

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Tynu40k Goblina (oper.ru)



@oper_goblin

Official channel of oper.ru Roskomnadzor reg. #4939012070 For
ads @oper_rek

SUBSCRIBERS

503 336

+4703 per month

ERR (% SEE POSTS)

25.0%

daily 17.4%

REACH/POST

122.3K

ad reach 87.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 503 336 —	 SUBS REACH 24.3% avg % subs see post	 VIEWS/POST 122.3K median 122K · 29 days	 POSTS/WEEK 43.1 for the period
 7D TREND -14.4% vs previous week	 REACTIONS/POST 2933.7 total 539,803 reactions, 95,824 reposts, 0 comments	 POST LENGTH 323 chars median 194 · 29 days	 POSTS ANALYZED 184 29 days
 AD REACH 87.8K 24h avg	 CHURN / MONTH +4703 last month	 CITATION RATE 2 252 citation index · 7,310 channels mentioned all time	 CHANNEL AGE 8 years 9 months created 27.08.2017

AI EDITOR SUMMARY

Channel «Tynu40k Goblina (oper.ru)» – 503 336 subs. Each post averages 122.3K people (24% from subs), this is average reach – room to grow. Publishes 43 posts per week (~6/day) – active publishing. For the week of May 25–31, reach dropped -14.4% to the week of May 18–24 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **184** posts over 29 days.
- 02 Dominant format – **Photo** (102/184 posts).
- 03 Avg post length – **323** chars (median 194).
- 04 Peak audience activity – **Wednesday**, 18:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (229.6K avg top vs 97.8K worst) – across 184 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 09:22 PHOTO About Hornet drone threat & current SMO trends ☒ Vladimir Grubnik channel ☒ Hornet drone material Watch...	VIEWS 249 723 REP. 1 797	REACTIONS 1 757 ER 49.6%
Nº2 30.05 · 08:59 PHOTO Thanks to author!	VIEWS 240 570 REP. 432	REACTIONS 3 721 ER 47.8%
Nº3 20.05 · 15:33 PHOTO State awarded the Order of Merit for the Fatherland, 2nd class medal.	VIEWS 198 494 REP. 3 053	REACTIONS 23 430 ER 39.4%

Nº4 20.05 · 14:57 VIDEO The whole internet is discussing the new game about Mariupol. Decided to check it out, and here's what I think. "Kuindzhi, 93" – a story about a young volunteer from...	VIEWS	REACTIONS
	169 711	5 703
	REP.	ER
	2 630	33.7%

Nº5 19.05 · 02:37 PHOTO (post without caption – photo)	VIEWS	REACTIONS
	153 461	6 135
	REP.	ER
	2 707	30.5%

WORST 3

↓ 02.06 · 16:00 PHOTO Mikhail Khazin and Dmitry Puchkov on Radio Sputnik discuss whether liberals can be changed by persuasion. Tune in at 19:05 on 91.2 FM...	VIEWS	REACTIONS
	99 186	779
	REP.	ER
	56	19.7%

↓ 29.05 · 06:23 PHOTO I have mixed feelings about this news. I don't know whether to classify it as good or bad. Let me clarify right away that I'm commenting on the news...	VIEWS	REACTIONS
	97 258	3 407
	REP.	ER
	966	19.3%

↓ 26.05 · 16:40 PHOTO Friends, we haven't run a giveaway in a while. Those who joined our past contests know: we're honest and generous) So together we...	VIEWS	REACTIONS
	97 105	943
	REP.	ER
	63	19.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

