

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Never Sleeps • Events, News



@ogomoscw

Covering critical Moscow events Collaboration: @adv_gram
Suggest news: @moscowabot RKN: <https://rkn.link/MxA> Channel
works with services: @swaymedia @Tgpodbor_official

SUBS	ERR (% SEE POSTS)	REACH/POST
187 558	9.0%	16K
16.07.2026 -1831 per month	per day 6.5%	ad reach 12.2K/24h
HTTPS://PROMTPRESS.COM/AUDIT/OGOMOSCOW		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 187 558 —	 SUBSCRIBER REACH 8.54% avg % subs see post	 VIEWS/POST 16K median 15.7K · 29 days	 POSTS/DAY 11.6 ~81 per week
 7D TREND -10.0% vs prev. week	 REACTS/POST 119.0 total 40,593 reactions, 30,712 reposts, 0 comments	 POST LENGTH 242 chars. median 246 · 29 days	 POSTS ANALYZED 341 29 days
 AD REACH 12.2K 24h avg	 CHURN / MONTH -1831 last month	 CITATION RATE 4 703 citation index · 5,315 channels mentioned ever	 CHANNEL AGE 3 years 8 months created 12.11.2022

AI EDITOR SUMMARY

Channel «Moscow Never Sleeps • Events, News» — 187 558 subs. Each post avg views 16K people (9% from subs), low reach — expand audience. Publishes 81 posts/week (~12/day) — very active. Week Jun 29 – Jul 5 reach dropped -10.0% vs week Jun 22–28 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **341** posts in 29 days.
- 02 Dominant format — **Photo** (131/341 posts).
- 03 Avg post length — **242** chars (median 246).
- 04 Audience peak — **Monday**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (25.5K avg for top vs 13.1K for worst) — among 341 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 12:02 PHOTO  About 150 flights delayed at Moscow airports Sheremetyevo: ~40 arrivals & 19 departures delayed. Vnukovo: 33...	VIEWS 29 559 REPOSTS 84	REACTS 72 ER 15.8%
Nº2 17.06 · 17:00 VIDEO  Rave runs with DJ on track in Moscow Hour-long run: DJ & cyclist with cart run alongside participants...	VIEWS 24 801 REPOSTS 167	REACTS 147 ER 13.2%
Nº3 18.06 · 06:00 PHOTO  'Ashen light' of the Moon visible over Moscow Jun 18–20: thin crescent with faint glow on dark side. This...	VIEWS 22 022 REPOSTS 57	REACTS 84 ER 11.7%

Nº4 17.06 • 15:17 PHOTO  New home prices stop rising in Russia By year-end, 429,000 apartments worth ~5 trillion may remain unsold...	VIEWS 21 832 REPOSTS 78 REACTS 133 ER 11.6%
Nº5 18.06 • 08:59 PHOTO  527 flights canceled/delayed at Moscow airports Aeroflot & Rossiya canceled 170+ flights. Hundreds more...	VIEWS 21 535 REPOSTS 138 REACTS 93 ER 11.5%

