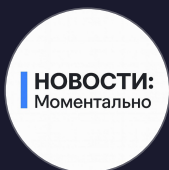


PUBLIC REPORT PROMTPRESS

Channel audit

НОВОСТИ: Моментально



@novosti_moment

НОВОСТИ: Моментально — no hours of scrolling. We distill the info stream into short, honest briefs. 30 seconds — and you're ahead of what others learn later. Partnership:...

SUBSCRIBERS

77 731

+58827 per month

ERR (% SEE POSTS)

46.0%

per day 34.8%

REACH/POST

33.4K

Ad reach 27.1K/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 trends

Year chart · growth

04 Quotability

Who mentions the channel and how

05 Ad potential

How long posts drive reach

06 Competitors

Niche neighbors · your place

07 Mention trends

3 months · monthly

08 Niche comparison

Position in category «News and Media»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health metric. The subtitle under the number shows the period for which it was calculated.

 SUBSCRIBERS 77 731 —	 SUBSCRIBER REACH 43.03% avg. % of subs see post	 VIEWS/POST 33.4K median 36.2K · 15 days	 POSTS/WK 42.5 for the period
 TREND 7D — no data for period	 REACTS/POST — MTPROTO only	 POST LENGTH 366 chars. median 341 · 15 days	 POSTS ANALYZED 97 15 days
 AD REACH 27.1K 24h avg.	 CHURN / MONTH +58827 for the last month	 QUOTABILITY 111 citation index · 1 136 channels mentioned all time	 CHANNEL AGE 8 months 19 days created 04.12.2025

EDITOR'S AI SUMMARY

Channel «НОВОСТИ: Моментально» – 77 731 subs. Each post averages 33.4K people (43% from subs), this is wide reach for a channel of this size. Publishes 42 posts per week (~6 per day) – active publishing mode.

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 SUCCESSFUL POSTS SHARE

- 01 Analysis based on 97 posts in 15 days.
- 02 Dominant format — Photo (59/97 posts).
- 03 Average post length — 366 characters (median 341).
- 04 Audience activity peak — Friday, 17:00 MSK.
- 05 Top posts attract 2 times more views than the weakest (40.8K avg for top vs 25.8K for worst) — among 97 posts in 15 days. Worth examining what the top have in common — topic, format, timing.

TOP-5 POSTS

Nº1 07.08 · 16:54 VIDEO ⚡ Hundreds of poisonous giant jellyfish hit Krasnodar & Primorye coasts — media. Since early Aug, cornerot jellyfish increasingly seen in...	VIEWS 41 018 REPOSTS 126	REACTIONS — ER 52.8%
Nº2 07.08 · 19:26 VIDEO ⚡ Drunk Sochi man wrecks 2 cars seeking 'portal to another dimension' — police. 24-year-old man damaged a Honda and smashed...	VIEWS 40 810 REPOSTS 259	REACTIONS — ER 52.5%
Nº3 07.08 · 13:44 PHOTO ⚡ Lab chemist sentenced to 15 years in high-security colony for drug production in Urals — Sverdlovsk courts press service...	VIEWS 40 620 REPOSTS 148	REACTIONS — ER 52.3%

Nº4

08.08 · 09:51

VIDEO

⚡

Yekaterinburg residents almost a day without water – store supplies running out. According to media, water disappeared in six city districts at once...

VIEWS

40 427

REACTIONS

—

REPOSTS

336

ER

52.0%

Nº5

08.08 · 18:53

PHOTO

⚡

Two teenagers drowned in Chita – one of them tried to save a drowning friend, – media. The tragedy occurred on the Ingoda River in the area...

VIEWS

40 380

REACTIONS

—

REPOSTS

95

ER

51.9%

WORST 3

↓ 19.08 · 17:30 PHOTO ⚡ Seagull hits engine of plane with 79 passengers on takeoff – media. After impact, Embraer 170 shook violently, and crew...	VIEWS 26 310 REACTIONS — REPOSTS 125 ER 33.8%
↓ 15.08 · 18:00 PHOTO ⚡ Toxic blue-green algae flood Germany's Baltic coast due to heat – media. Blooms recorded from Rostock to...	VIEWS 25 640 REACTIONS — REPOSTS 105 ER 33.0%
↓ 19.08 · 13:42 PHOTO ⚡ Kanye West may stay in the royal suite of St. Petersburg's most expensive hotel, – media. Such a room costs about 600 thousand rubles per...	VIEWS 25 502 REACTIONS — REPOSTS 176 ER 32.8%