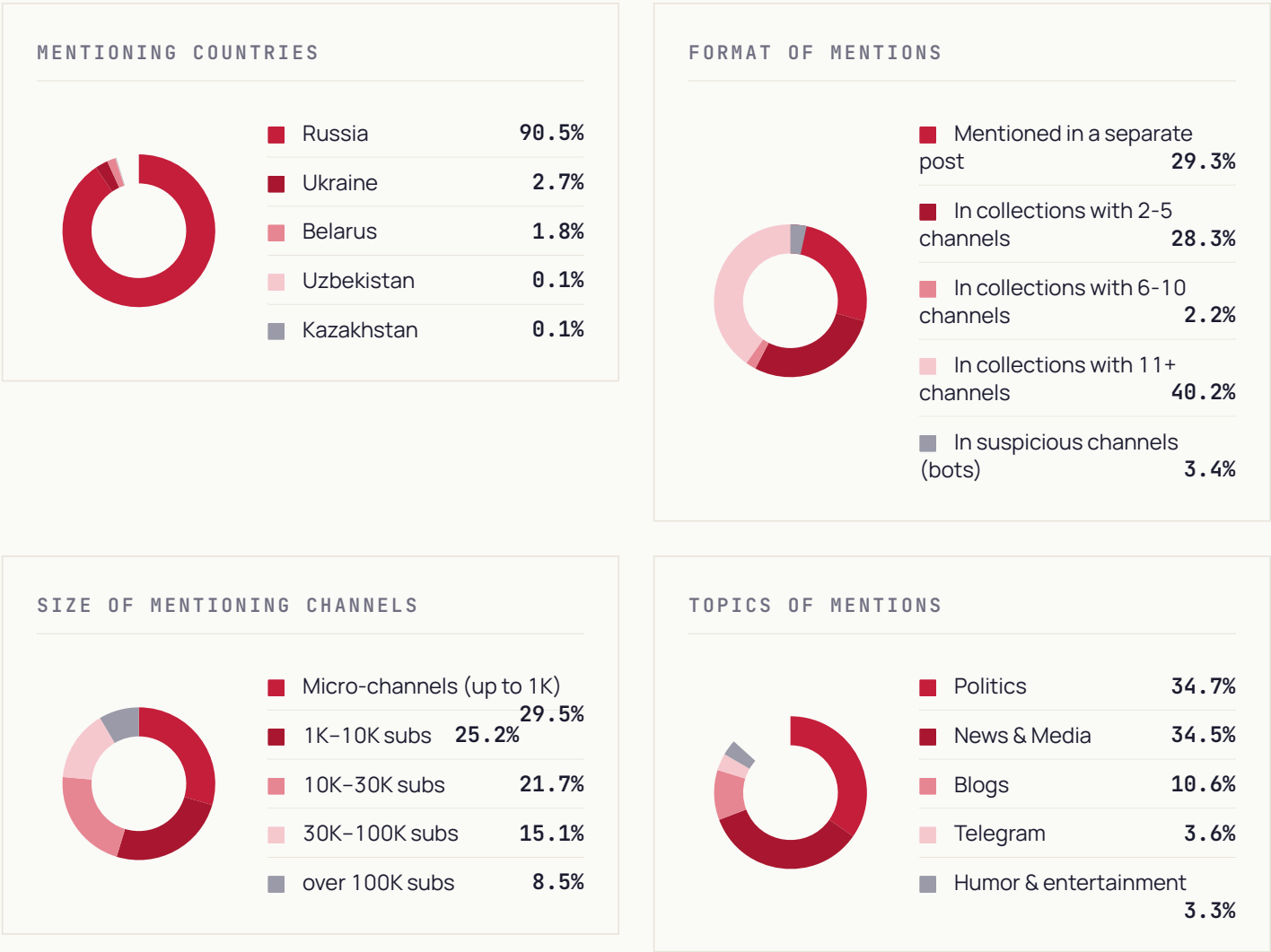
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

