

PUBLIC REPORT BY PROMTPRESS

Channel audit

Caution, News



@ostorozhno_novosti

submit news, write us: @ostoroznyii_bot Roskomnadzor list: <https://clck.ru/3Rf7Nx>

SUBSCRIBERS

1 585 691

+3176 per month

ERR (% SEE POSTS)

16.0%

per day 14.7%

REACH/POST

252.4K

ad reach 232.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the calculation period.

SUBSCRIBERS 1 585 691 —	SUBSCRIBER REACH 15.92% avg % of subs who see a post	VIEWS/POST 252.4K median 248.1K · 25 days	POSTS/DAY 21.5 ~151 per week
TREND 7D -1.9% vs previous week	REACT./POST — MTPROTO only	POST LENGTH 722 chars median 788 · 25 days	POSTS ANALYZED 546 25 days
AD REACH 232.7K 24h avg	CHURN / MONTH +3176 last month	CITATION RATE 6 284 citation index · 21,789 channels mentioned ever	CHANNEL AGE 5 years 1 month created 12.04.2021

AI EDITOR SUMMARY

Channel «Ostorozhno, novosti» – 1 585 691 subs. Each post gets avg 252.4K people (16% of subs), that's average reach – room to grow. Publishes 151 posts per week (~22/day) – very active. Week of May 25–31 reach stable (-1.9% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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 546 posts in 25 days.
- 02 Dominant format – Photo (265/546 posts).
- 03 Avg post length – 722 chars (median 788).
- 04 Peak audience activity – Sat, 02:00 MSK.
- 05 Top posts get 2x more views than the weakest (413.6K avg for top vs 175K for bottom) – across 546 posts in 25 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 10:35 PHOTO Russians condemned restrictions on media work after a massive drone attack on the capital region. After the drone attack on the capital, users...	VIEWS 446 123 REP. 3 008	REACT. — ER 28.1%
Nº2 14.05 · 18:33 PHOTO The word "pidoras" is not considered profanity, according to Roskomnadzor. This response was received by our reader who complained about...	VIEWS 408 768 REP. 7 542	REACT. — ER 25.8%
Nº3 19.05 · 05:50 VIDEO Residents of Irkutsk Oblast ask Russia's MFA to appeal to Xi Jinping to build them a school. Local schools are overcrowded, and...	VIEWS 386 058 REP. 3 576	REACT. — ER 24.3%

Nº4 16.05 · 19:18 VIDEO Moscow came under massive drone attack. Mayor Sergey Sobyenin reported 50th UAV shot down near the capital in two days...	VIEWS 374 397 REACT. — REP. 1 579 ER 23.6%
Nº5 23.05 · 22:25 VIDEO Moment shooting started near the White House. NBC News correspondent reports she was recording a video on the North Lawn when she heard...	VIEWS 369 241 REACT. — REP. 487 ER 23.3%

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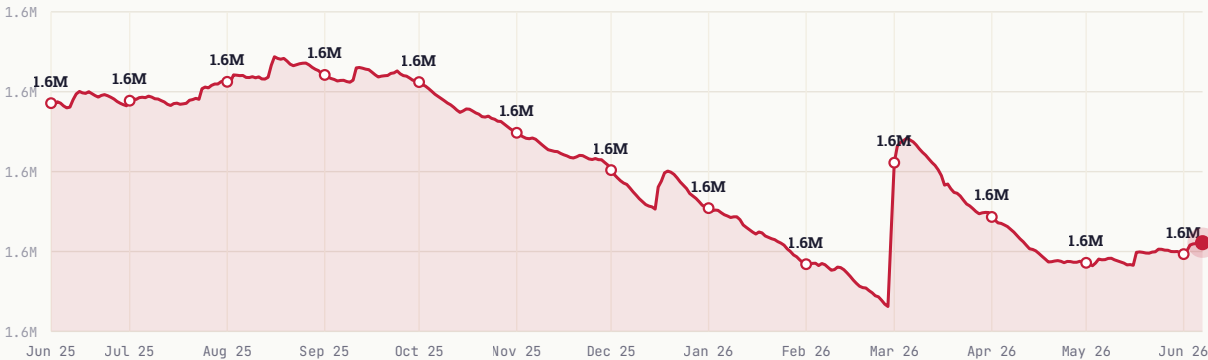
WORST 3

