

PUBLIC REPORT BY PROMTPRESS

Channel audit

What's up, Moscow?



@newsmoscow

Every day something new Send news: @mosmapbot Ads & questions: @vefont Other channels: Moscow News - t.me/moscowmap For girls - t.me/mosptichka Moscow Business - ...

SUBSCRIBERS

952 200

-33571 per month

ERR (% SEE POSTS)

14.0%

per day 8.9%

REACH/POST

127.5K

ad reach 84.7K/24h

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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 952 200 —	 SUBS REACH 13.39% avg % subs see post	 VIEWS/POST 127.5K median 113.2K · 29 days	 POSTS/DAY 8.5 ~60 per week
 7D TREND +0.7% vs previous week	 REACTS/POST 1861.0 total 467,119 reactions, 321,659 reposts, 29,885 comments	 POST LENGTH 143 chars median 87 · 29 days	 POSTS ANALYZED 251 29 days
 AD REACH 84.7K 24h avg	 CHURN / MONTH -33571 over the last month	 CITATION RATE 3 166 citation index · 6,396 channels mentioned all time	 CHANNEL AGE 10 years 29 days created 10.05.2016

AI EDITOR SUMMARY

Channel «What's up, Moscow?» — 952 200 subs. Each post averages 127.5K people (13% from subs), reach is low — consider expanding audience. Publishes 60 posts per week (~8/day) — active posting. Week 25–31 May reach stable (+0.7% vs week 18–24 May).

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 251 posts over 29 days.
- 02 Dominant format – Photo (132/251 posts).
- 03 Avg post length – 143 chars (median 87).
- 04 Audience peak – Friday, 18:00 MSK.
- 05 Strongest posts get 7x more views than the weakest (593.9K avg top vs 81.2K worst) – among 251 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 18:53 PHOTO ☒♂ Word 'f*g' Officially Not Profanity, Says Roskomnadzor Such response came after a complaint about Vladimir's broadcast...	VIEWS 630 671 REACTS 2 189 REP. 13 923 ER 66.2%
Nº2 23.05 · 10:45 TEXT ☒♂ Man Dies After Clinical Death During Moscow Marathon 37-year-old athlete collapsed mid-race and fell unconscious...	VIEWS 580 138 REACTS 1 207 REP. 5 055 ER 60.9%
Nº3 28.05 · 09:07 VIDEO ☒Man Walked into Store with Daughter and Didn't Even Notice Kid Casually Stole a Bottle of Prosecco Daddy's pride, mommy's joy	VIEWS 570 816 REACTS 2 515 REP. 14 087 ER 59.9%

Nº4 27.05 · 14:10 PHOTO  Guy Dies After Falling from Oak Tree During Sex Couple was having sex on an oak branch when they fell at the worst moment...	VIEWS 566 611 REACTS 2 098 REP. 24 513 ER 59.5%
Nº5 29.05 · 06:47 VIDEO  Ordinary House in Mytishchi	VIEWS 535 662 REACTS 1 528 REP. 10 283 ER 56.3%

