

— PROMTPRESS PUBLIC REPORT

Channel audit

NEXTA Live

**@nexta_live**

Media #1 from Belarus. Top news fast. NEXT Step VPN: https://t.me/nextstepvpnbot?start=tg_channel_main Write us: https://t.me/nexta_live?direct Belarus news:...

SUBSCRIBERS

764 874

-5459 per month

ERR (% SEE POSTS)

25.0%daily **23.8%**

REACH/POST

183.7Kad reach **182K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

SUBSCRIBERS 764 874 —	SUBSCRIBER REACH 24.02% avg % subs see post	VIEWS/POST 183.7K median 184.8K · 20 days	POSTS/DAY 44.1 ~308 per week
7D TREND — no data for period	REACTIONS/POST 4032.7 3,568,904 reactions, 466,727 reposts, 65,343 comments	POST LENGTH 364 chars median 348 · 20 days	POSTS ANALYZED 885 20 days
AD REACH 182K 24h avg	CHURN / MONTH -5459 last month	CITATION RATE 3 063 citation index · 9,242 channels mentioned all time	CHANNEL AGE 7 years 3 months created 14.02.2019

AI EDITOR SUMMARY

Channel «NEXTA Live» — 764 874 subs. Each post averages 183.7K people (24% of subs), average reach — room to grow. Publishes 308 posts/week (~44/day) — very active posting.

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 **885** posts over 20 days.
- 02 Dominant format – **Video** (492/885 posts).
- 03 Avg post length – **364** chars (median 348).
- 04 Peak audience activity – **Saturday**, 23:00 MSK.
- 05 Top posts get **1x** more views than the weakest (224.1K avg for top vs 165.9K for worst) – among 885 posts over 20 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 10:26 VIDEO ☒ Missile lies in the middle of a street in Kyiv after massive Russian attack Ukrainians' terrifying daily reality.	VIEWS 228 857 REP. 290	REACTIONS 3 044 ER 29.9%
Nº2 23.05 · 20:00 PHOTO ♥ Initiative of the Day: Czech president proposes isolating Russia from internet & satellites Petr Pavel believes such a step would weaken...	VIEWS 223 308 REP. 346	REACTIONS 6 758 ER 29.2%
Nº3 20.05 · 18:19 POLL (post without caption – poll)	VIEWS 220 121 REP. 98	REACTIONS 2 398 ER 28.8%

Nº4 23.05 • 19:33 PHOTO Ukrainian blogger banned from entering Poland for 5 years He bragged on social media about driving to Lake Morskie Oko for...	VIEWS 217 464 REACTIONS 3 229 REP. 269 ER 28.4%
Nº5 24.05 • 15:43 VIDEO 🇫🇮 Finnish blogger visits Karelia – territory the USSR once seized from Finland – and is shocked by poverty & devastation Th...	VIEWS 214 680 REACTIONS 7 220 REP. 2 248 ER 28.1%