↓ 05.06 · 14:04 PHOTO Ministry of Justice updated the foreign agents list. New additions: — journalist Mikhail Maglov; — former co-chair of the voter rights movement...	VIEWS 176 388 REACT. — REP. 47 ER 11.1%
↓ 05.06 · 15:12 VIDEO Putin said that this morning he briefly looked at Zelensky's letter. "This morning Peskov slipped that paper again," the president said.	VIEWS 174 932 REACT. — REP. 840 ER 11.0%
↓ 05.06 · 15:28 VIDEO We assume that hostilities will end someday. And they will end with us achieving our goals, — Putin. Read me on...	VIEWS 173 639 REACT. — REP. 333 ER 11.0%

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.

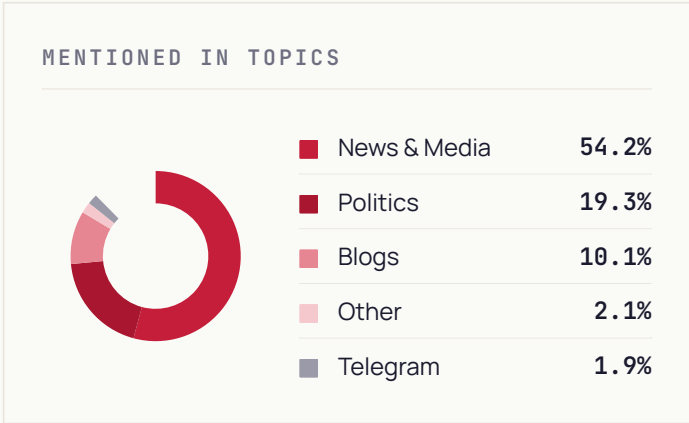
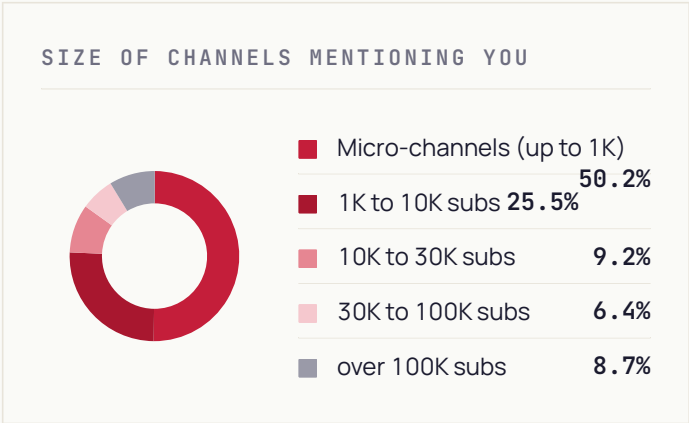
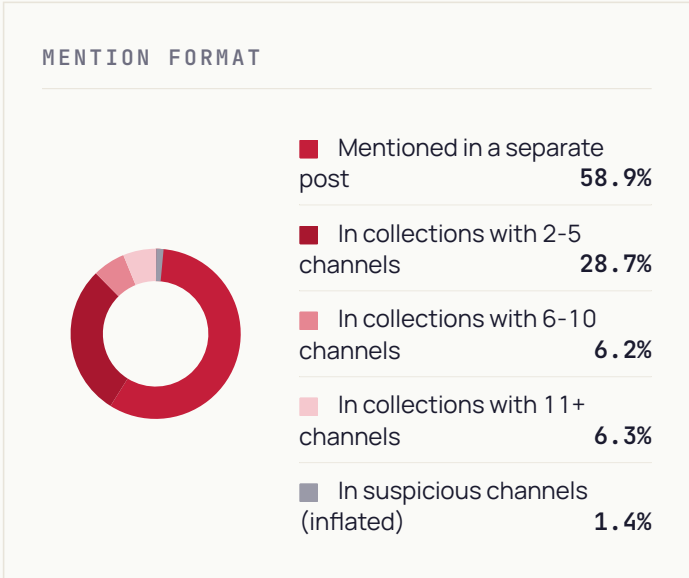