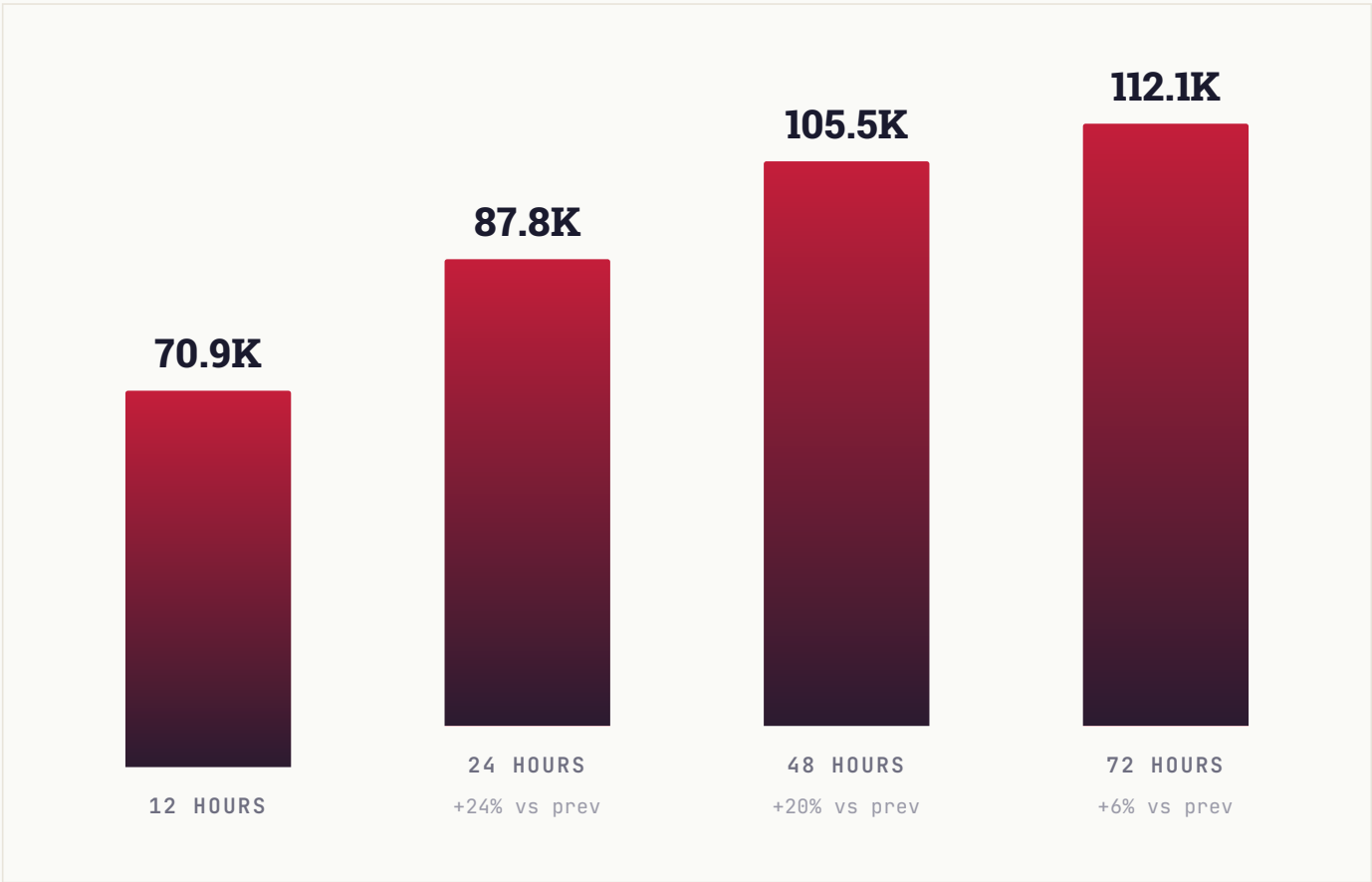
Citation index **2 252** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **7 310** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & 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• Moscowach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
CP Media Russia not Moscow	2.9M
MN Moscow News	2.7M
MS Moscow today	2.7M
TG Tynu40k Goblina (oper.ru) YOU	503.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#79 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live Broadcast • News (4.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **2 071**, they brought **5 441** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	291	105	0	
Nov 2025	254	106	32	
Oct 2025	339	179	511	
September 2025	359	175	545	
August 2025	436	207	3 912	
July 2025	392	169	441	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2 071	6	5 441