SECTION 03 · SUBSCRIBER TRENDS

How the channel grew this year

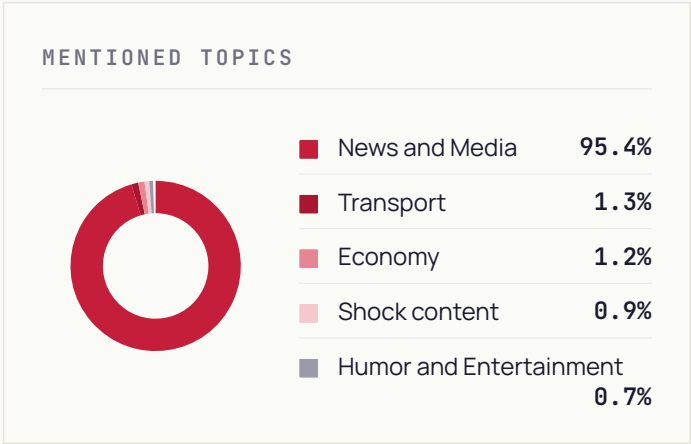
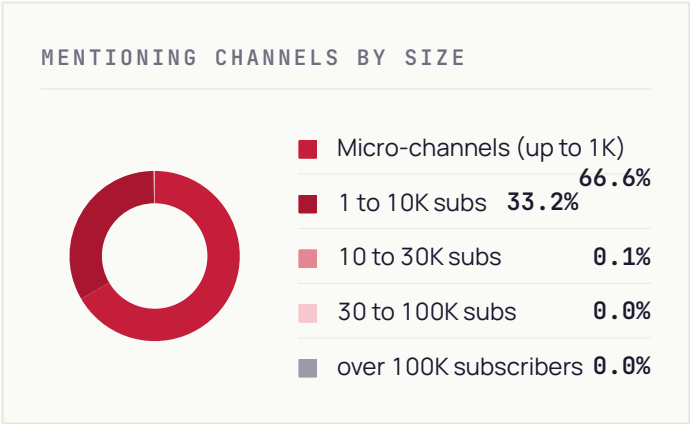
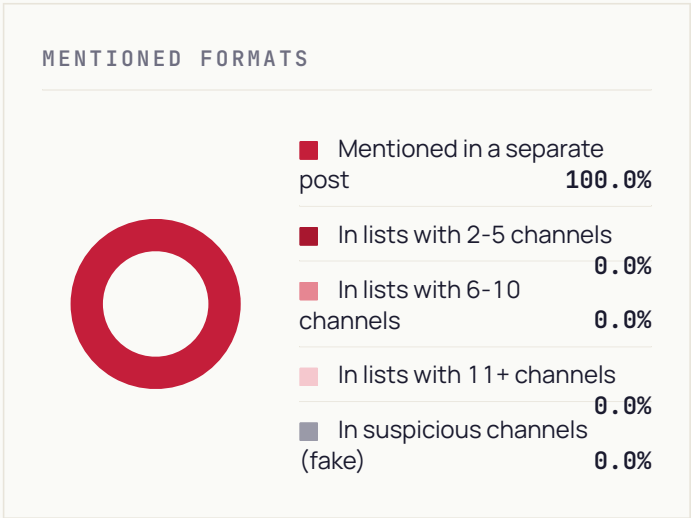
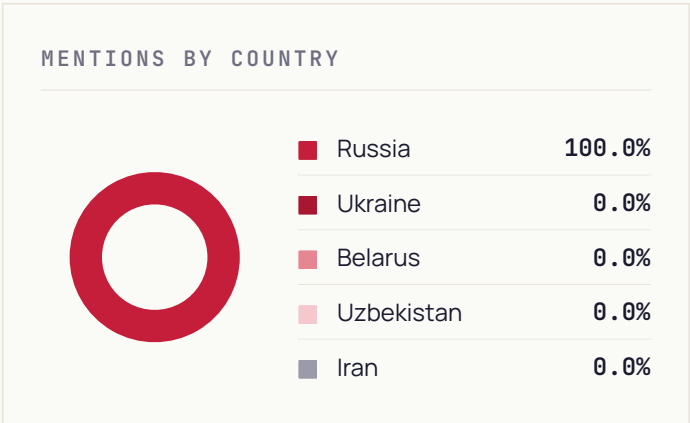
Subscriber growth chart for the year. On key months, exact subscriber counts are shown. It shows which months the channel gained, and which months it lost subscribers.