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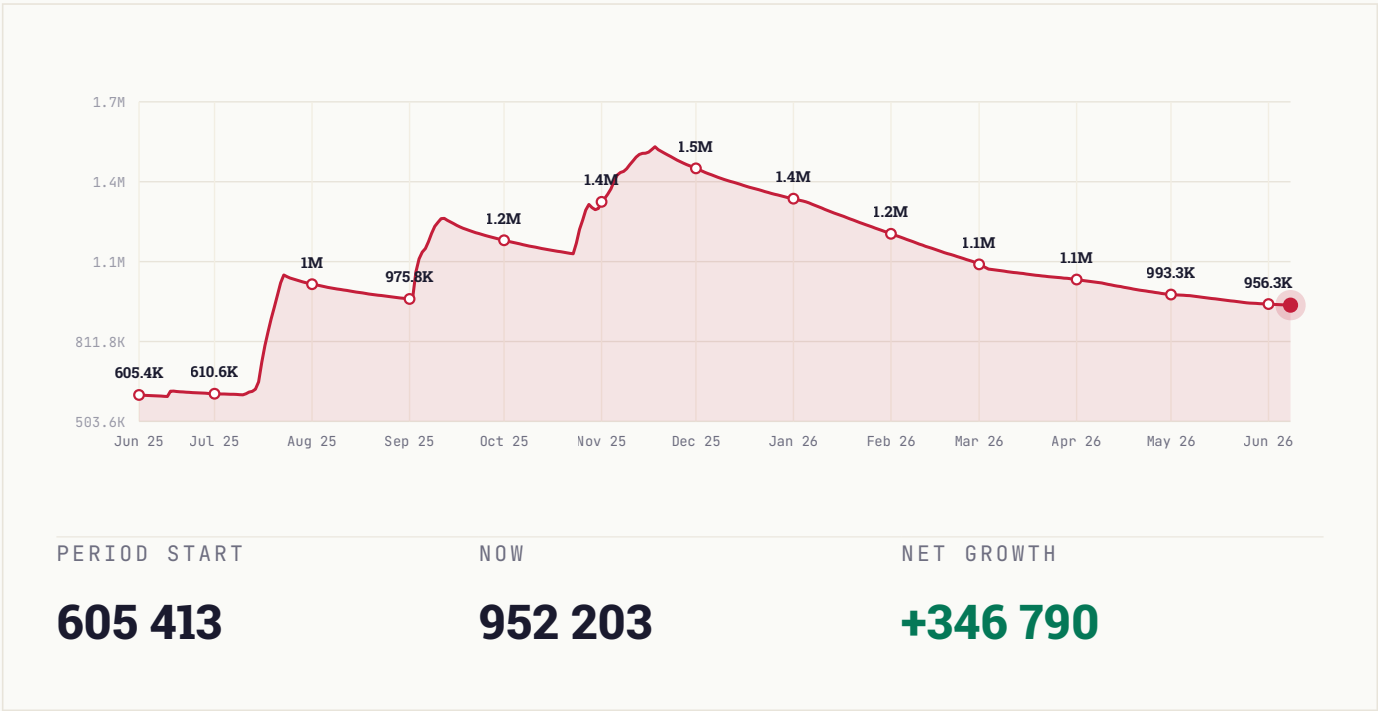
WORST 3

↓ 24.05 · 10:38 TEXT  Russians Almost Stop Naming Kids Dima. According to Moscow Registry Office, this name has sharply dropped in ranking in recent years...	VIEWS 85 745 REACTS 839 REP. 1 542 ER 9.0%
↓ 03.06 · 18:34 PHOTO  MAX Messenger Removed from iPhone AppStore	VIEWS 83 347 REACTS 3 199 REP. 1 342 ER 8.8%
↓ 03.06 · 15:36 VIDEO  Fluff-suckers Rushed to Moscow Streets Allergy sufferers, help is coming	VIEWS 74 390 REACTS 1 932 REP. 3 251 ER 7.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

