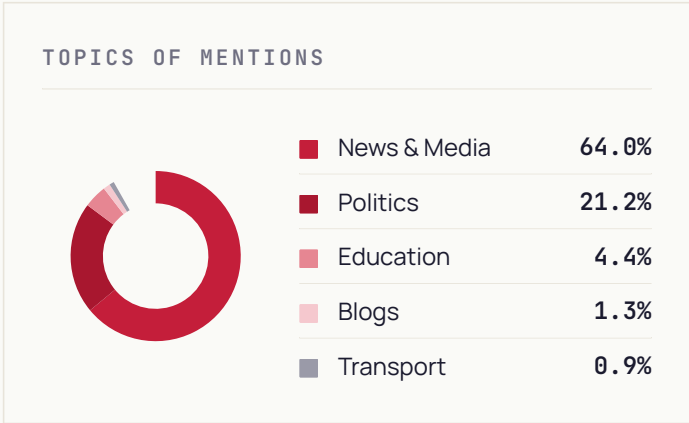
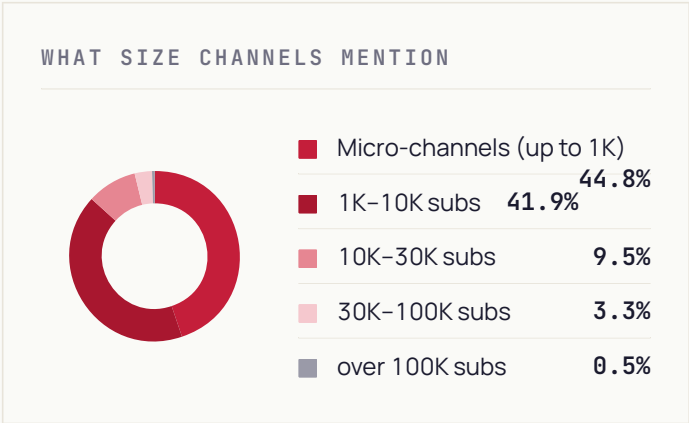
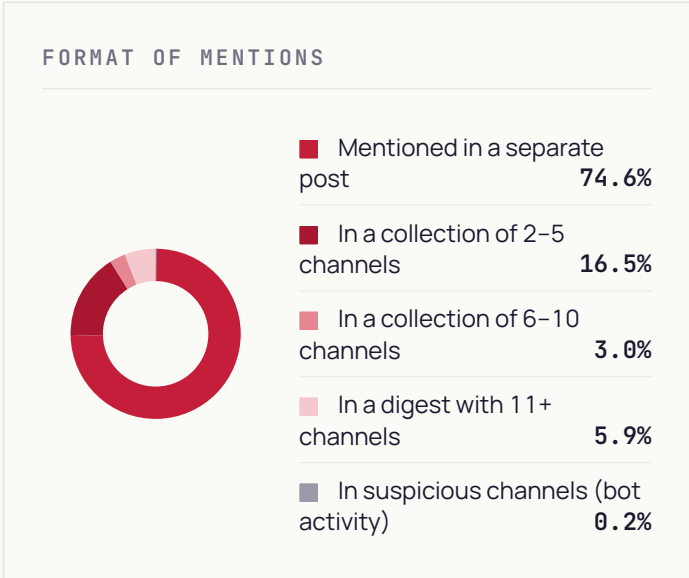
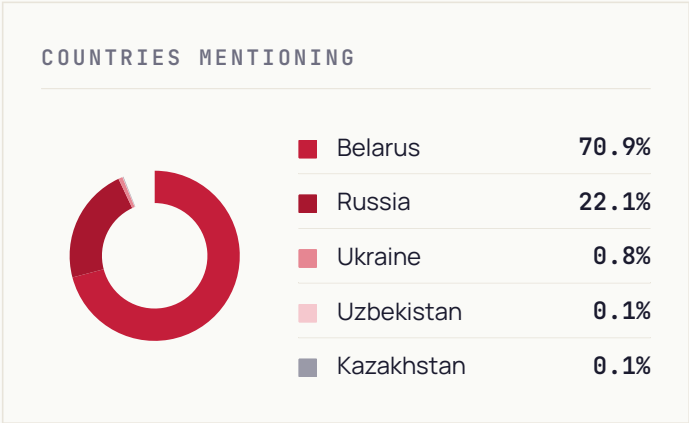
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