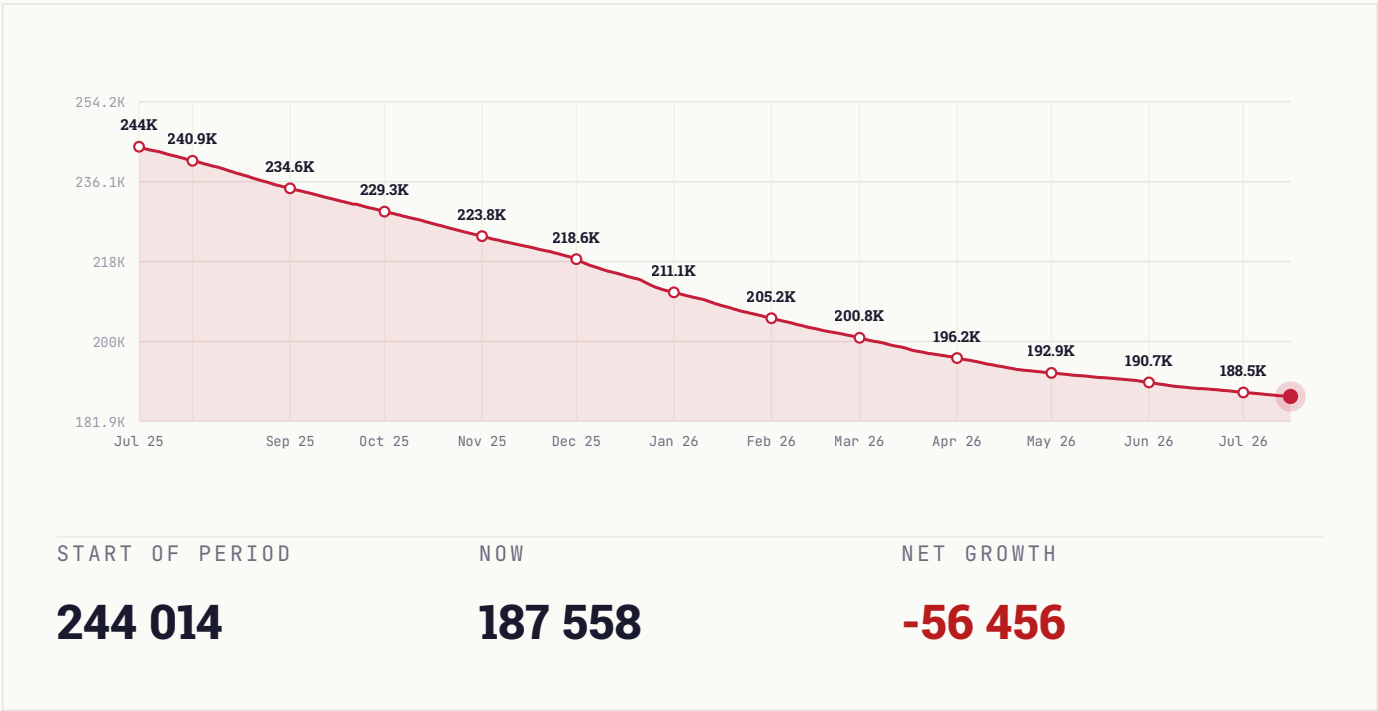
WORST 3

↓ 08.07 • 11:03 TEXT  State Duma proposes fines for infidelity in marriage contracts Amendments to Family Code: spouses could...	VIEWS 13 238 REPOSTS 70 REACTS 145 ER 7.1%
↓ 08.07 • 09:02 PHOTO  Russia prepares first vaccines for cat & dog allergies Immunopathology lab also developed 'Allergochip RF' – it...	VIEWS 13 104 REPOSTS 55 REACTS 63 ER 7.0%
↓ 11.07 • 08:03 TEXT  History, Russian, philosophy mandatory for all students Regardless of future profession, form, or level...	VIEWS 13 090 REPOSTS 33 REACTS 75 ER 7.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

