

PUBLIC REPORT PROMTPRESS

Channel audit

ONT NEWS



@ontnews

Official Telegram ONT When using materials from our Telegram channel, a hyperlink is required. For feedback: @ontfeedback_bot

SUBSCRIBERS

29 174

-215 per month

ERR (% SEE POSTS)

11.0%

in 24h **8.5%**

REACH/POST

3.3K

ad reach **2.5K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period.

 SUBSCRIBERS 29 174 —	 SUBS REACH 11.26% avg % subs see post	 VIEWS/POST 3.3K median 2.4K · 14 days	 POSTS/DAY 65.4 ~458 per week
 7D TREND -42.3% vs previous week	 REACTIONS/POST 11.5 total 10,732 reactions, 9,550 reposts, 0 comments	 POST LENGTH 365 chars median 327 · 14 days	 POSTS ANALYZED 936 14 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH -215 last month	 CITATION RATE 1 672 citation index · 4,894 channels mentioned all time	 CHANNEL AGE 8 years 1 month created 30.03.2018

AI EDITOR SUMMARY

Channel «ONT NEWS» — 29 174 subs. Each post averages 3.3K people (11% of subs), reach is low — consider expanding audience. Publishes 458 posts per week (~65/day) — very active posting. For week 25–31 May reach dropped by -42.3% to week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **936** posts over 14 days.
- 02 Dominant format – **Text** (431/936 posts).
- 03 Avg post length – **365** chars (median 327).
- 04 Peak audience activity – **Tue**, 13:00 MSK.
- 05 Top posts get **169x** more views than the weakest (73.5K avg for top vs 435 for worst) – among 936 posts in 14 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.05 · 10:25 VIDEO ✂Belarus KGB detains Lithuanian spy who came under guise of restoring father's house Lithuanian agent...	VIEWS 140 202 REACTIONS 54 REPOSTS 876 ER 480.6%
Nº2 22.05 · 17:44 PHOTO !!Police lawlessness in Poland: shot a Belarusian, now trying to cover tracks Media spin a complex story from the failure of law enforcement...	VIEWS 40 593 REACTIONS 12 REPOSTS 173 ER 139.1%
Nº3 22.05 · 18:25 VIDEO 🔪🔪🔪HOW MUCH DOES A LITHUANIAN BORDER GUARD COST? 13 security officers detained in Lithuania for balloon smuggling The scheme with those same "balloons...	VIEWS 39 801 REACTIONS 12 REPOSTS 165 ER 136.4%

Nº4 22.05 · 14:31 VIDEO ⚡⚡⚡HOW MUCH DOES A LITHUANIAN BORDER GUARD COST? 13 security officers detained in Lithuania for balloon smuggling The scheme with those same "balloons...	VIEWS 31 241 REPOSTS 251	REACTIONS 10 ER 107.1%
Nº5 11.05 · 11:24 VIDEO 🚕Taxi fares in bad weather to remain reasonable: MART protects passengers The reason was Belarusians' complaints about a sharp rise in trip costs...	VIEWS 24 127 REPOSTS 111	REACTIONS 18 ER 82.7%

