

PUBLIC PROMTPRESS REPORT

Channel audit

Events of Kherson



@newsherson

News channel about Kherson region and its residents. Follow the region here. Collaboration: @miraMtg

SUBS

127 679

+7579 per month

ERR (% WHO SEE
POSTS)

14.0%

last 24 hrs **12.8%**

REACH/POST

16.7K

ad reach **16.3K**/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 growth chart

04 Ad potential

How long a post drives reach

05 Competitors

Niche neighbors · your place

06 Niche comparison

Rank in «News & Media» category

07 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.

 SUBS 127 679 —	 SUBSCRIBER REACH 13.06% avg % subs see post	 VIEWS/POST 16.7K median 16.9K · 29 days	 POSTS/WEEK 6.7 for period
 7D TREND -1.3% vs previous week	 REACT./POST — MTPROTO only	 POST LENGTH 872 chars. median 934 · 29 days	 POSTS ANALYZED 28 29 days
 AD REACH 16.3K avg per 24h	 CHURN / MONTH +7579 last month	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 5 months 29 days created 12.01.2026

AI EDITOR SUMMARY

Channel «Events of Kherson» – 127 679 subs. Each post avg views 16.7K people (13% from subs), reach low – expand audience. Publishes 7 posts/week (~1/day) – rare. Week Jun 29 – Jul 5 reach stable (-1.3% vs week Jun 22–28).

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 TOP POSTS SHARE

- 01 Analysis based on **28** posts over 29 days.
- 02 Dominant format — **Photo** (28/28 posts).
- 03 Avg post length — **872** chars (median 934).
- 04 Audience peak — **Saturday**, 17:00 MSK.
- 05 Top posts get **1×** more views than the weakest (17.6K avg for top vs 15.9K for worst) — among 28 posts over 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 14:34 PHOTO ✓ Capital repairs started at Novotroitsk Culture & Leisure Center Kherson Oblast Duma deputy Olga Osipenko together with the head...	VIEWS 17 956 REP. 76	REACTIONS — ER 14.1%
Nº2 12.06 · 14:32 PHOTO ➔ Kherson Oblast Government and developer 'Razvitie' sign investment project memorandum At the St. Petersburg...	VIEWS 17 510 REP. 66	REACTIONS — ER 13.7%
Nº3 11.06 · 14:34 PHOTO ✓ Kherson and Leningrad Oblasts sign cooperation agreement at SPIEF-2026 Kherson Oblast Governor Vladimir Saldo and...	VIEWS 17 322 REP. 78	REACTIONS — ER 13.6%

Nº414.06 · 14:30 PHOTO  Kherson Oblast Governor at SPIEF: five city master plans ready for region Vladimir Saldo took...	VIEWS	REACTIONS
	17 266	—
	REP.	ER
	51	13.5%

Nº528.06 · 16:05 PHOTO  Kherson Oblast residents can apply for annual family payment From June 1, Kherson Oblast residents can apply for...	VIEWS	REACTIONS
	17 215	—
	REP.	ER
	51	13.5%

WORST 3

↓ 04.07 · 13:36 PHOTO  Kherson Oblast to choose its youth capital Region launches annual contest 'Youth Capital of Kherson...	VIEWS	REACTIONS
	16 745	—
	REP.	ER
	63	13.1%

↓ 17.06 · 11:00 PHOTO Reversible traffic resumed at Dzhankoy checkpoint Kherson Oblast Governor Vladimir Saldo reported that reversible traffic...	VIEWS	REACTIONS
	15 672	—
	REP.	ER
	48	12.3%

↓ 05.07 · 19:40 PHOTO  Vladimir Saldo holds operational meeting on regional power supply Kherson Oblast Governor Vladimir Saldo...	VIEWS	REACTIONS
	15 333	—
	REP.	ER
	26	12.0%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