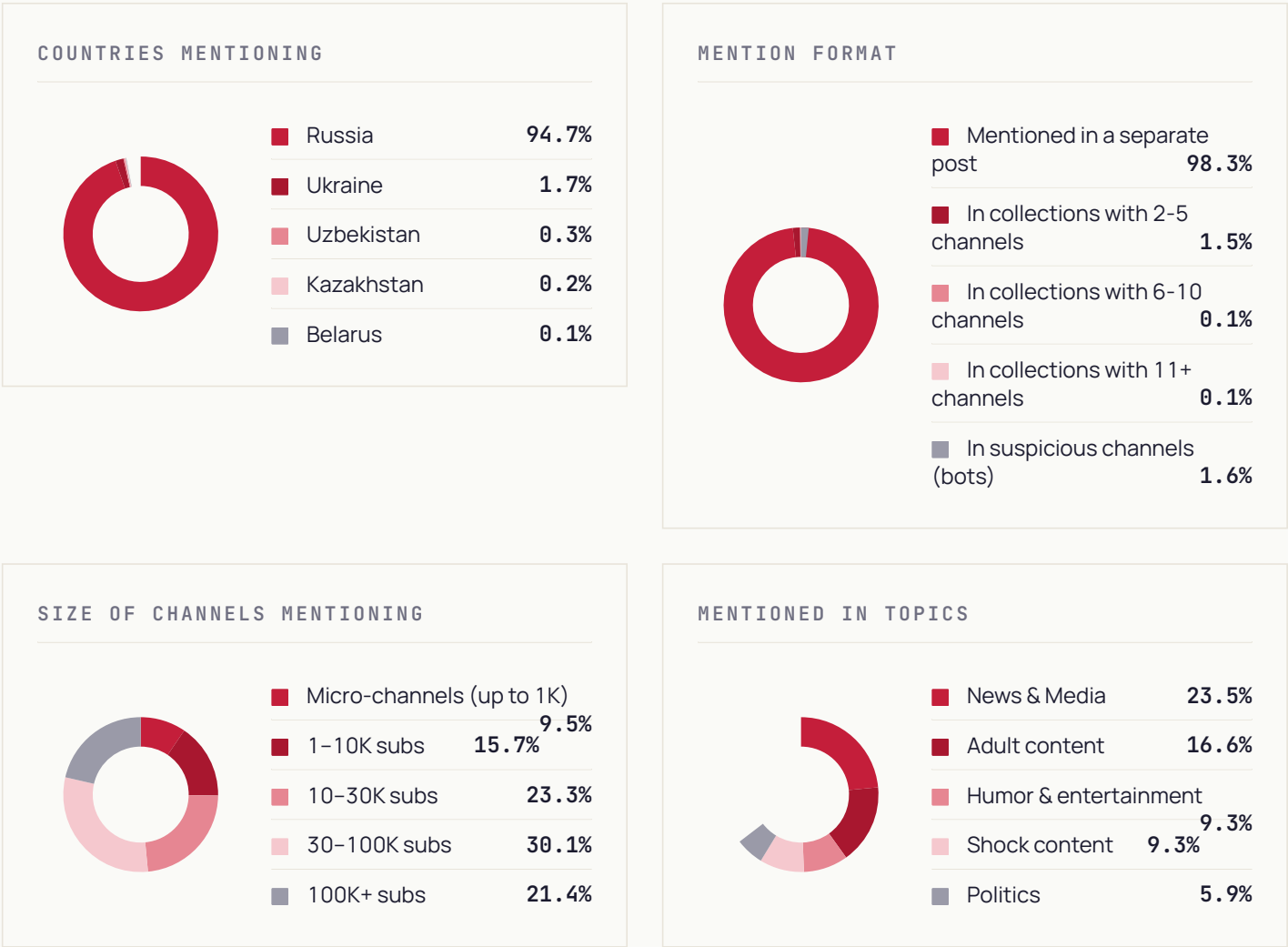
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

