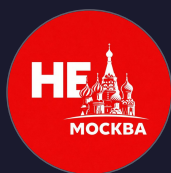


PROMTPRESS PUBLIC REPORT

Channel audit

NEMoskva



@nofrommoscow

NEMoskva – Moscow unfiltered. News, events and life of the capital as it is. For all inquiries: @ekatsemenova_media

SUBSCRIBERS

50 658

+22499 per month

ERR (% SEE POSTS)

67.0%

per day 49.7%

REACH/POST

29.9K

ad reach 20.1K/24h

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08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 50 658 —	 SUBSCRIBER REACH 58.97% avg % subs see post	 VIEWS/POST 29.9K median 31.6K · 27 days	 POSTS/WK 6.5 over period
 7D TREND — no data for period	 REACTIONS/POST 211.9 only 5,510 reactions, 1,411 reposts, 0 comments	 POST LENGTH 279 chars median 247 · 27 days	 POSTS ANALYZED 26 27 days
 AD REACH 20.1K 24h avg	 CHURN / MONTH +22499 last month	 CITATION RATE 123 citation index · 1,906 channels mentioned ever	 CHANNEL AGE 6 months 28 days created 20.12.2025

AI EDITOR SUMMARY

Channel «NEMoskva» – 50 658 subs. Each post averages 29.9K people (59% of subs), wide reach for a channel this size. Publishes 6 posts/week (~1/day) – rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 26 posts in 27 days.
- 02 Dominant format – Photo (13/26 posts).
- 03 Avg post length – 279 chars (median 247).
- 04 Audience peak – Sunday, 23:00 MSK.
- 05 Top posts get 4x more views than the weakest (44.6K avg for top vs 10.2K for worst) – among 26 posts over 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

№121.06 · 20:47PHOTO	VIEWS	REACTIONS
	49 678	91
☹️ Powerful magnetic storms to hit Earth starting tomorrow Throughout the week, weather-sensitive people may experience headaches...	REPOSTS	ER
	197	98.1%
№220.06 · 20:25VIDEO	VIEWS	REACTIONS
	46 674	90
🏃 Moscow's 'Night Run' started – over 20,000 people registered. In the city center during the event...	REPOSTS	ER
	207	92.1%
№316.07 · 13:35TEXT	VIEWS	REACTIONS
	37 493	310
🤔 The State Duma considers installing the Max app in banks, restaurants, and other public places via QR codes...	REPOSTS	ER
	24	74.0%

Nº4

15.07 · 22:10

PHOTO

⚡ Argentina reached the final, beating England 2:1 in the last minutes In the final they will play Spain for the title...

VIEWS

37 143

REACTIONS

195

REPOSTS

72

ER

73.3%

Nº5

15.07 · 20:26

TEXT

🛒 Stores will automatically be fined for expired goods. From September, cash registers will transmit violation data to Rospotrebnadzor...

VIEWS

35 920

REACTIONS

212

REPOSTS

53

ER

70.9%

WORST 3

↓ 18.07 · 11:31 TEXT 🚗 BMW owners officially worst drivers Per 1,000 owners there are 44.9 road incidents, including accidents, fines...	VIEWS 13 363 REACTIONS 224 REPOSTS 42 ER 26.4%
↓ 18.07 · 13:03 PHOTO 😓 EMERCOM warns of extreme heat in Moscow – temperatures will rise on July 19–20. Residents are advised to wear hats, drink more water...	VIEWS 12 624 REACTIONS 322 REPOSTS 35 ER 24.9%
↓ 18.07 · 16:00 VIDEO 😞 A Muscovite fined 5,000 rubles because a fare dodger slipped through after her. The girl paid and passed through...	VIEWS 4 572 REACTIONS 67 REPOSTS 60 ER 9.0%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

