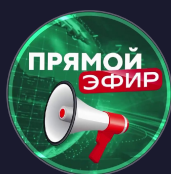


PUBLIC REPORT BY PROMTPRESS

Channel audit

Live Broadcast • News



@novosti_efir

All the important stuff in one channel. News of Russia and the World.
Suggest news: @pryamoy_bot Feedback: @rob_lower Our
economics channel: <https://t.me/+c5eYfQSOeGFkMWUy> RKN:
clck.ru/3GBATH

SUBS

4 140 801

-89240 per month

ERR (% SEE POSTS)

10.0%

per day 8.7%

REACH/POST

392.2K

ad reach 361.2K/24h

— CONTENT · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year chart · growth

04 Ad potential

How long a post brings reach

05 Competitors

Niche neighbors · your spot

06 Mention dynamics

6 months · monthly

07 Niche comparison

Rank in News & Media

08 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 4 140 801 —	 SUB REACH 9.47% avg % of subs see post	 VIEWS/POST 392.2K median 395.6K · 29 days	 POSTS/DAY 23.2 ~162 per week
 7D TREND -2.6% vs previous week	 REACTS/POST 8207.8 total 5,556,656 reactions, 1,333,512 reposts, 0 comments	 POST LENGTH 278 chars median 247 · 29 days	 POSTS ANALYZED 677 29 days
 AD REACH 361.2K 24h avg	 CHURN / MONTH -89240 over the last month	 CITATION RATE 14 741 citation index · 22,293 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 25.02.2022

AI EDITOR SUMMARY

Channel «Live Broadcast · News» — 4 140 801 subs. Each post gets on avg 392.2K people (9% from subs), reach is low — consider expanding audience. Publishes 162 posts per week (~23/day) — very active posting. For the week of May 25–31, reach stable (-2.6% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **677** posts over 29 days.
- 02 Dominant format – **Photo** (302/677 posts).
- 03 Avg post length – **278** chars (median 247).
- 04 Peak audience activity – **Saturday**, 01:00 MSK.
- 05 Top posts get **2x** more views than the weakest (582.6K avg for top vs 302.8K for worst) – among 677 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 13.05 · 06:37 VIDEO Artemy Lebedev asked the head of the RF Investigative Committee Alexander Bastrykin to objectively investigate the case of the arrested mayor...	VIEWS 725 824 REPOSTS 472	REACTS 5 936 ER 17.5%
Nº2 14.05 · 18:41 PHOTO Roskomnadzor stated that the word "pi**r" is not considered profanity. This response was given to a viewer who complained about Vladimir...	VIEWS 526 484 REPOSTS 10 814	REACTS 13 460 ER 12.7%
Nº3 26.05 · 05:27 PHOTO Roskomnadzor tightens control over user IP addresses. 85 telecom operators have already been fined for failing to provide data; in total, requirements...	VIEWS 495 643 REPOSTS 1 470	REACTS 13 031 ER 12.0%

Nº4 12.05 · 09:19 VIDEO A guy from Yekaterinburg partied so hard at a local club he woke up in a coal car heading to Tyumen: "Sanya, I think I'm not..."	VIEWS 494 253 REPOSTS 18 131	REACTS 16 869 ER 11.9%
Nº5 12.05 · 19:51 VIDEO Kazakh police made an anti-drug song to... a Barbie melody. The video was posted on the official account of Kostanay law enforcement...	VIEWS 494 094 REPOSTS 7 840	REACTS 10 919 ER 11.9%

|

WORST 3

↓ 05.06 · 13:23 VIDEO European elites provoke chaos, dragging in more and more countries – Putin at SPIEF-2026 plenary. Other...	VIEWS 310 937 REPOSTS 236	REACTS 13 612 ER 7.5%
↓ 05.06 · 13:47 VIDEO Eurozone govt debt hits nearly 90% of GDP, Russia only 16% – Putin. Other statements: ☒Theft of Russia's international reserves...	VIEWS 299 879 REPOSTS 319	REACTS 8 936 ER 7.2%
↓ 05.06 · 13:51 VIDEO Other services may seem convenient at first, but eventually the price of dependence shows – Putin. Other statements: ☒Russia will...	VIEWS 297 610 REPOSTS 323	REACTS 10 690 ER 7.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