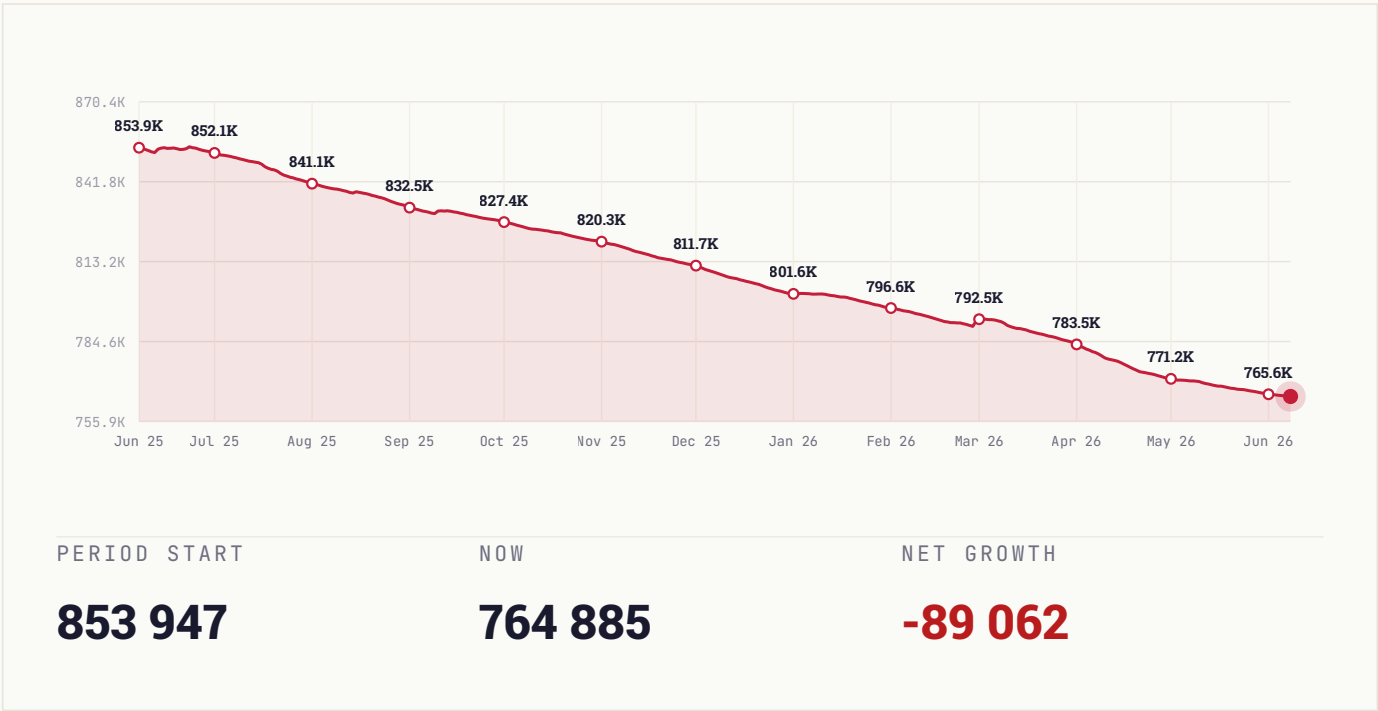
WORST 3

↓ 04.06 • 09:22 PHOTO Advisor to Ukraine's OP Podolyak advised Lukashenko to keep quiet if he wants to live to retirement According to Podolyak, Belarusian society does not...	VIEWS 166 240 REACTIONS 3 422 REP. 157 ER 21.7%
↓ 05.06 • 08:13 VIDEO "I thought it was a Shahed strike" – employee of a postal terminal in Kyiv Explosion at the terminal in Obolon district officially...	VIEWS 166 022 REACTIONS 2 400 REP. 68 ER 21.7%
↓ 05.06 • 07:21 VIDEO He not only sings but also does SFX with his mouth. The water is Baikal Pearl. Shaman, leave the lake alone.	VIEWS 165 491 REACTIONS 5 728 REP. 269 ER 21.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