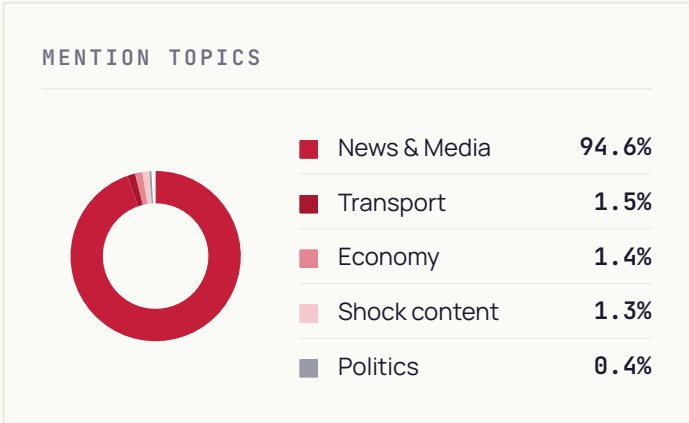
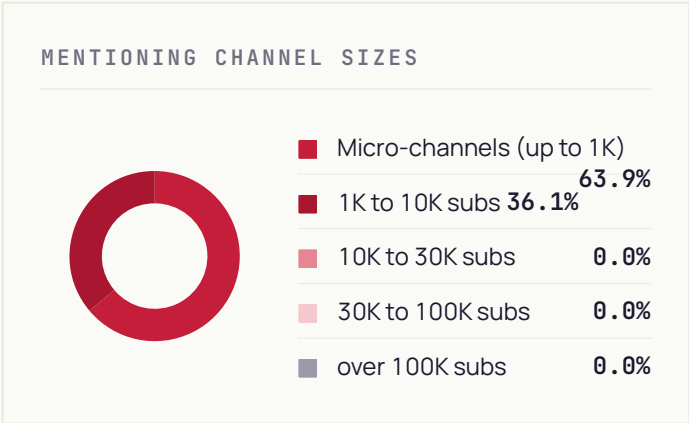
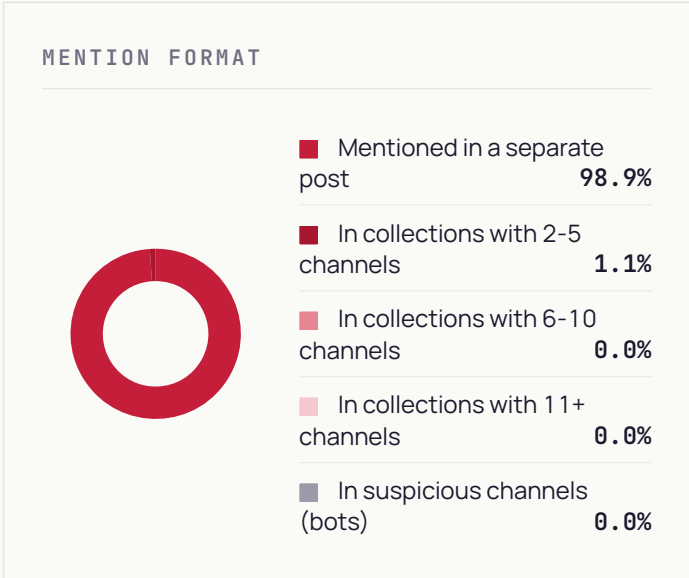
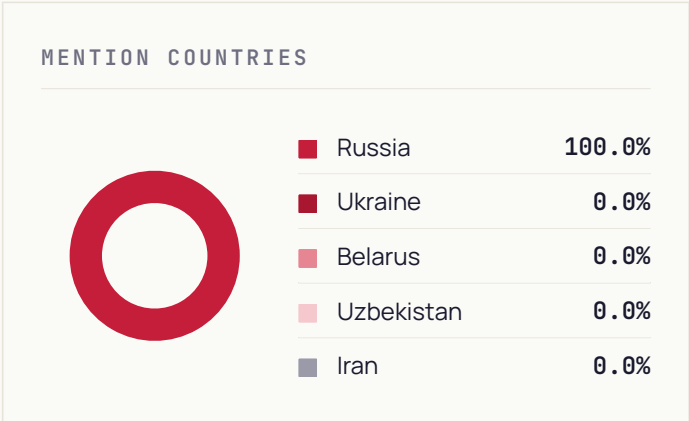
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

