

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ostashko!

Important



@ostashkonews

News from TV host Ruslan Ostashko Ads - @ostashkopartner_bot
Send news @Ostashko_newsbot Family - @OstashkoFamily Ban -
@OstashkoZBot Registered with Roskomnadzor: <https://clck.ru/3FrAco>

SUBSCRIBERS

420 976

-1557 per month

ERR (% SEE POSTS)

10.0%

daily 8.9%

REACH/POST

39.3K

ad reach 37.8K/24h

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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.

 SUBSCRIBERS 420 976 —	 SUBSCRIBER REACH 9.34% avg % subs see post	 VIEWS/POST 39.3K median 39.4K · 11 days	 POSTS/DAY 65.0 ~455 per week
 7D TREND — no data for period	 REACTIONS/POST 709.2 508,499 reactions, 59,878 reposts, 28,917 comments	 POST LENGTH 795 chars median 903 · 11 days	 POSTS ANALYZED 717 11 days
 AD REACH 37.8K 24h avg	 CHURN / MONTH -1557 last month	 CITATION RATE 6 004 citation index · 11,392 channels mentioned ever	 CHANNEL AGE 5 years 3 months created 24.02.2021

AI EDITOR SUMMARY

Channel «Ostashko! Important» — 420 976 subs. Each post avg views 39.3K people (9% of subs), low reach — need to grow audience. Publishes 455 posts/week (~65/day) — very active posting.

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 TOP POSTS SHARE

- 01 Analysis based on 717 posts in 11 days.
- 02 Dominant format – Photo (325/717 posts).
- 03 Avg post length – 795 chars (median 903).
- 04 Peak audience activity – Thu, 11:00 MSK.
- 05 Strongest posts get 3x more views than weakest (97.1K avg top vs 30.2K worst) – across 717 posts in 11 days. Worth analyzing commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 08:40 PHOTO 🇷🇺 'As much as needed': Russia to fully supply Tajikistan schools Russian government confirmed Moscow will continue...	VIEWS 101 736 REP. 399	REACTIONS 2 404 ER 24.2%
Nº2 29.05 · 09:27 PHOTO 🇷🇺🇷🇺 Deputy Head of Russia's Muslim Board Mukhetdinov faces prison for inciting hatred Moscow City Court case filed for inciting hatred...	VIEWS 97 298 REP. 261	REACTIONS 1 461 ER 23.1%
Nº3 04.06 · 14:10 VIDEO 🇷🇺🇷🇺🇷🇺🇷🇺 'It's a disaster': ASI CEO fears Russian youth can't visit US CEO of the Agency for Strategic...	VIEWS 92 188 REP. 180	REACTIONS 1 106 ER 21.9%

Nº4 05.06 · 09:38 VIDEO 🇷🇺🇷🇺🇷🇺 Kindergarten in Karabakh at Russia's expense: Astrakhan Oblast gifts Azerbaijan Astrakhan Oblast fully funds...	VIEWS 90 062 REP. 285	REACTIONS 1 925 ER 21.4%
Nº5 01.06 · 13:50 VIDEO 🇷🇺 Ride with a child twice as expensive? State Duma demands check of taxi child tariffs Editors obtained an appeal...	VIEWS 89 781 REP. 94	REACTIONS 593 ER 21.3%

WORST 3

↓ 05.06 · 14:59 TEXT 🇷🇺 Top stories at 18:00: 🇺🇦 Vladimir Putin's statements 🇷🇺 Putin called freezing Russian assets theft 🇷🇺 Government instructed...	VIEWS 30 620 REP. 12	REACTIONS 130 ER 7.3%
↓ 29.05 · 14:45 VIDEO Radio Sputnik and ON Media project won the IRI award Video podcast "War in the East", dedicated to the 80th anniversary of the Soviet Victory...	VIEWS 30 171 REP. 1	REACTIONS 174 ER 7.2%
↓ 05.06 · 13:21 VIDEO Illusions end where real politics begins. Dmitry Medvedev on masks on Western elites' faces #Medvedev #DmitryMedvedev...	VIEWS 29 842 REP. 28	REACTIONS 835 ER 7.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