|

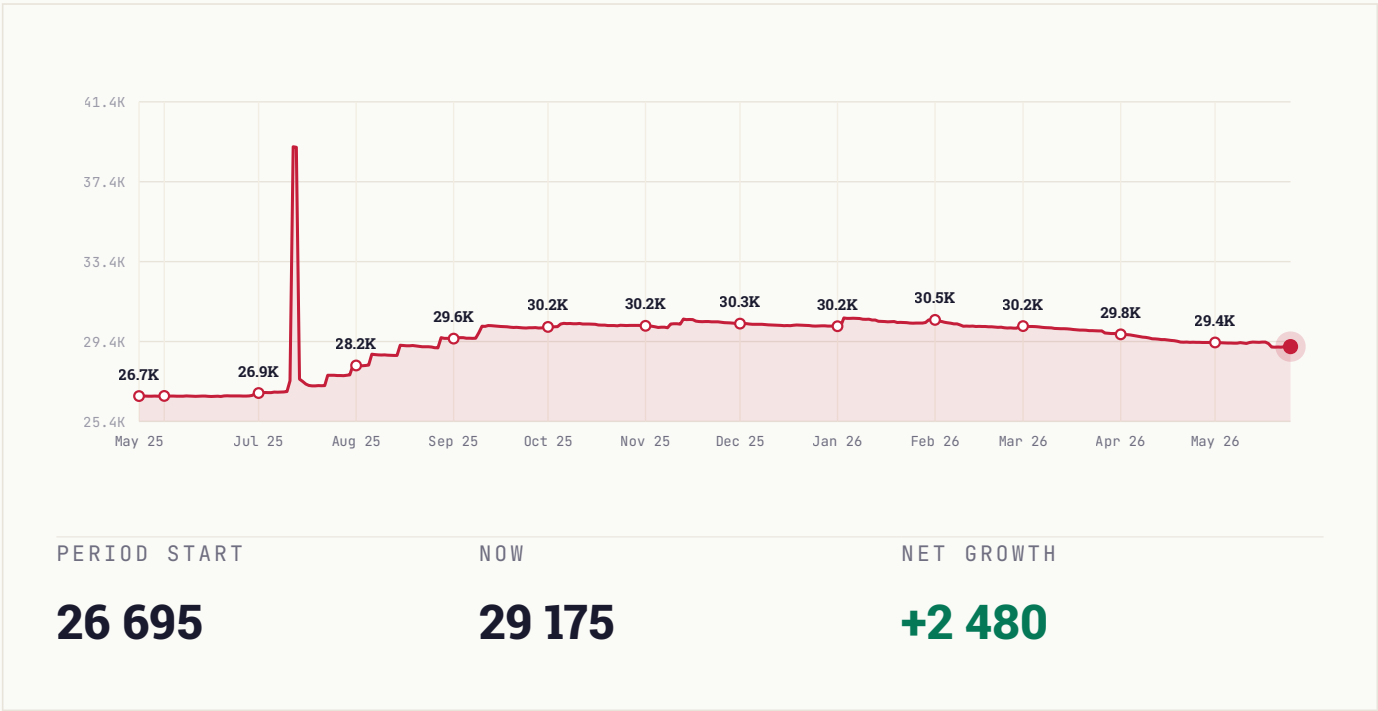
WORST 3

↓ 25.05 · 17:17 VIDEO 🚕In Minsk, taxi passenger stole money from driver's wallet — criminal case opened The taxi driver contacted the police: he reported...	VIEWS 665 REPOSTS 4	REACTIONS 4 ER 2.3%
↓ 25.05 · 17:33 TEXT NATO drills in Bulgaria from May 26 to June 13 During this period, ground forces of Bulgaria, Romania, USA, Turkey and...	VIEWS 395 REPOSTS 3	REACTIONS 4 ER 1.4%
↓ 25.05 · 17:48 PHOTO In most regions of Belarus, forest access restrictions are in effect — Ministry of Forestry With restrictions, you can enter the forest for walks...	VIEWS 247 REPOSTS 4	REACTIONS — ER 0.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