SECTION 08 · NICHE COMPARISON

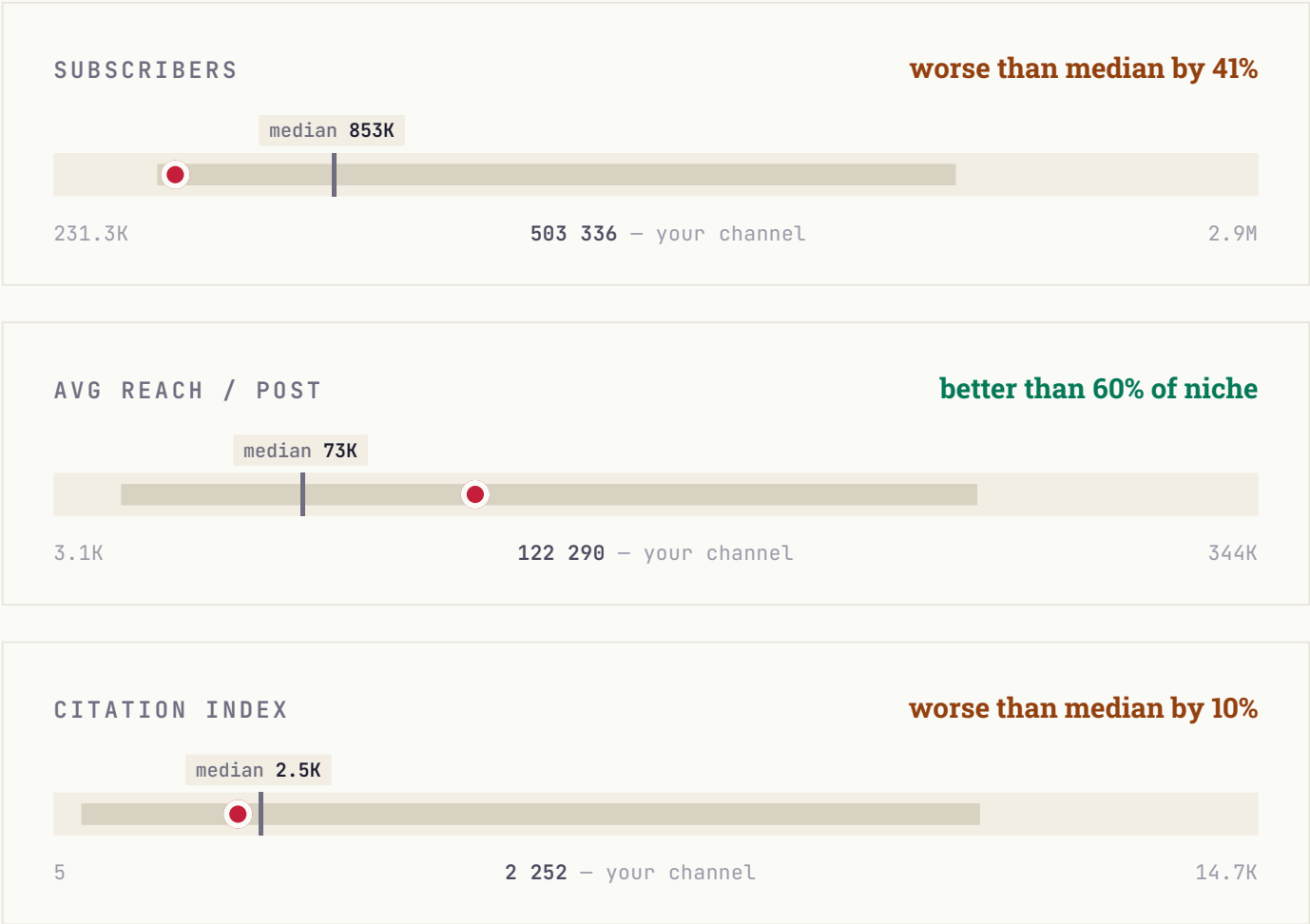
Where channel stands in its league

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 bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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 lever.

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 a few minutes based on public data. If you want to go further — run ads through us and close 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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