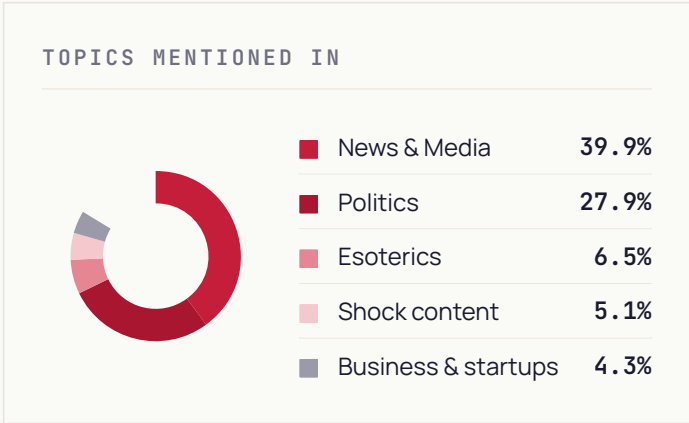
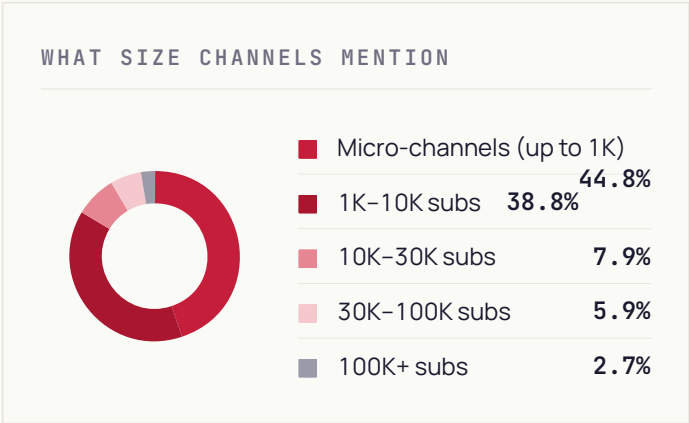
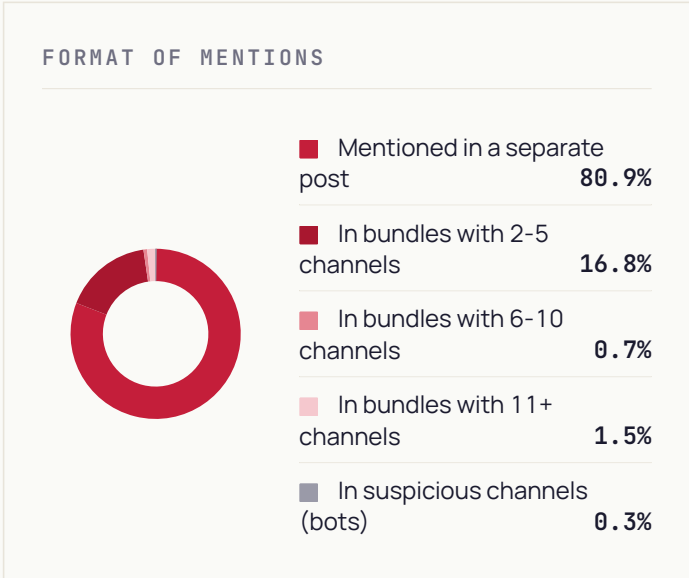
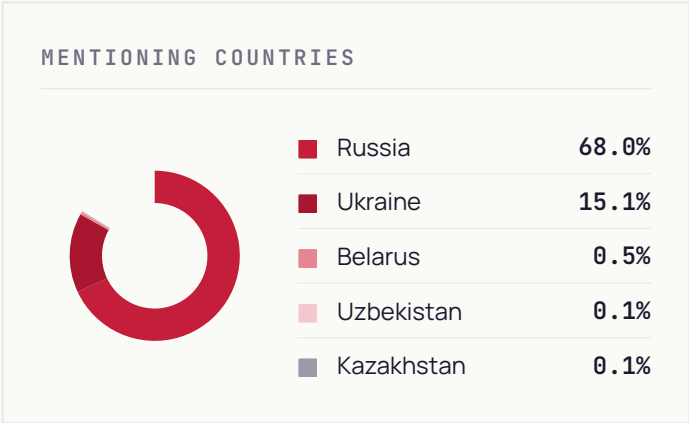
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