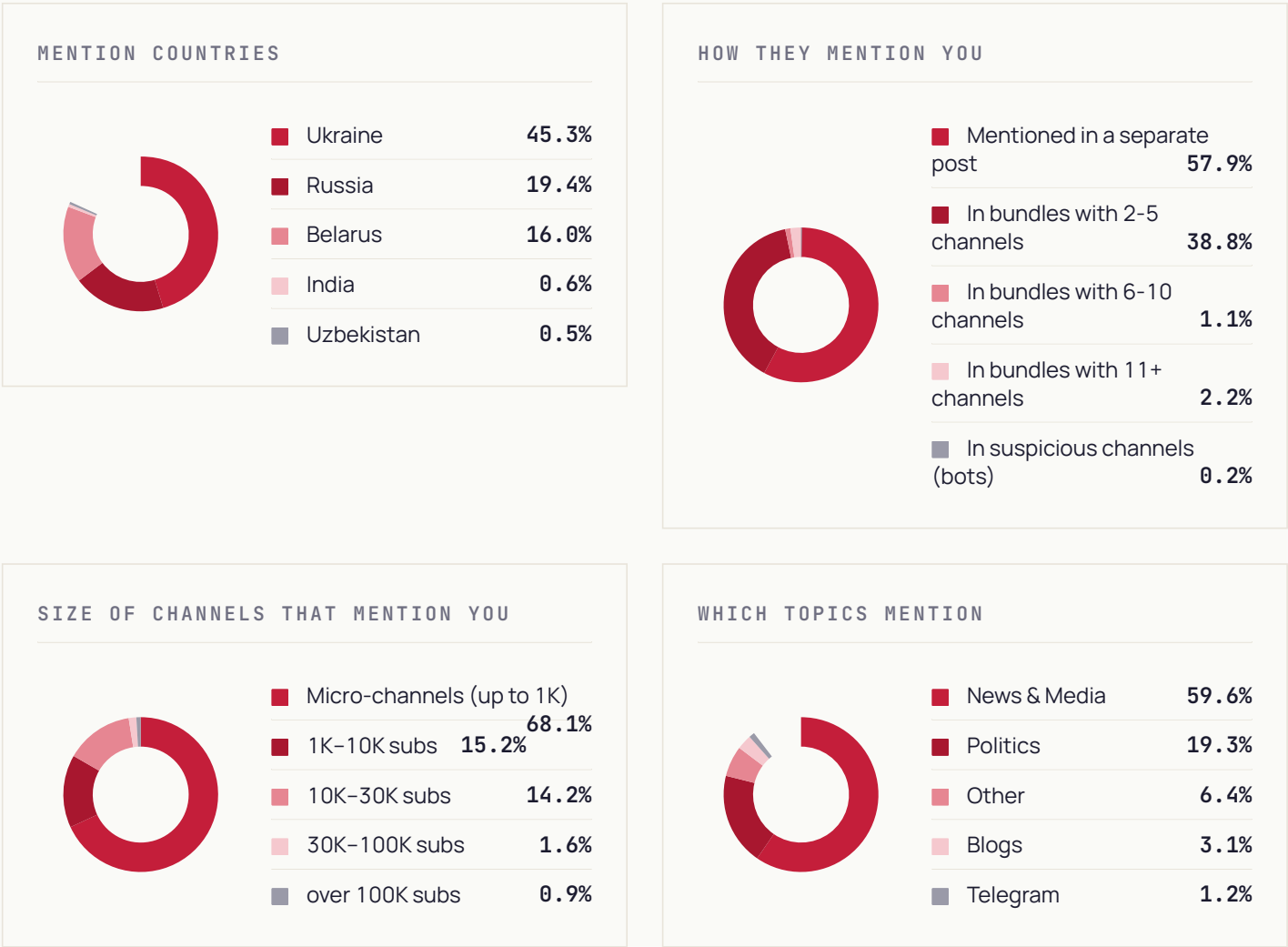
Sub growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

