

PUBLIC REPORT BY PROMTPRESS

Channel audit

Russia 360°



@novosti_russia360

The most important from the country's life. Contact:

@gorodskoyadmin Channel link: <https://t.me/+gf3NHStnc8AzNmYy>

We are on MAX: <https://max.ru/join/>

ORmuh2oA7qtuqkC3Vik0_GnAQ7dnn-yZNyteYjxmG9E RKN:...

SUBSCRIBERS

1 305 023

-13518 per month

ERR (% SEE POSTS)

7.0%

per day 4.5%

REACH/POST

79K

ad reach 58.6K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Quotability

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 1 305 023 —	 SUBS REACH 6.06% avg % of subs see post	 VIEWS/POST 79K median 82.2K · 29 days	 POSTS/DAY 11.3 ~79 per week
 7D TREND -2.4% vs previous week	 REACTS/POST 1077.0 total 364,021 reactions, 74,479 reposts, 56,804 comments	 POST LENGTH 322 chars median 286 · 29 days	 POSTS ANALYZED 338 29 days
 AD REACH 58.6K 24h avg	 CHURN / MONTH -13518 last month	 QUOTABILITY 979 citation index · 13,370 channels mentioned all time	 CHANNEL AGE 1 year 9 months created 12.08.2024

AI EDITOR SUMMARY

Channel «Russia 360°» — 1 305 023 subs. Each post averages 79K people (6% of subs), reach is low — consider expanding audience. Publishes 79 posts per week (~11/day) — very active. Week of May 25–31 reach stable (-2.4% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to remove from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on **338** posts over 29 days.
- 02 Dominant format — **Text** (148/338 posts).
- 03 Avg post length — **322** chars (median 286).
- 04 Audience peak — **Sunday**, 19:00 MSK.
- 05 Top posts get **2×** more views than the weakest (108K avg top vs 48.3K worst) — across 338 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 18:43 PHOTO The word «pidoras» is not a curse The RKN made this decision on a complaint from a user offended by Solovyov's swearing on air...	VIEWS 109 214 REP. 2 241	REACTS 2 201 ER 8.4%
Nº2 24.05 · 16:26 TEXT IT workers can expect a pension of 25 thousand rubles if they work non-stop for 43 years and earn at least 90 thousand rubles a...	VIEWS 108 824 REP. 564	REACTS 1 508 ER 8.3%
Nº3 24.05 · 17:50 PHOTO Woman chokes to death on shashlik in Moscow region According to media, the accident occurred in the village of Kikino in a private home. A 63-year-old...	VIEWS 106 081 REP. 445	REACTS 1 183 ER 8.1%

Nº4 10.05 · 18:56 PHOTO African penguins on brink of extinction: population down 97% These penguins could go extinct by 2036: unique species disappearing...	VIEWS 103 192 REACTS 1 310 REP. 200 ER 7.9%
Nº5 15.05 · 06:07 PHOTO ☒Three dead, 12 injured in drone attack on Ryazan, governor says. Seven hospitalized, including...	VIEWS 100 640 REACTS 1 400 REP. 581 ER 7.7%