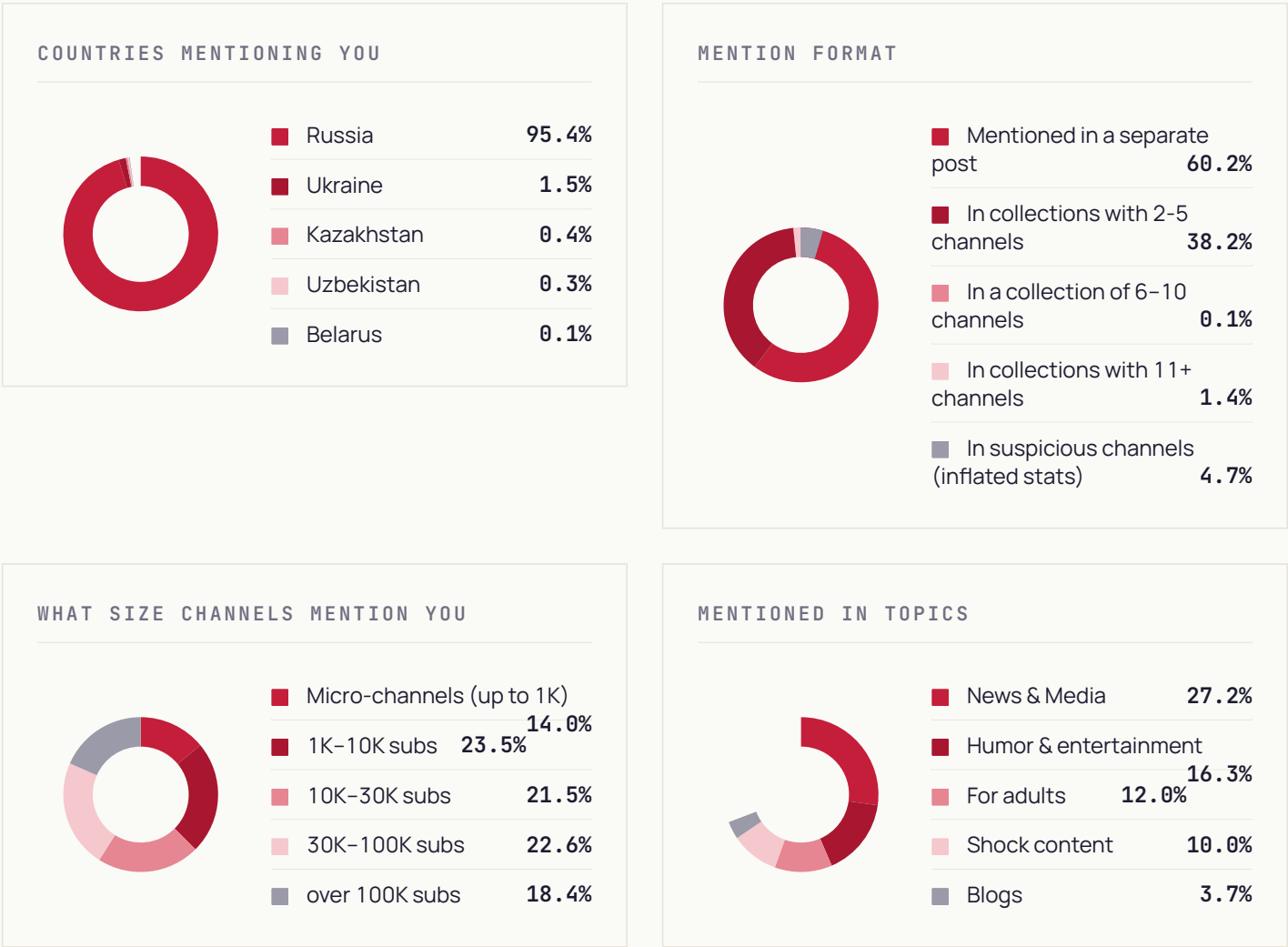
Subscriber growth chart for the year. Key months show exact subscriber count.
See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