SECTION 04 · CITATIONS

Who and how mentions the channel

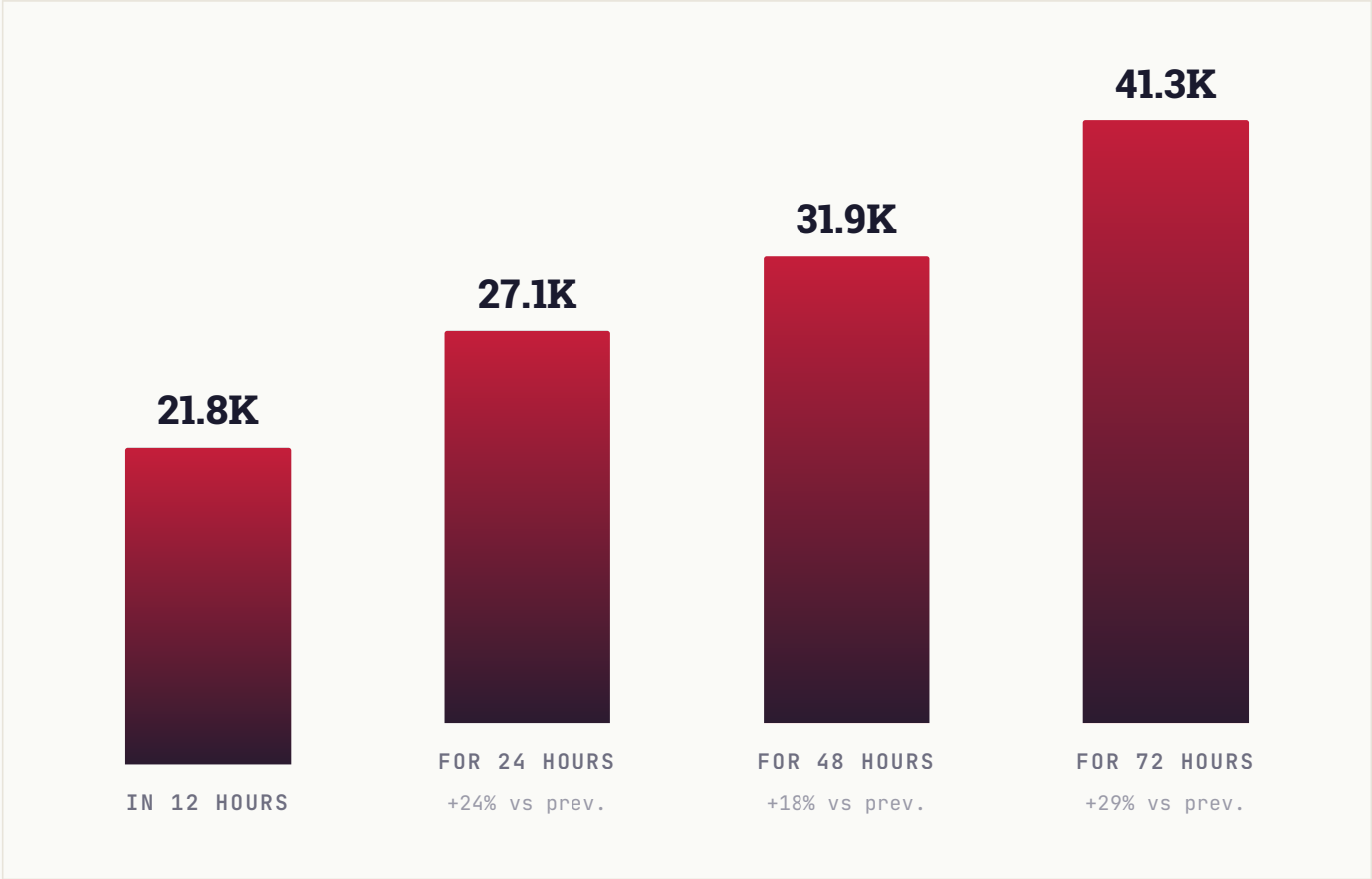
Citation index **111** — channel popularity rating based on mentions. It counts not only their number, but also weight of mentioners: a post from a channel with 100 k subs «weighs» more than from a channel with 1 k subs. All time mentions of the channel: **1 136** different channels.



SECTION 05 · AD POTENTIAL

How long posts drive reach

Average reach of a promo post by time since publication. Helps estimate how long a placement makes sense to "live".



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — see what place it holds among niche neighbors.

CHANNEL	SUBSCRIBERS
М• Москвач • Moscow news	4.3M
TL Topor Live	4.1M
ПЭ Live • News	4M
М- Москва - это интересно	3.3M
ПМ Первый Московский	3.2M
МА Mash	3.1M
Ad РИА Новости	3M
load НМ Moscow news	2.7M
МС Москва сегодня	2.7M
Avg Non-Moscow Russian media	2.6M
НМ НОВОСТИ: Моментально YOU	77.7K

COMPARATIVE INSIGHT

Channel so far outside niche top-99 — early growth stage. Niche leader — **Москвач • Moscow news** (4.3M), top-99 median: 776.9K. First goal — enter top-99 via systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **3 months** Such mentions **2 695**, they brought **116 391** new subs.

PERIOD	MENTIONS	CHANNELS	REFERRED SUBS	
February 2026	1 049	546	33 960	
January 2026	1 200	400	41 624	
December 2025	446	140	40 807	
TOTAL MENTIONS		MONTHS IN DATA	ATTRACTED SUBS	
2 695		3	116 391	

Where the channel ranks in its league

SUBSCRIBERS

worse than median by 90%

median 782.3K

223.8K

77 731 — your channel

3.2M



— SECTION 09 • STRATEGY

What to do right now

5 priority actions, sorted by expected impact. Can check off as a checklist and return to this report in a month.

- 01

Main weekly post — Friday

On this day and at 17:00 MSK the audience is most active.

EFFECT

Best window for a key post
- 02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (natural integrations), **Premium** (target audience). PromtPress selects sources per niche.

EFFECT

+1000-3000 subs.
- 03

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll a week on a hot topic = easy growth.

EFFECT

+5-15% ER
- 04

Cross-promo with similar channels

Quarterly post swaps with same-segment channels.
2-3 collabs bring relevant growth — no daily need.

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 this done by **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 **Run ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