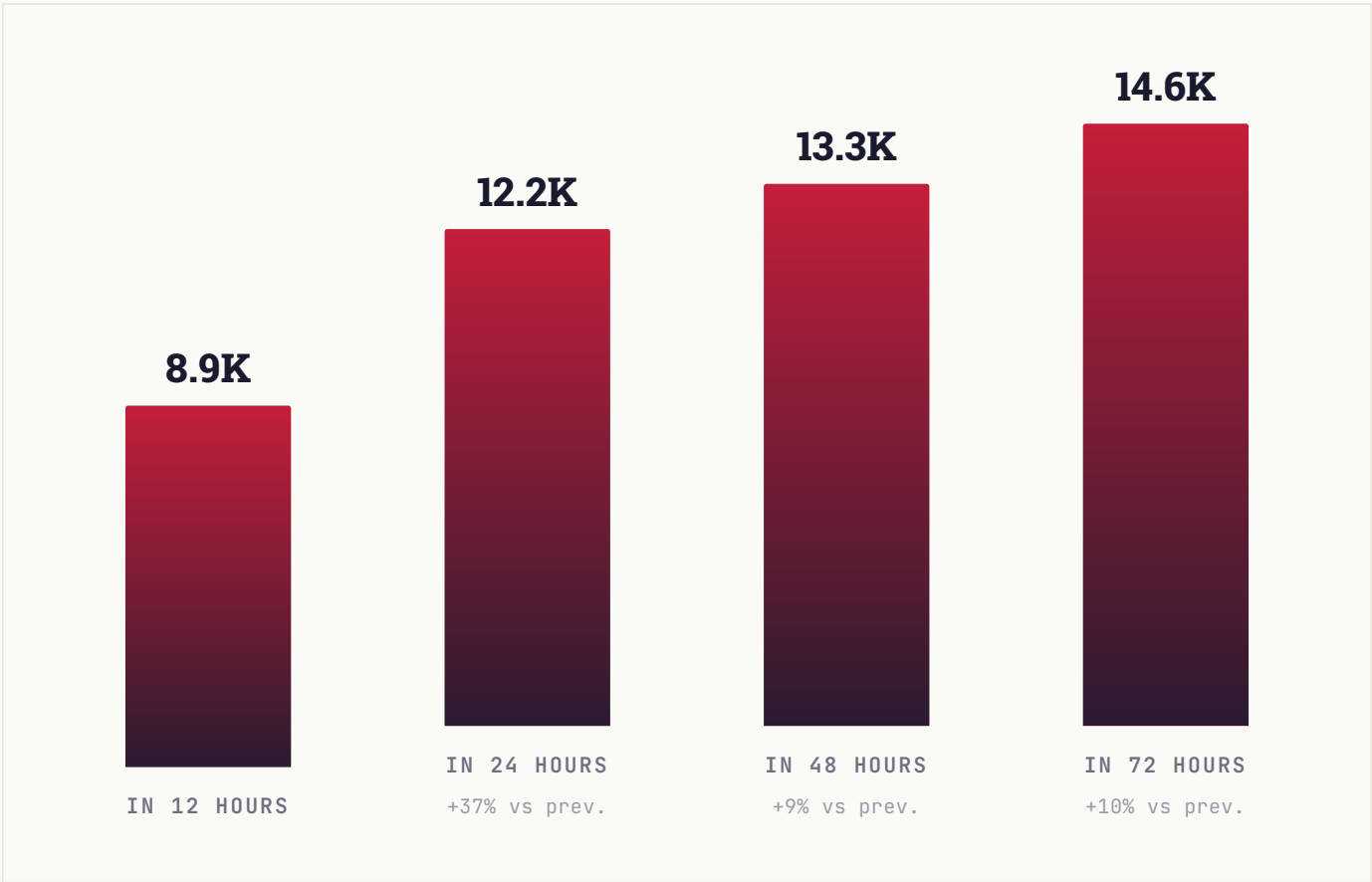
Citation index **4 703** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel 'weighs' more than from a 1k subs channel. All-time mentions: **5 315** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays effective.



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	SUBS
اخبارفوری خبرفوری جنگ امریکا فوری	6M
خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خبرفوری	4.4M
کانال اخبارفوری خبرفوری	4.3M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trukha ⚡ Ukraine	3.1M
MN Moscow Never Sleeps • Events, News YOU	187.6K