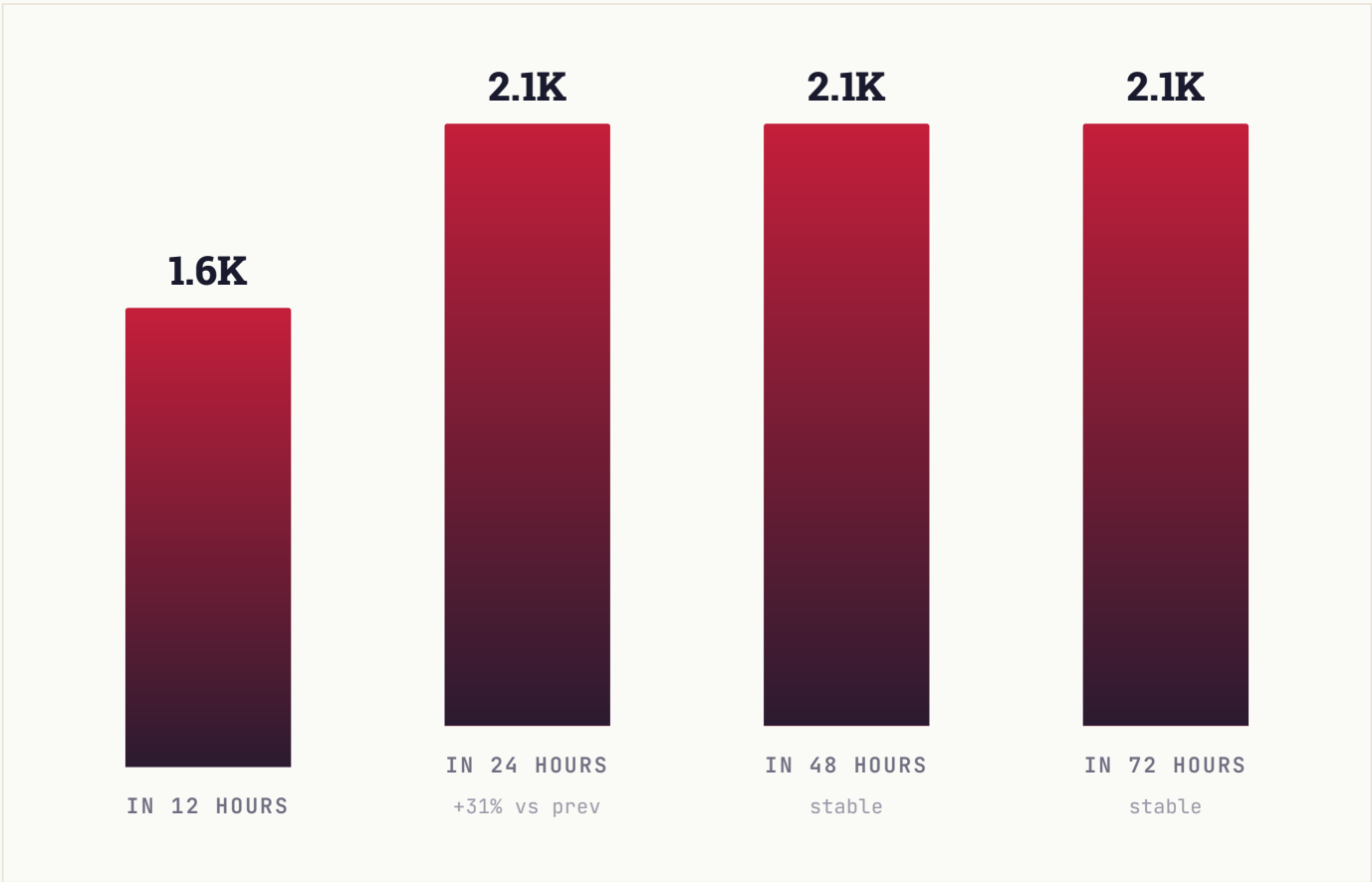
Citation index **1 514** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **4 219** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

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 ChP Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Main	56.8K
GG Gomel. Main!	56K
NE NEWS.BY YOU	23.1K

COMPARATIVE CONCLUSION

Channel in top half of niche (#36 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

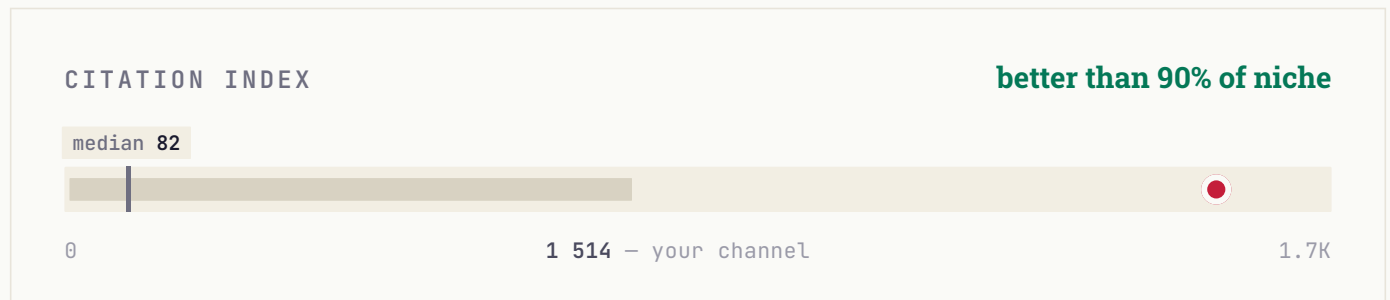
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **3 584**, they brought **23 573** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
November 2025	439	161	407	
October 2025	436	200	223	
September 2025	658	280	151	
August 2025	512	278	191	
July 2025	817	413	450	
June 2025	722	328	22 151	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
3 584	6	23 573

Where the channel ranks in its league

#71/100 RANK IN NICHE **Channel in the bottom half of the ranking**



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit next month.

01

Top post of the week — on Wednesday

On this day at 21:00 MSK the audience is most active.

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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily.

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 using public data. Want to go further — run ads with us and close your growth plan in a month.

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

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