PERIOD START	NOW	NET GROWTH
1 613 827	1 585 689	-28 138

SECTION 04 · CITATIONS

Who mentions the channel and how

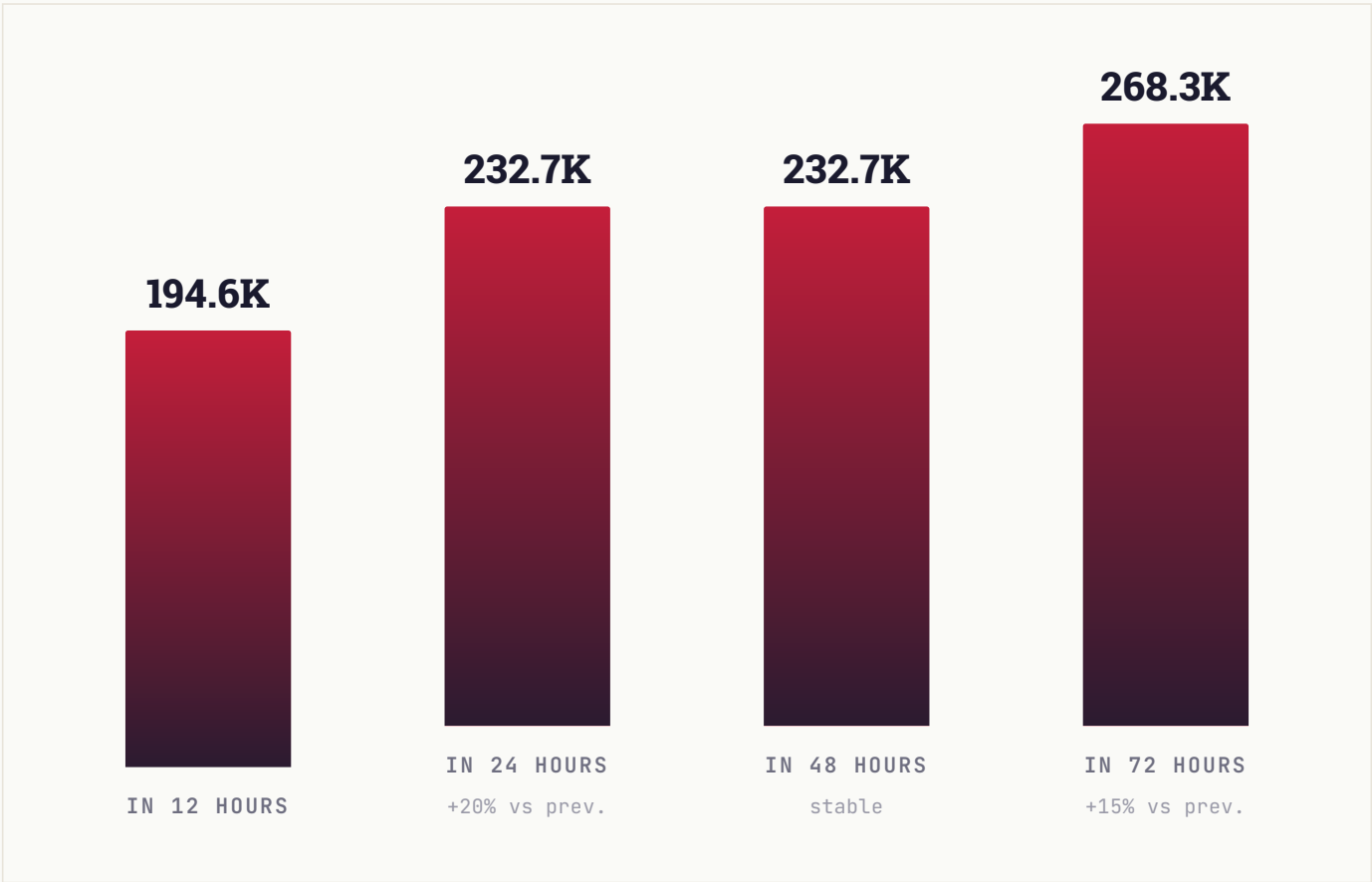
Citation index **6 284** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel mentioned **21 789** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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	SUBSCRIBERS
PE Live Broadcast • 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
ON Caution, News YOU	1.6M

COMPARATIVE INSIGHT

Channel in top quartile of niche (#17 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 **10 601**, they brought **28 520** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	2 274	790	7 643	
Nov 2025	1 734	620	836	
Oct 2025	1 809	678	873	
September 2025	1 522	612	4 352	
August 2025	1 497	633	6 983	
July 2025	1 765	742	7 833	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
10 601	6	28 520