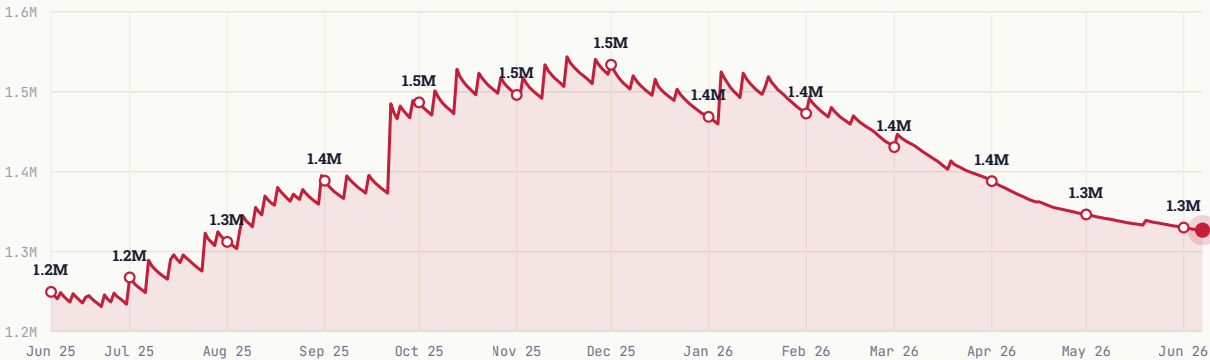
WORST 3

↓ 05.06 · 15:44 TEXT ☒Ukrainian attacks on infrastructure cause some damage, which only means we need to strengthen air defense – Putin Russia 360°	VIEWS 49 062 REACTS 535 REP. 43 ER 3.8%
↓ 05.06 · 15:47 TEXT ☒Putin criticizes reburial of Nazi collaborators in Ukraine. «This is just awful...	VIEWS 48 339 REACTS 475 REP. 34 ER 3.7%
↓ 05.06 · 14:41 VIDEO ☒Russian investments in Uzbekistan worth ~\$5B are coming, says Shavkat Mirziyoyev. According to the president, relations...	VIEWS 47 531 REACTS 957 REP. 114 ER 3.6%

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 gained and lost subs.