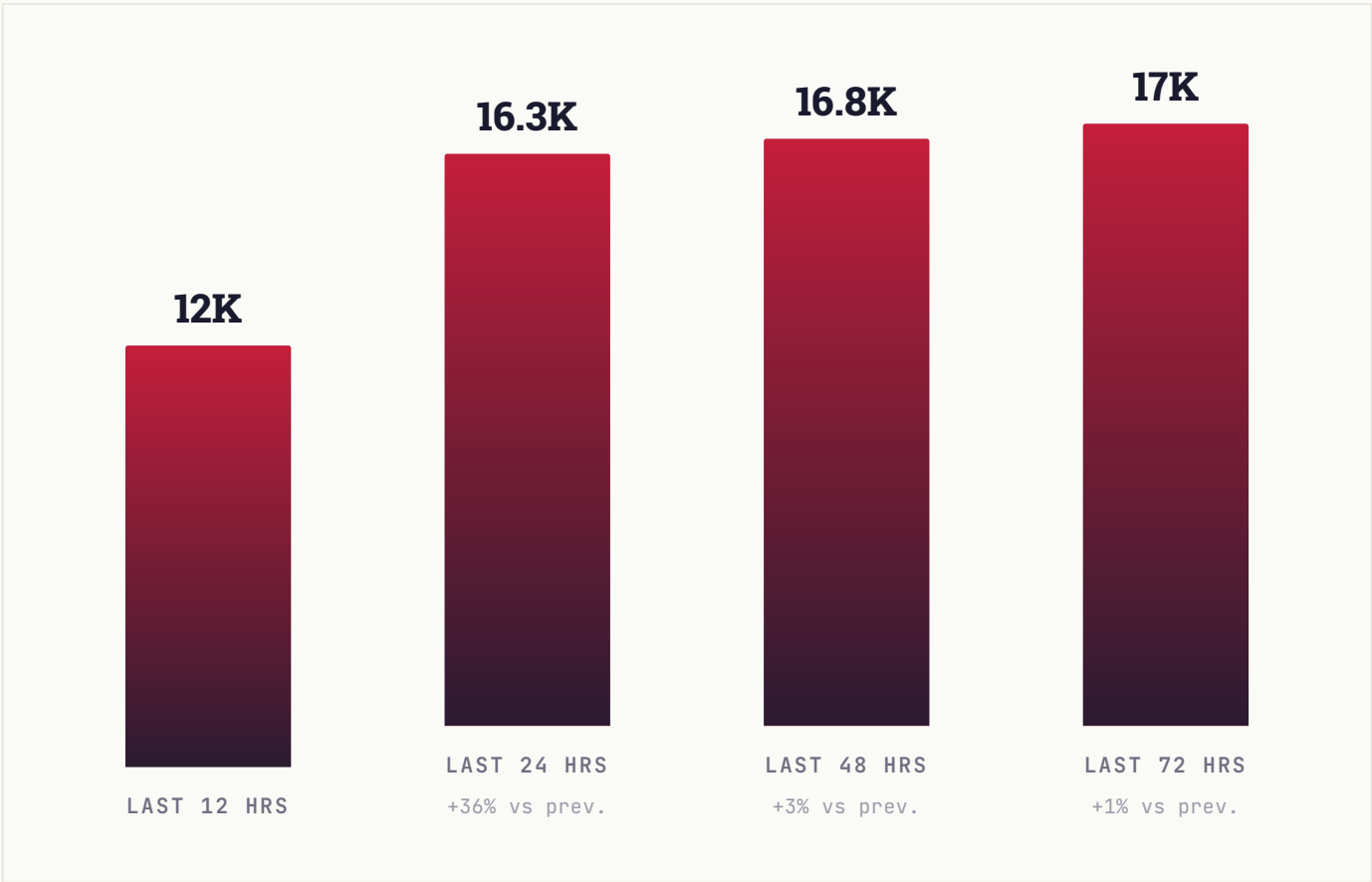
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · AD POTENTIAL

How long a post drives reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its place among niche peers.

CHANNEL	SUBS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.5M
ک ا کانال اخبار فوری خبر فوری	4.4M
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
AGR Events of Kherson YOU	127.7K

COMPARATIVE INSIGHT

Channel yet outside top 97 niches — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

SECTION 06 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10–p90). Black vertical = median. Red dot = your channel.



— SECTION 07 · STRATEGY

What to do right now

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

01

Best post day — Saturday

Audience most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

EFFECT

**Video retains
audience
better**

03

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.**

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 us to do this **PromptPress?**

This audit — what we can do in minutes from public data. To go further — run ads through us and hit your growth plan in a month.

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

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