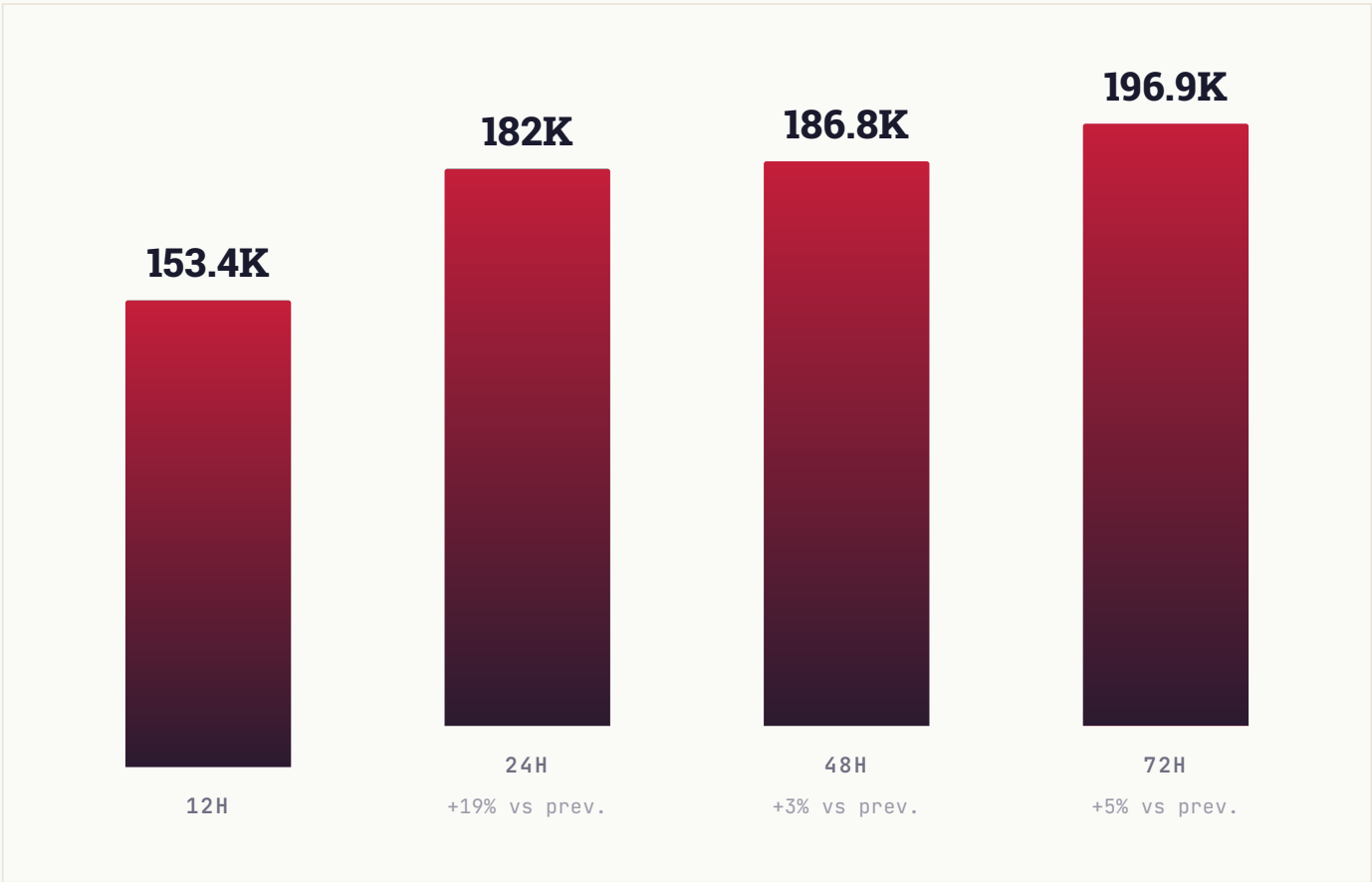
Citation index **3 063** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All time channel mentioned **9 242** different channels.



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 — you can see its position among niche neighbors.

CHANNEL	SUBSCRIBERS
NL NEXTA Live YOU	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Belarus Overheard	58.2K
BG Belarus Glavnoe	56.8K
GG Gomel. Main!	56K
BE BelNovosti	51.6K

COMPARATIVE SUMMARY

Channel in niche #1 (#1 of 97 channels in category). One of the leaders — client-partners can cross-promote as equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **24 010**, they brought **1 448** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	5 490	156	0	
Nov 2025	4 466	164	0	
Oct 2025	3 257	157	0	
Sep 2025	3 547	169	1 047	
August 2025	3 691	144	401	
July 2025	3 559	156	0	
TOTAL MENTIONS	24 010	MONTHS IN DATA	6	ATTRACTED SUBSCRIBERS
				1 448