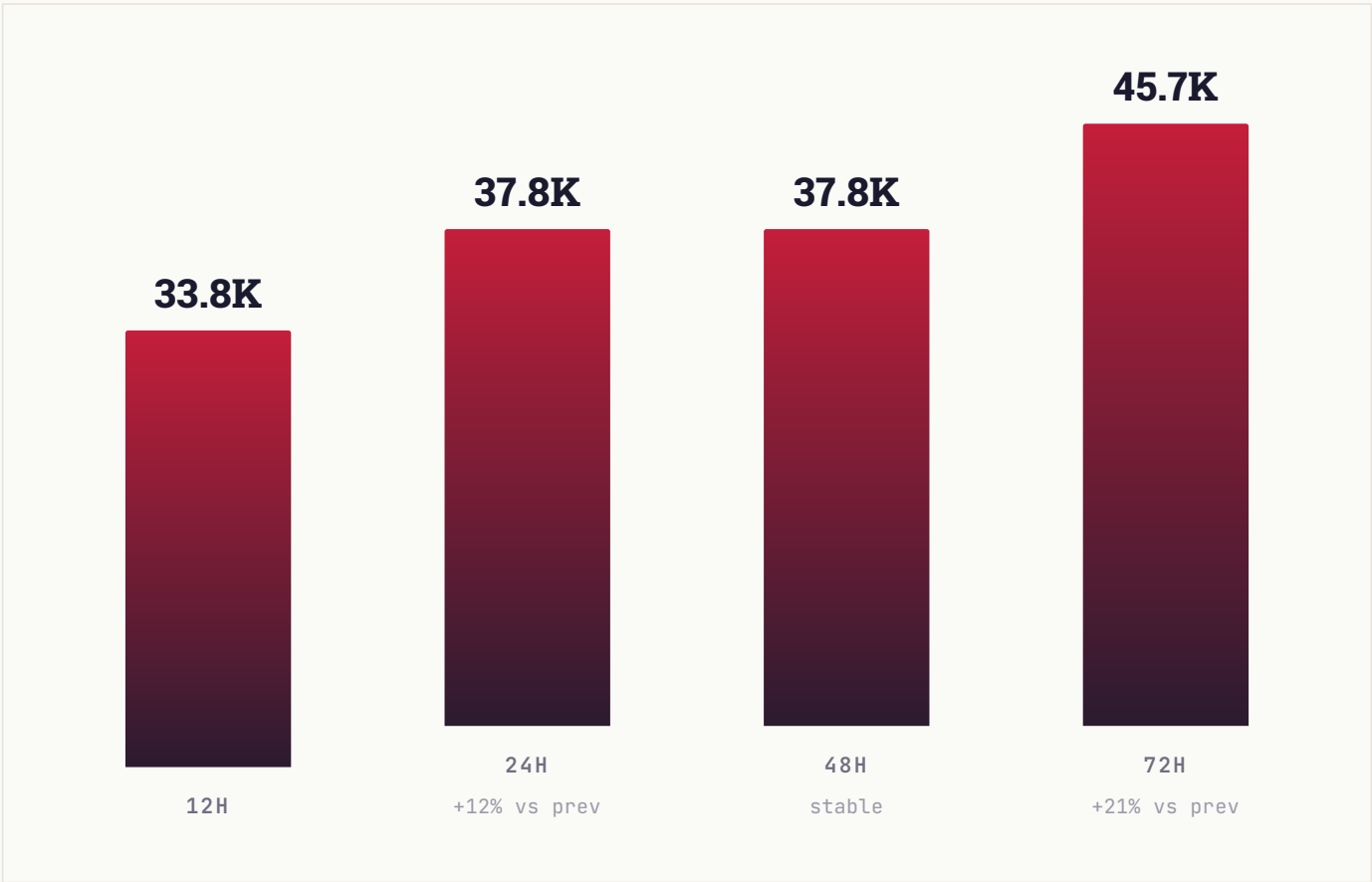
Citation index **6 004** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **11 392** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • 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
OV Ostashko! Important YOU	421K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions **56 364**, they brought **67 141** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Dec 2025	7 850	761	4 092
Nov 2025	7 788	753	7 823
Oct 2025	9 081	941	11 013
Sep 2025	9 511	1 089	9 480
August 2025	10 230	1 253	16 848
Jul 2025	11 904	1 675	17 885
TOTAL MENTIONS			56 364
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			67 141

— SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

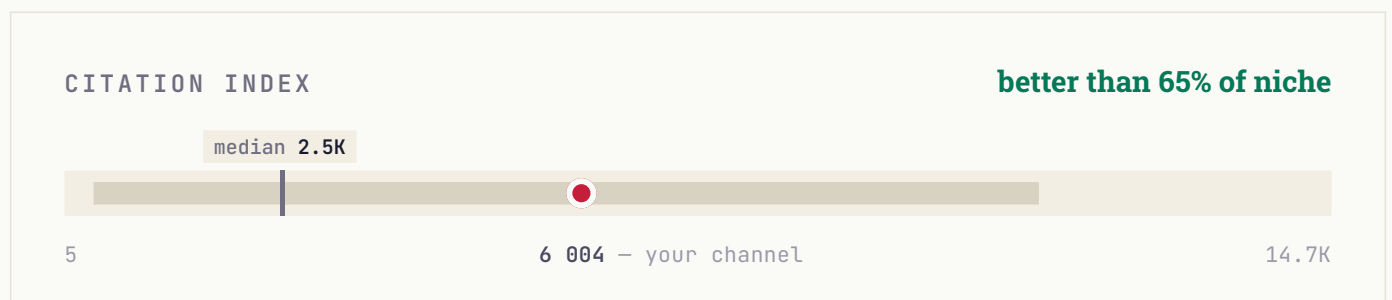
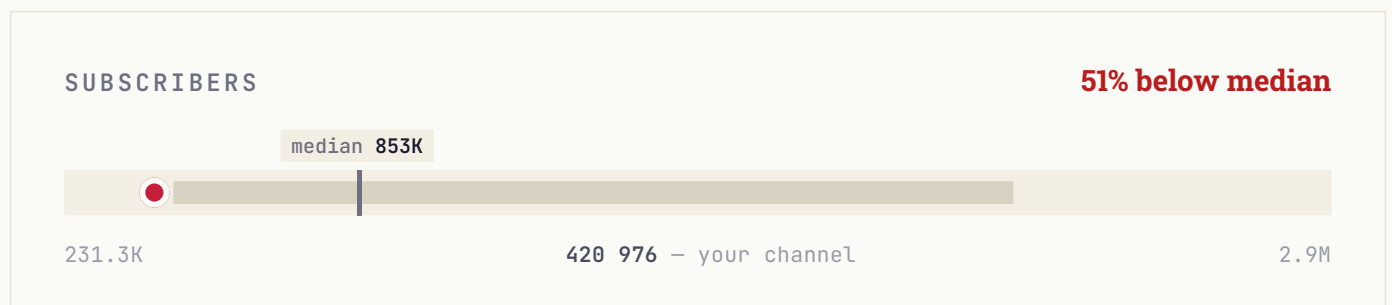
Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band shows the range for 80% of niche channels (p10 to p90). Black vertical line is median. Red dot is your channel.

#86

/100

POSITION 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

Main post of the week — Thursday
Audience most active on this day at 11:00 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 typically boost ER by +5-15%. One weekly poll on a hot topic is an easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Swap 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 — it's a source of organic traffic.

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 hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