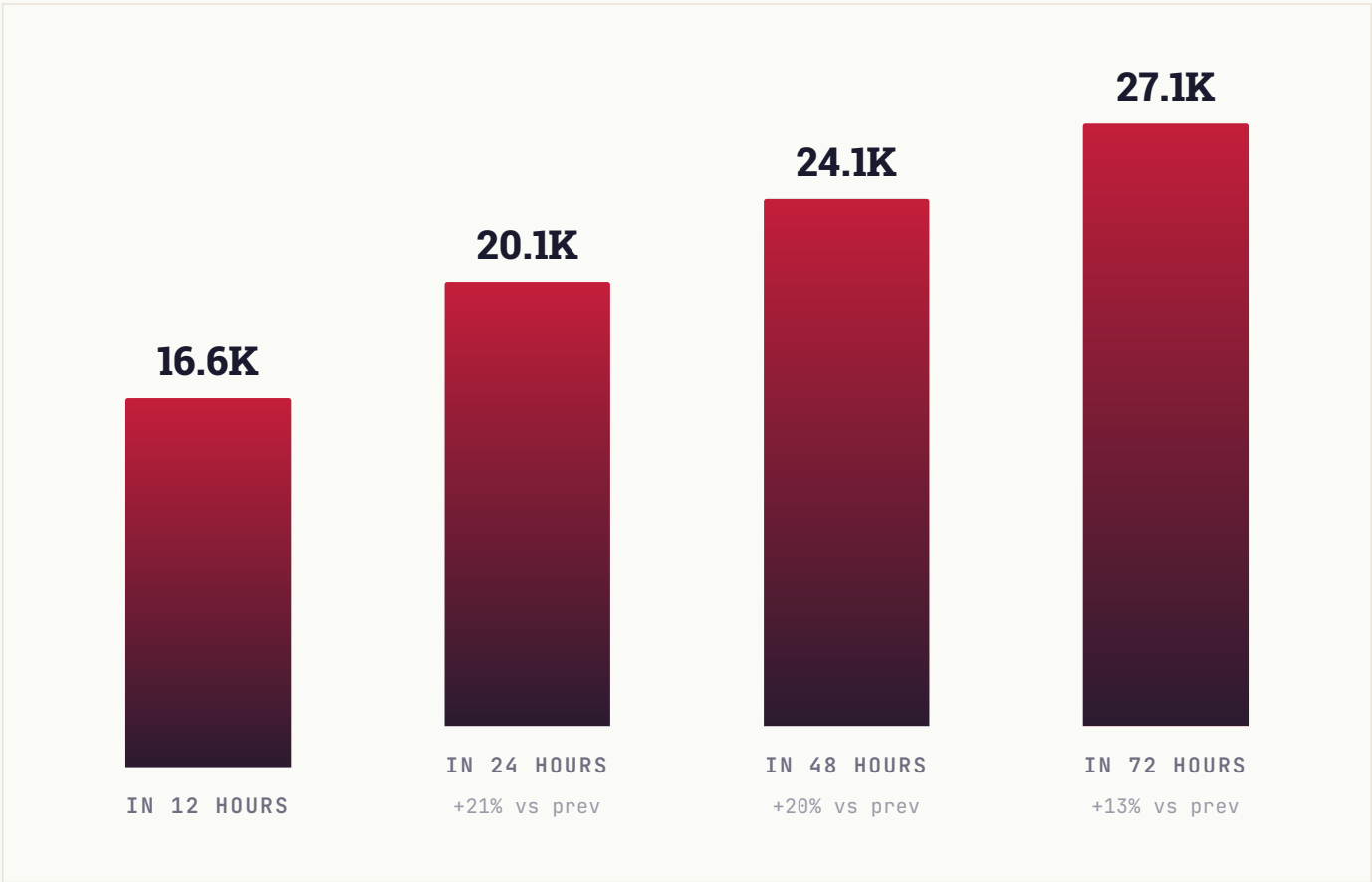
Citation index **123** – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from 1k subs. All-time mentions: **1 906** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over 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 rank among niche peers.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Live • 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
TR Trukha ⚡ Ukraine	3.1M
NE NEMoskva YOU	50.7K