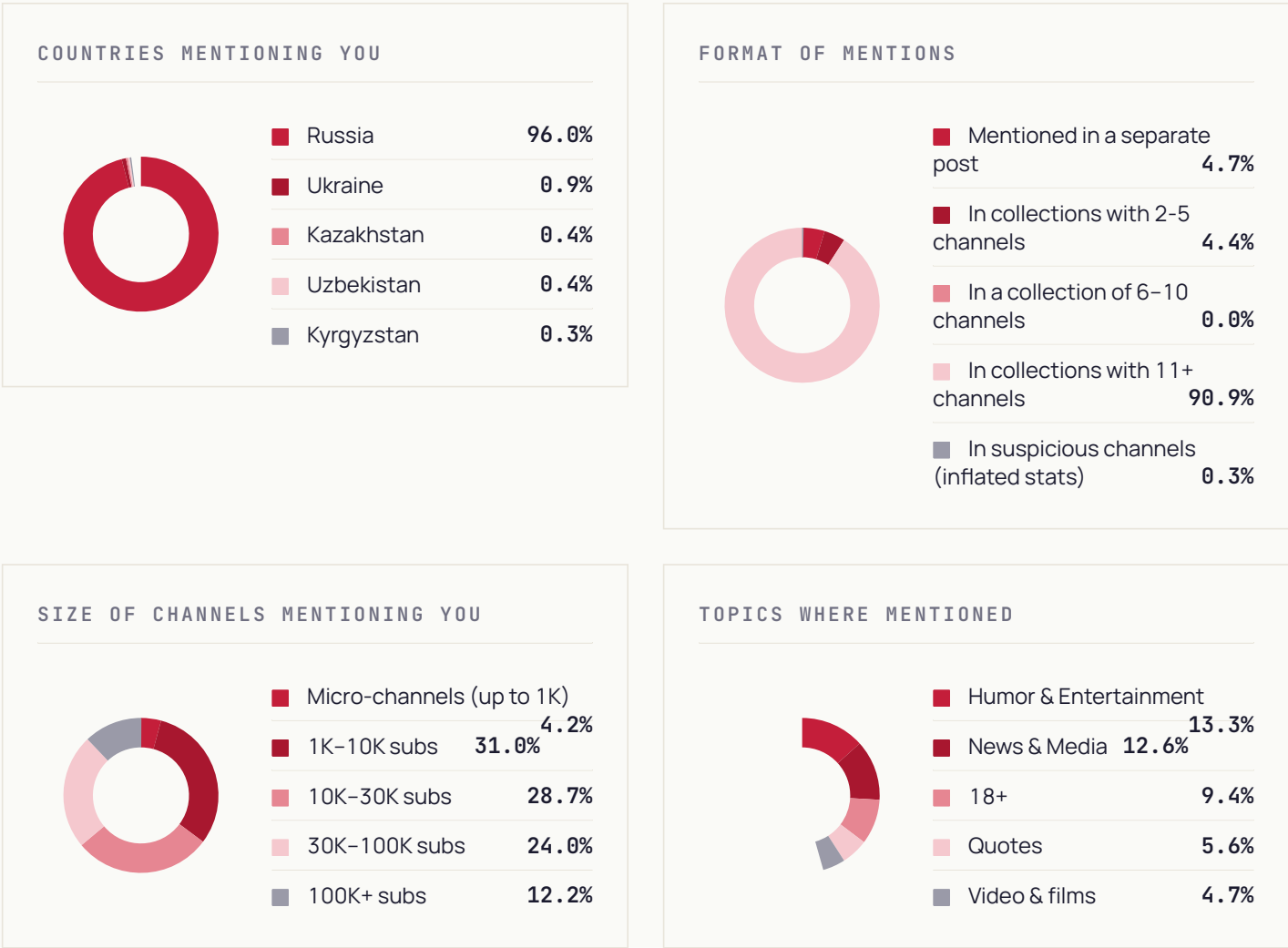


PERIOD	START	NOW	NET GROWTH
	1 231 069	1 305 043	+73 974

SECTION 04 · MENTIONS

Who mentions the channel and how

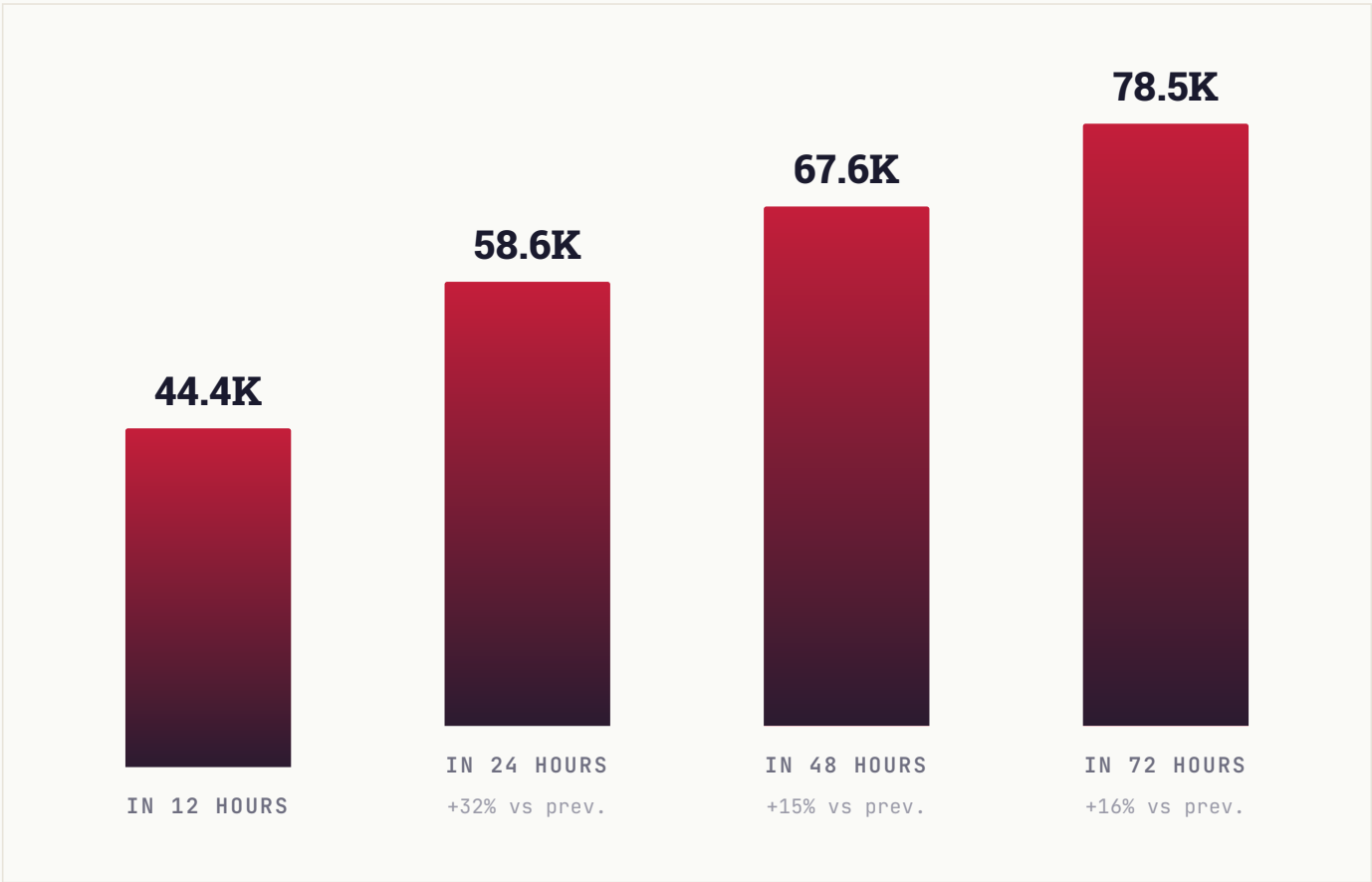
Citation index **979** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs one. All time channel was mentioned **13 370** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post by time since publication. Helps estimate how long placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	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
R3 Russia 360° YOU	1.3M