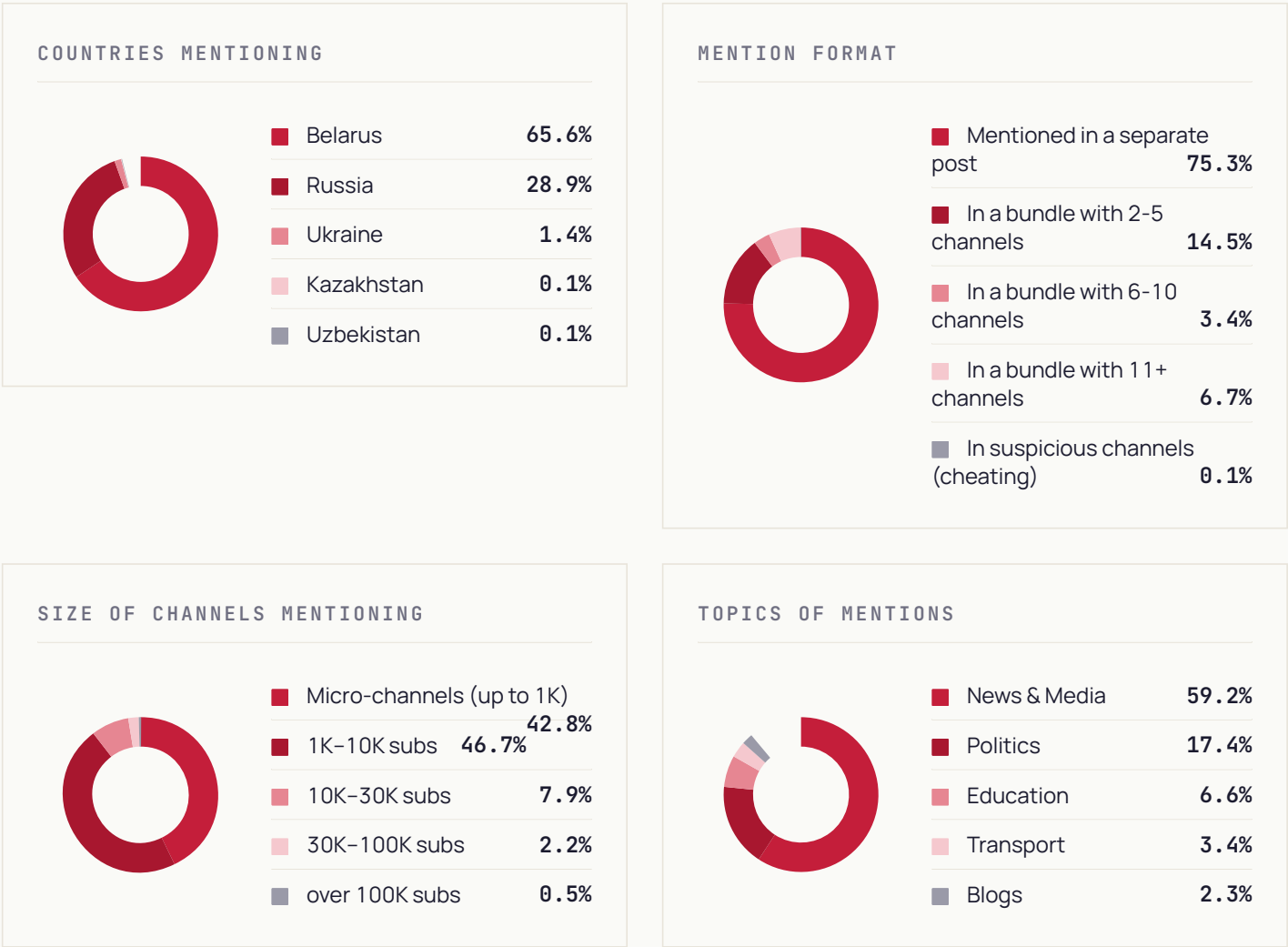
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who and how mentions the channel

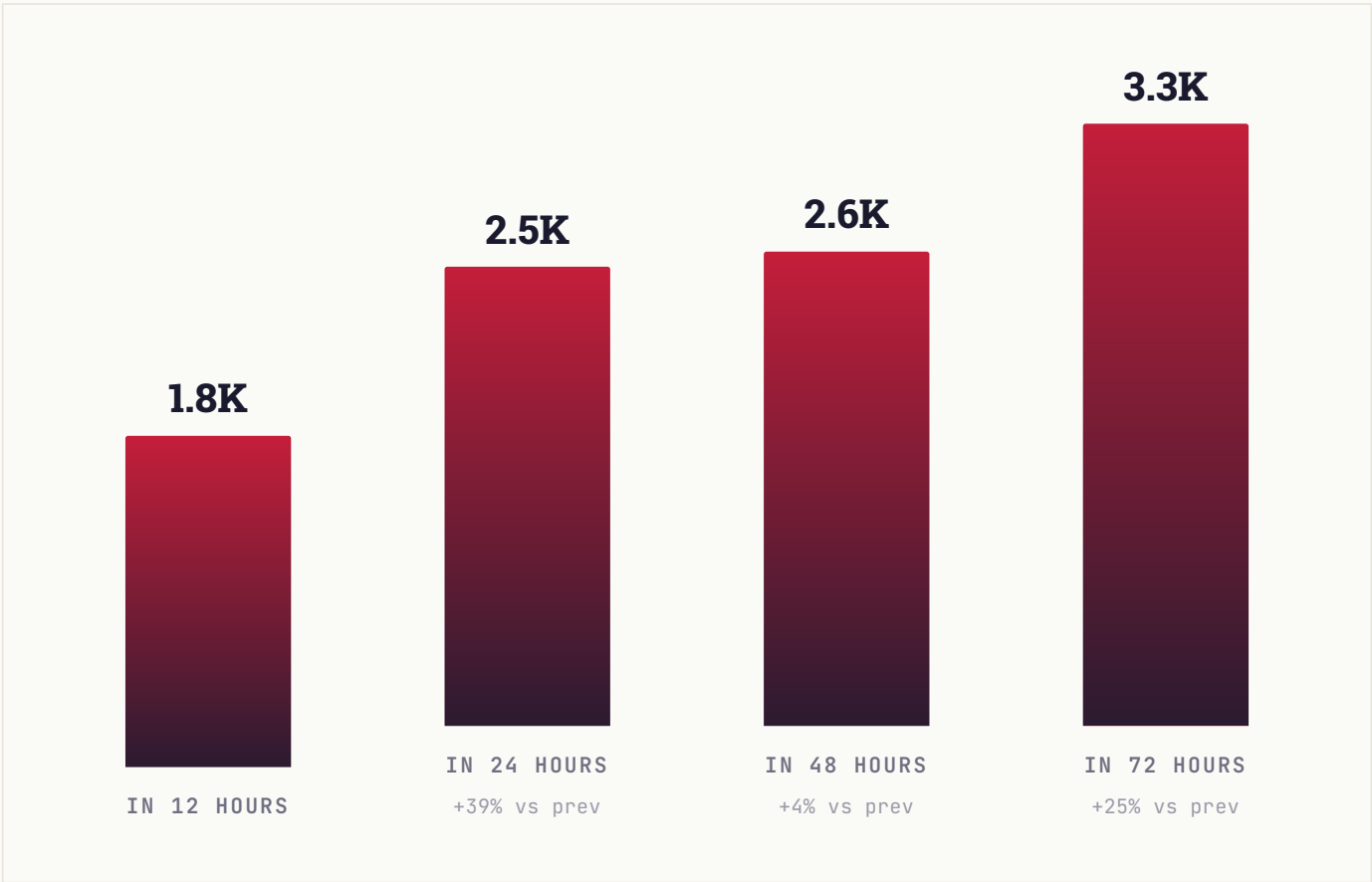
Citation index **1 672** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **4 894** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see your rank among niche neighbors.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Gaŭŭnaje	56.8K
GG Gomel. Main!	56K
ON ONT NEWS YOU	29.2K