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

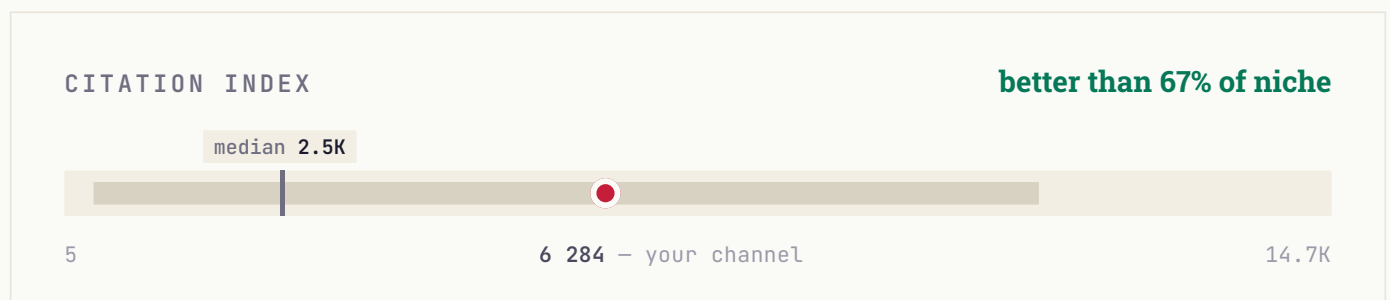
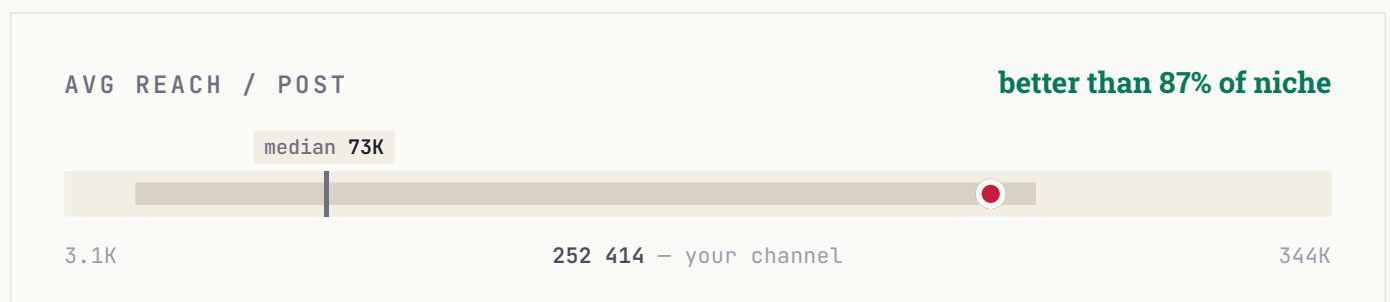
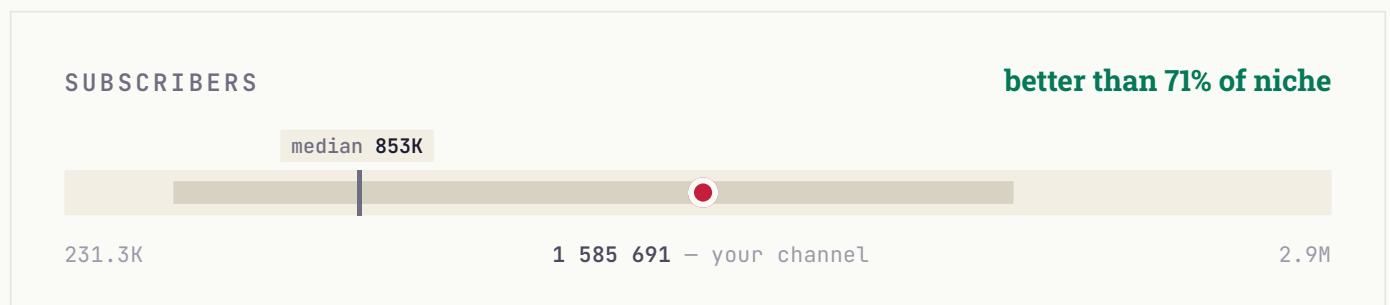
Took top-**100** channels in category «**News & Media**» (Russia) and saw how your channel compares. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#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

Top post of the week — on Saturday

Audience is most active on this day at 02:00 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 poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 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 — that's organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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