COMPARATIVE INSIGHT

Channel in top quartile of niche (#22 of 99). Leader — Live Broadcast • News (4.1M). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions **13 984**, they brought **842 108** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	138	99	59 838
November 2025	146	97	128 530
October 2025	3 449	3 211	130 875
September 2025	7 721	6 265	191 310
August 2025	1 988	1 750	160 421
July 2025	542	517	171 134

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
13 984	6	842 108

SECTION 08 · NICHE COMPARISON

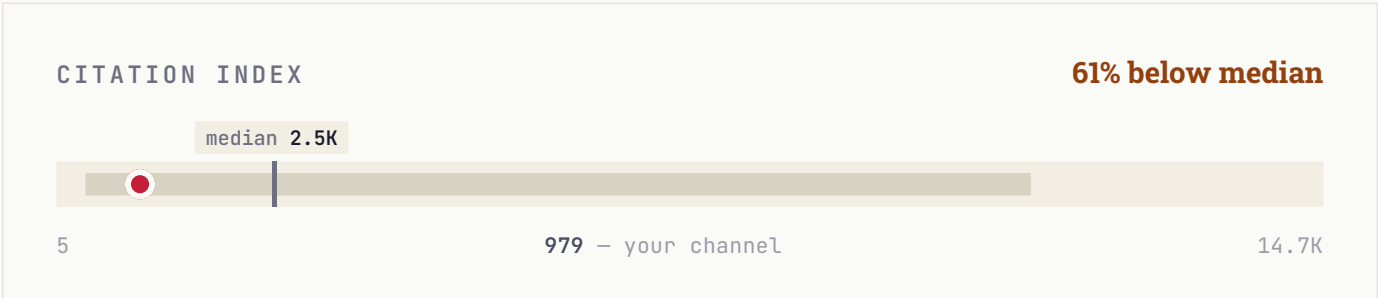
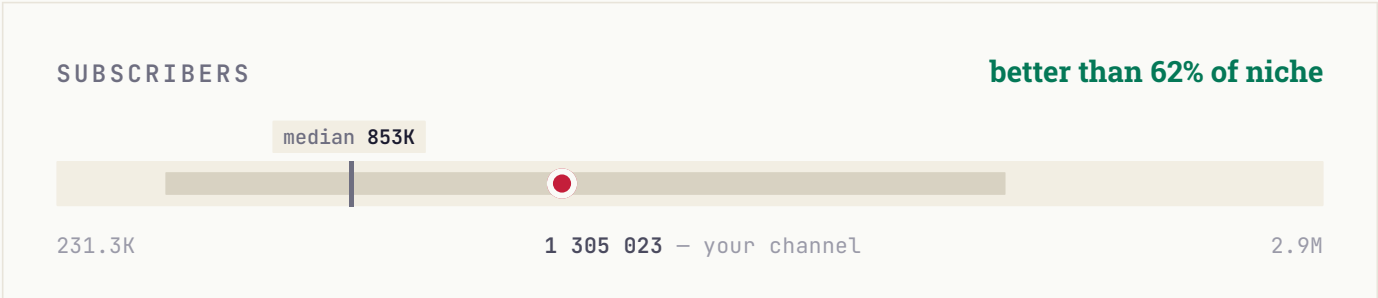
Where the channel ranks in its league

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

#86/100

RANK 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 this report in a month.

01

Top post of the week — on Sunday

Audience is most active on this day at 19:00 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 and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-niche channels quarterly. Not 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 minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager