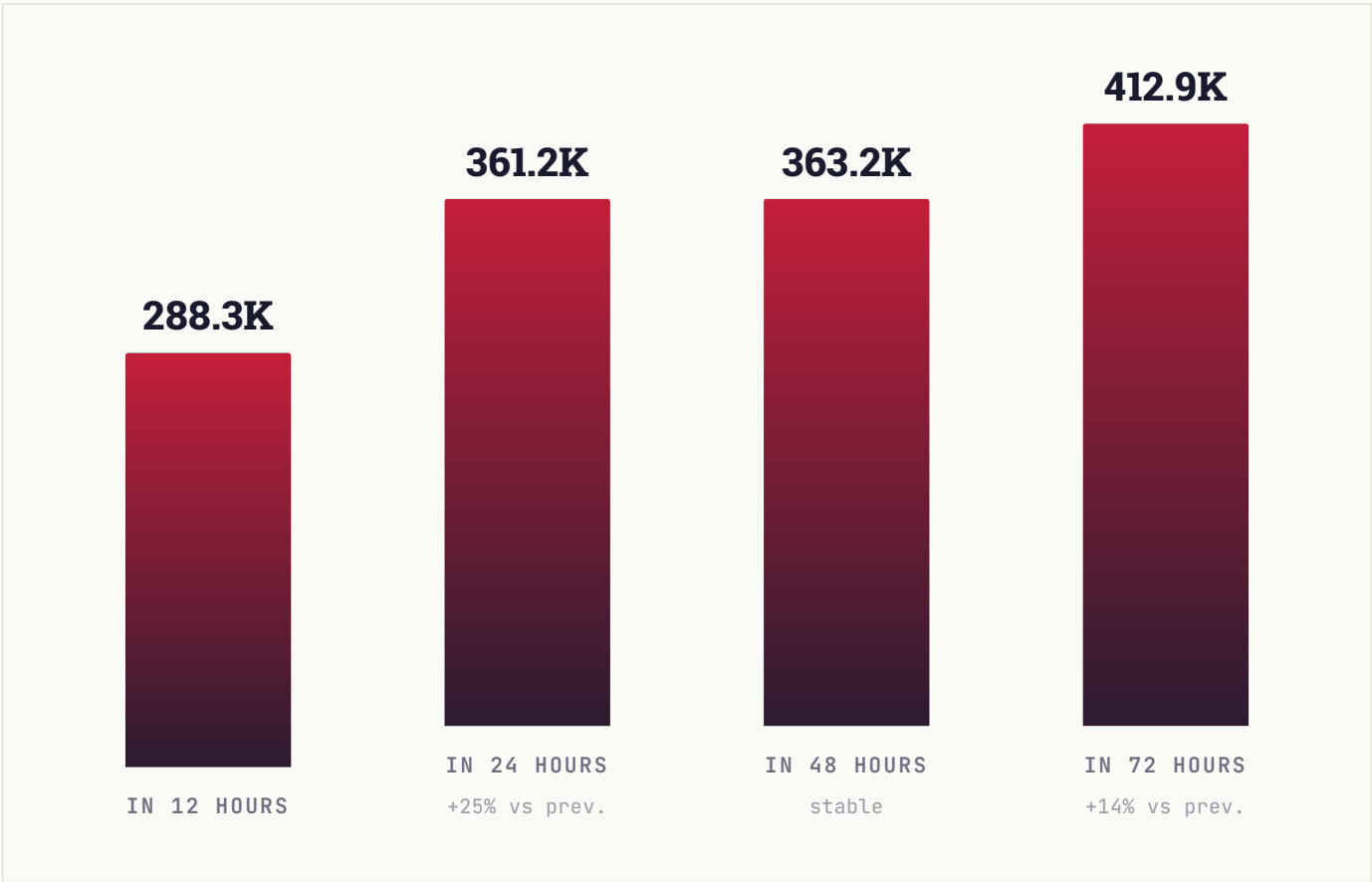
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBS
PE Live Broadcast • News YOU	4.1M
TL Topor Live	4.1M
M• Moskvach • 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
NM Moscow News	2.7M
MS Moscow today	2.7M
M2 Moscow 24/	2.2M