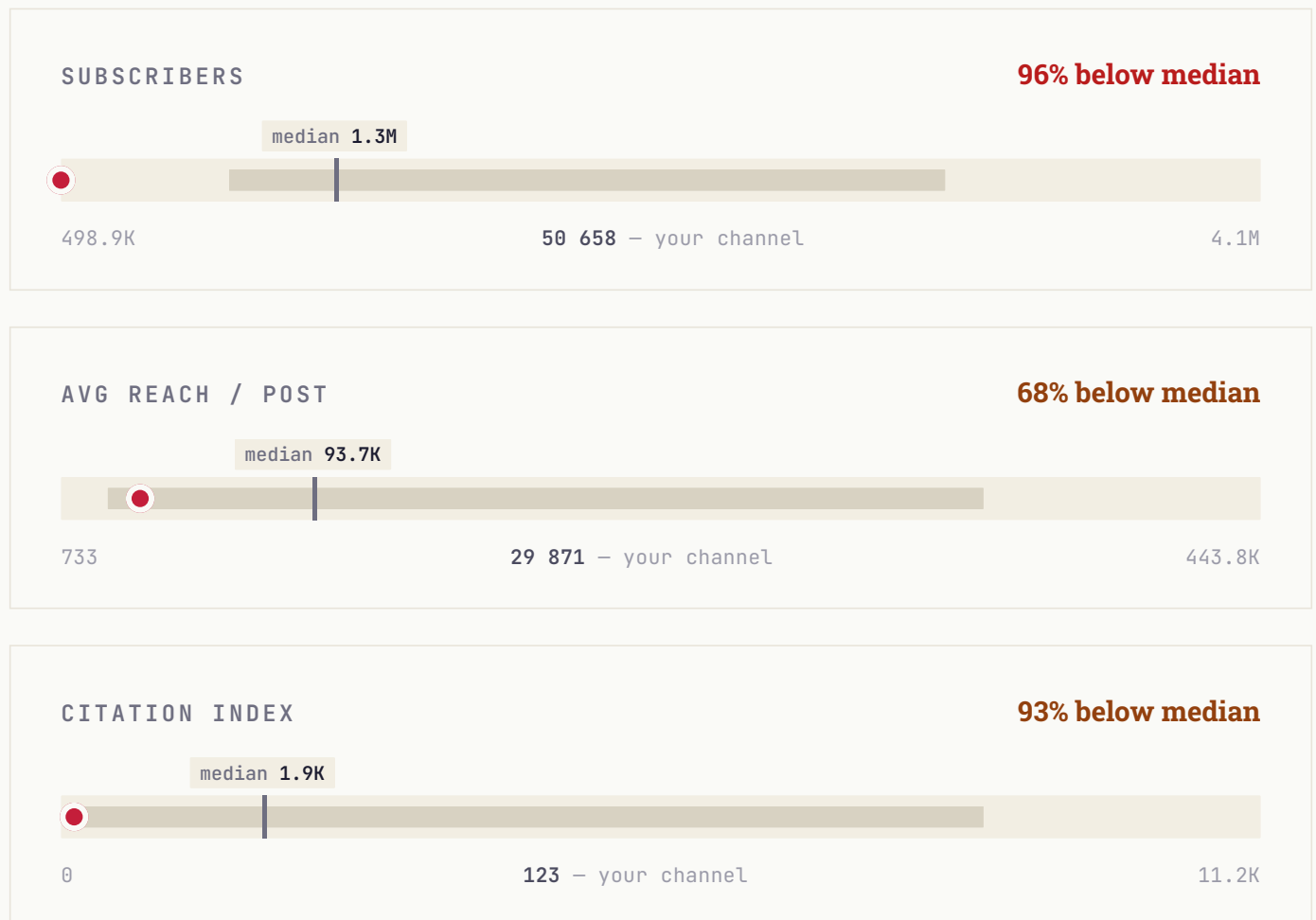
COMPARATIVE CONCLUSION

Channel so far outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal: break into top-97 via systematic traffic & content work.

SECTION 07 • NICHE COMPARISON

Where your channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — Sunday

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

EFFECT

**Best window
for important
posts**

02

Systematic traffic buying

3 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 is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Relevant
audience
growth**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords for organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it **PromptPress?**

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

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

02 Contact manager t.me/PromptPress_manager