COMPARATIVE CONCLUSION

Channel intop half of niche (#30 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **5 946**, they brought **16 738** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
November 2025	943	309	476
October 2025	645	244	281
September 2025	928	255	738
August 2025	1 475	582	1 616
July 2025	1 071	386	13 416
June 2025	884	366	211

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
5 946	6	16 738

— SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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

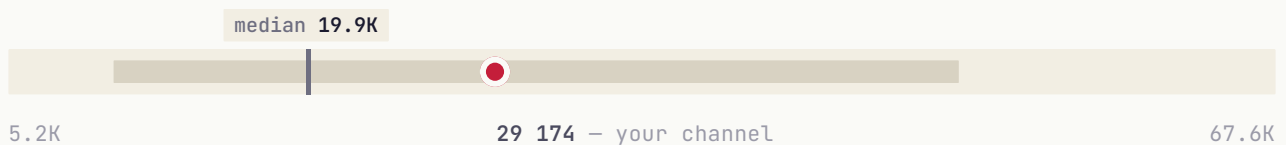
#71/100

POSITION IN NICHE

Channel in bottom half of ranking

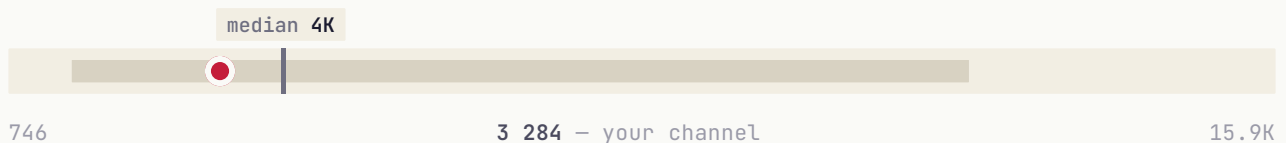
SUBSCRIBERS

better than 61% of niche



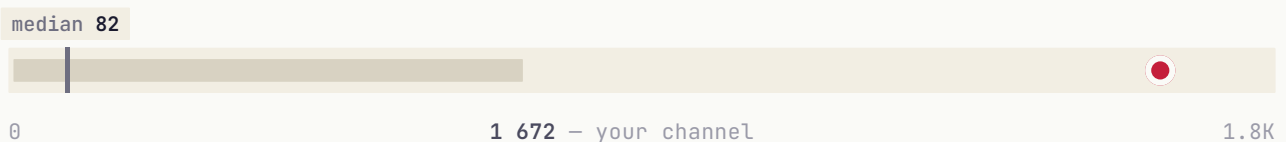
AVG REACH / POST

18% below median



CITATION INDEX

better than 90% of niche



— SECTION 09 · 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 Tuesday

On this day at 13:00 MSK audience is most active.

EFFECT

Best window for important post
- 02

System 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 win.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 minutes from public data. To go further — run ads through us and hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