COMPARATIVE CONCLUSION

Channel in top-1 of niche (#1 of 99 channels in category). One of the leaders — client partners can go for cross-promo as equals; for PR/reach you are a valuable media partner.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **23 239**, they brought **167 629** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
December 2025	3 790	730	101 935
November 2025	3 473	797	54 085
October 2025	4 171	779	0
September 2025	3 921	837	0
August 2025	4 159	935	10 598
July 2025	3 725	804	1 011
TOTAL MENTIONS			23 239
MONTHS OF DATA			6
ATTRACTED SUBS			167 629

SECTION 07 · NICHE COMPARISON

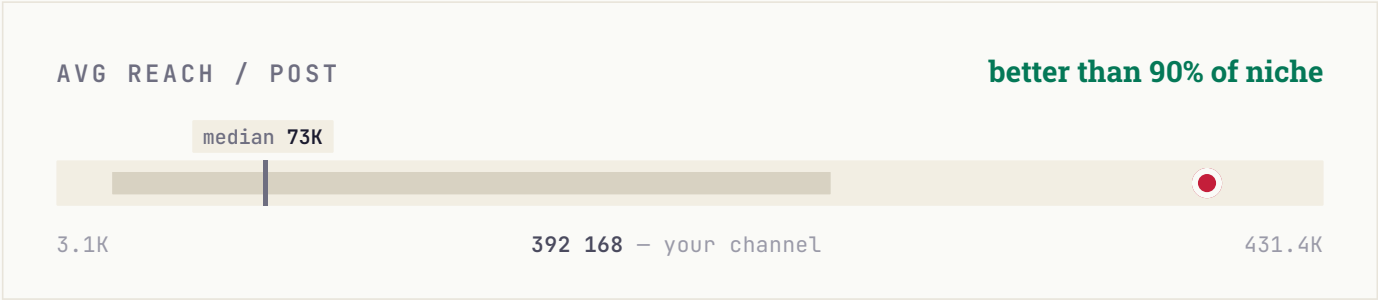
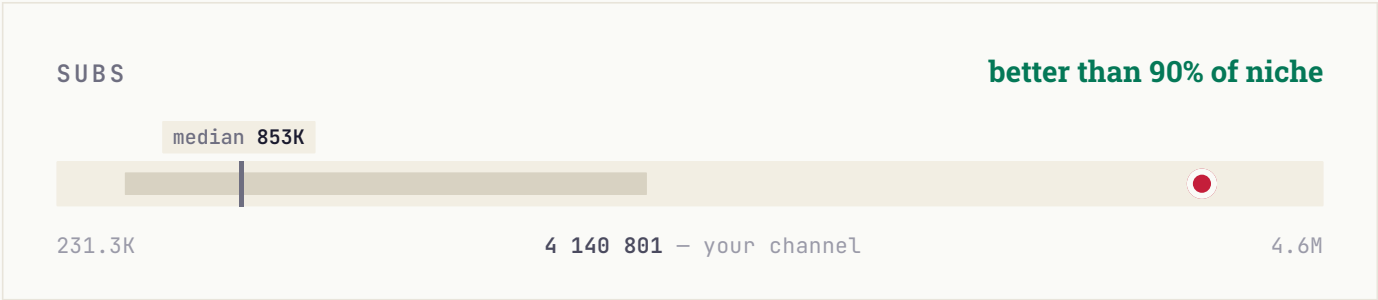
Where the channel stands in its league

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

#86/100

RANK IN NICHE

Channel in bottom half of rating



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience most active on this day at 01:00 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 growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. 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 with us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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