SECTION 08 · NICHE COMPARISON

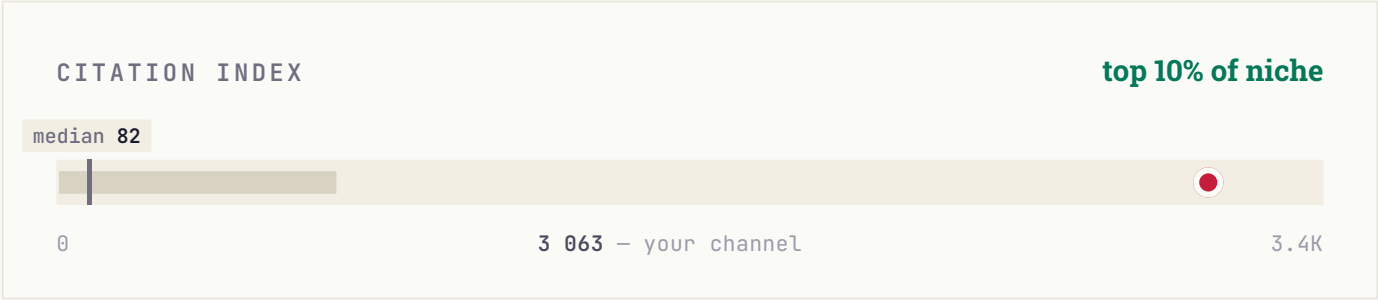
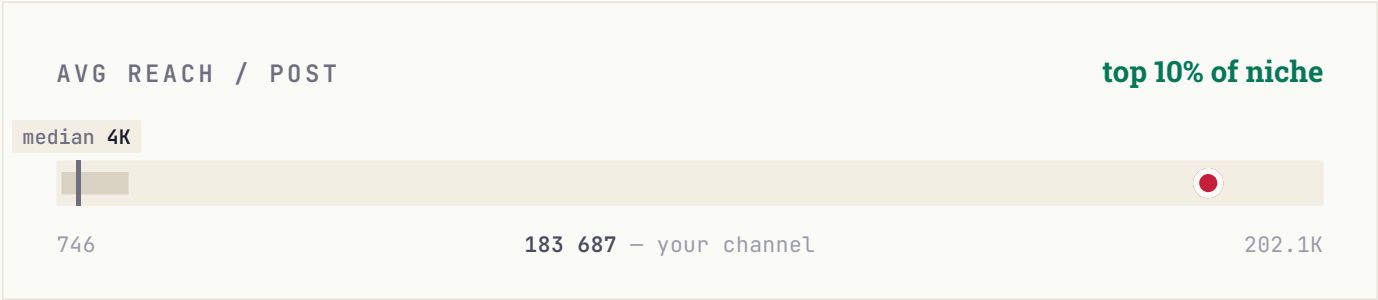
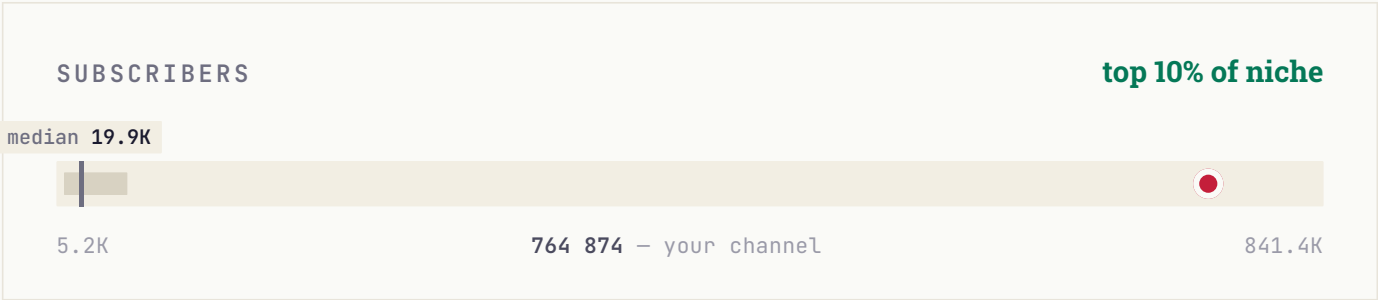
Where channel ranks in its league

Took top-100 channels in category «News & Media» (Belarus) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#71/100

POSITION IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience most active on this day at 23:00 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 lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