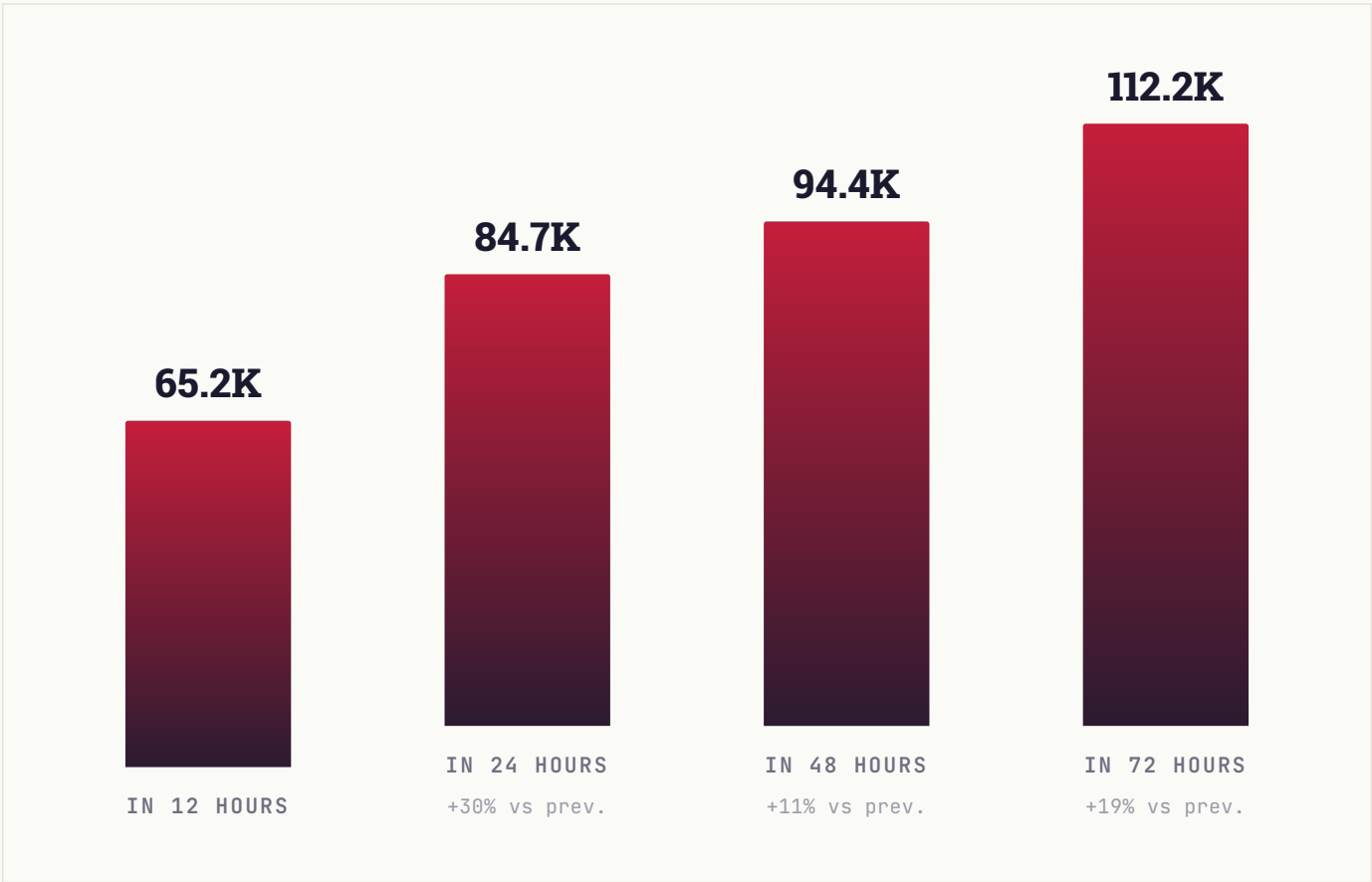
Citation index **3 166** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **6 396** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
PE Direct Live • News	4.1M
TL Topor Live	4.1M
M• Moscowach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
MN Moscow News	2.7M
MS Moscow today	2.7M
Thu What's up, Moscow? YOU	952.2K

COMPARATIVE CONCLUSION

Channel in top half of niche (#46 of 99). Niche leader — Direct Live • News (4.1M), median subs 843.7K. Aim for top quartile — 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 yours. Over the last **6 months** such mentions were **855**, they brought **1 206 901** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	90	39	0
Nov 2025	137	55	237933
Oct 2025	179	45	195378
Sep 2025	152	53	311196
August 2025	173	62	0
July 2025	124	50	462394
TOTAL MENTIONS			855
MONTHS OF DATA			6
ATTRACTED SUBS			1 206 901

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

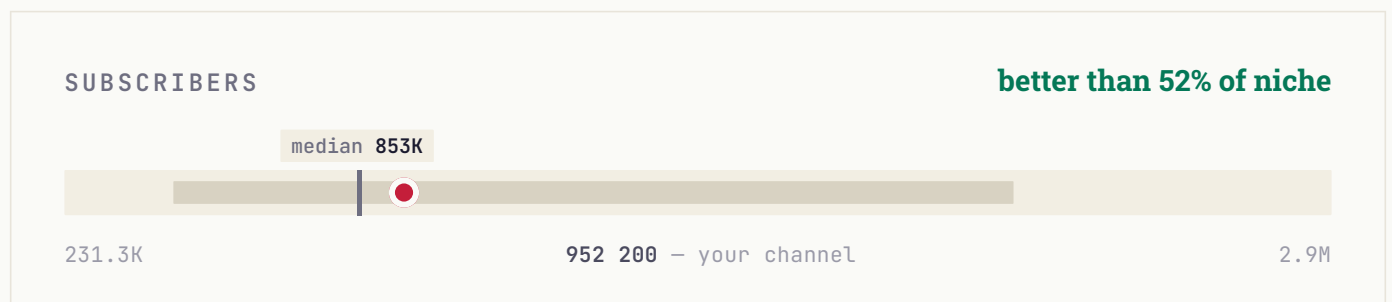
Took top-100 channels in category «News & Media» (Russia) and compared your channel. Gray band = range of 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#86

/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 • STRATEGY

What to do right now

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

01**Main post of the week — on Friday**

Audience is most active on this day at 18:00 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 finds 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 win.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts quarterly with same-segment channels. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