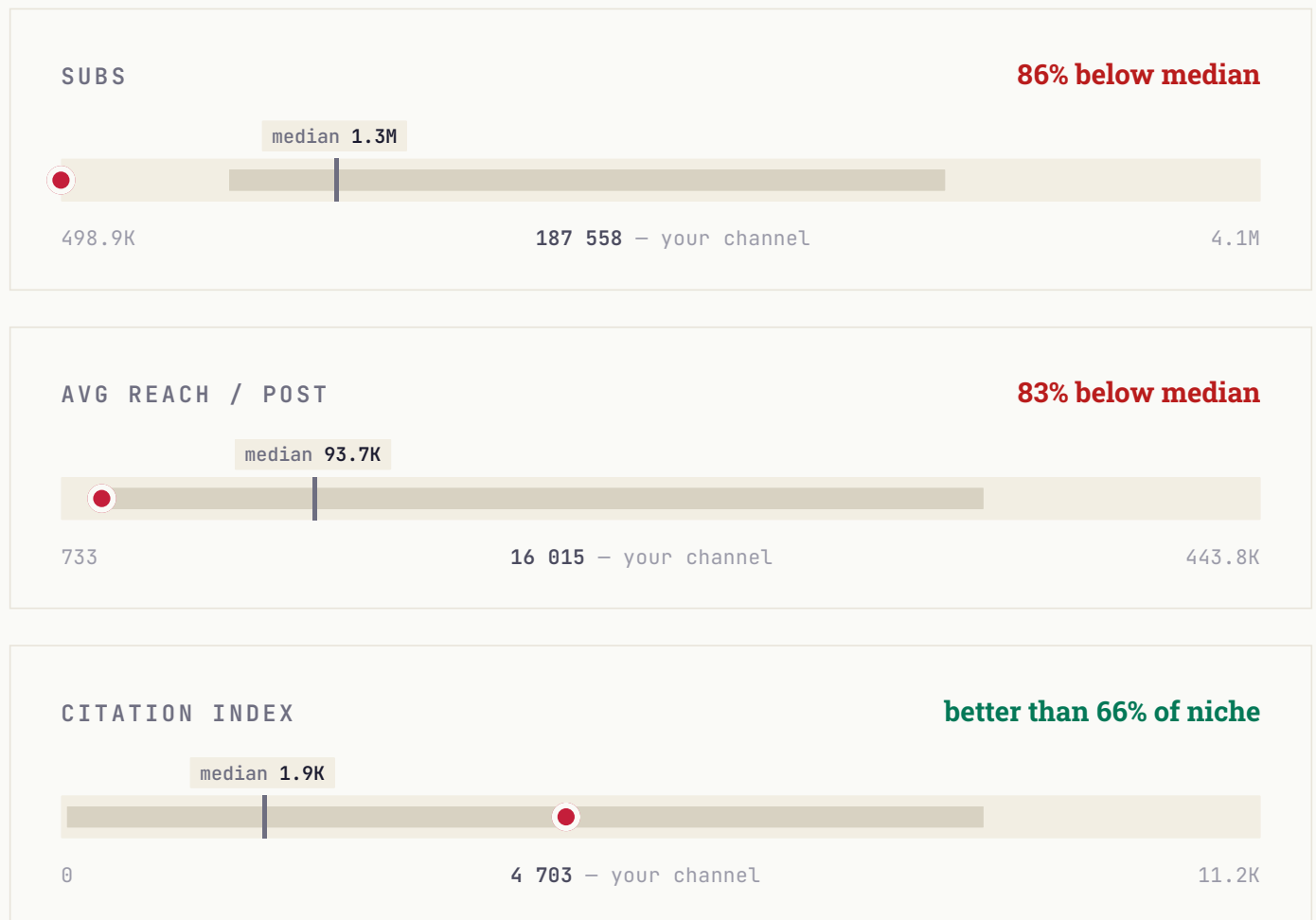
COMPARATIVE INSIGHT

Channel currently outside top 97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

— SECTION 07 · NICHE COMPARISON

Where the channel ranks 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 vertical = 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

Main post of the week — on Monday
 Audience most active at this day & 21:00 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels
 Swap posts quarterly with same-segment channels. 2-3 collabs give relevant growth — no need daily.

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 us to do it PromptPress?

This audit — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01 **Launch ad in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
