

PUBLIC PROMTPRESS REPORT

Channel audit

Qazaqstan.tv



@qazaqstantv

⚡ Егер сіз оқыс оқиғаның куәгері болсаңыз, 🗣️ Айтар жаңалығыңыз, ⚠️ Жариялағыңыз келетін ақпаратыңыз болса,
! Онда бізге жіберіңіз. Video, фото және аудиоларды жүктеп, қысқаша мәліметті қоса...

SUBS

43 401

-782 per month

ERR (% SEE POSTS)

4.0%

per day 2.9%

REACH/POST

1.4K

ad reach 1.2K/24h

— CONTENT · 2026

What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 43 401 —	 SUB REACH 3.27% avg % subs see post	 VIEWS/POST 1.4K median 1.4K · 29 days	 POSTS/DAY 26.2 ~184 per week
 7D TREND -14.9% vs previous week	 REACTIONS/POST 6.7 total 5,183 reactions, 1,115 reposts, 27 comments	 POST LENGTH 491 chars median 456 · 29 days	 POSTS ANALYZED 775 29 days
 AD REACH 1.2K 24h avg	 CHURN / MONTH -782 last month	 QUOTE RATE 133 citation index · 451 channels mentioned ever	 CHANNEL AGE 8 years 5 months created 08.01.2018

AI EDITOR SUMMARY

Channel «Qazaqstan.tv» — 43 401 subs. Each post averages views 1.4K people (3% of subs), reach is low — should expand audience. Publishes 184 posts per week (~26/day) — very active posting. Week 22–28 Jun reach dropped -14.9% by week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 775 posts over 29 days.
- 02 Dominant format – Photo (377/775 posts).
- 03 Avg post length – 491 chars (median 456).
- 04 Peak audience activity – Sunday, 14:00 ALMT.
- 05 Top posts get 7x more views than the weakest (6K avg for top vs 872 for worst) – among 775 posts in 29 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

№120.06 · 14:35VIDEO	VIEWS	REACTIONS
	6 224	14
🥰Dastan Satpayev meets young fans Fans dreamed of meeting footballer Dastan Satpayev at the stadium. However, his...	REPOSTS	ER
	4	14.3%
№221.06 · 09:10VIDEO	VIEWS	REACTIONS
	6 033	41
🔥Kazakhstan team snatches victory meters from finish In Shaoxing, China, at the Asian relay race...	REPOSTS	ER
	5	13.9%
№310.06 · 17:57VIDEO	VIEWS	REACTIONS
	5 877	29
🌟We're ready! 🏆USA, Canada, Mexico - 3 countries, 16 cities, 48 teams, 104 matches. 📺The quadrennial football festival is back...	REPOSTS	ER
	4	13.5%

Nº4 17.06 • 06:04 VIDEO 🔥 FIFA-2026: Uzbek fans organize special promo Uzbek national team fans within the World Cup framework...	VIEWS 5 647 REPOSTS 8 REACTIONS 36 ER 13.0%
Nº5 16.06 • 04:32 VIDEO Ұландықтар Головкинді халықаралық бокс даңқы залына есімі жазылуымен құттықтады Ұлттық ұланның әскери қызметшілері Геннадий Головкиннің...	VIEWS 5 546 REPOSTS 7 REACTIONS 15 ER 12.8%

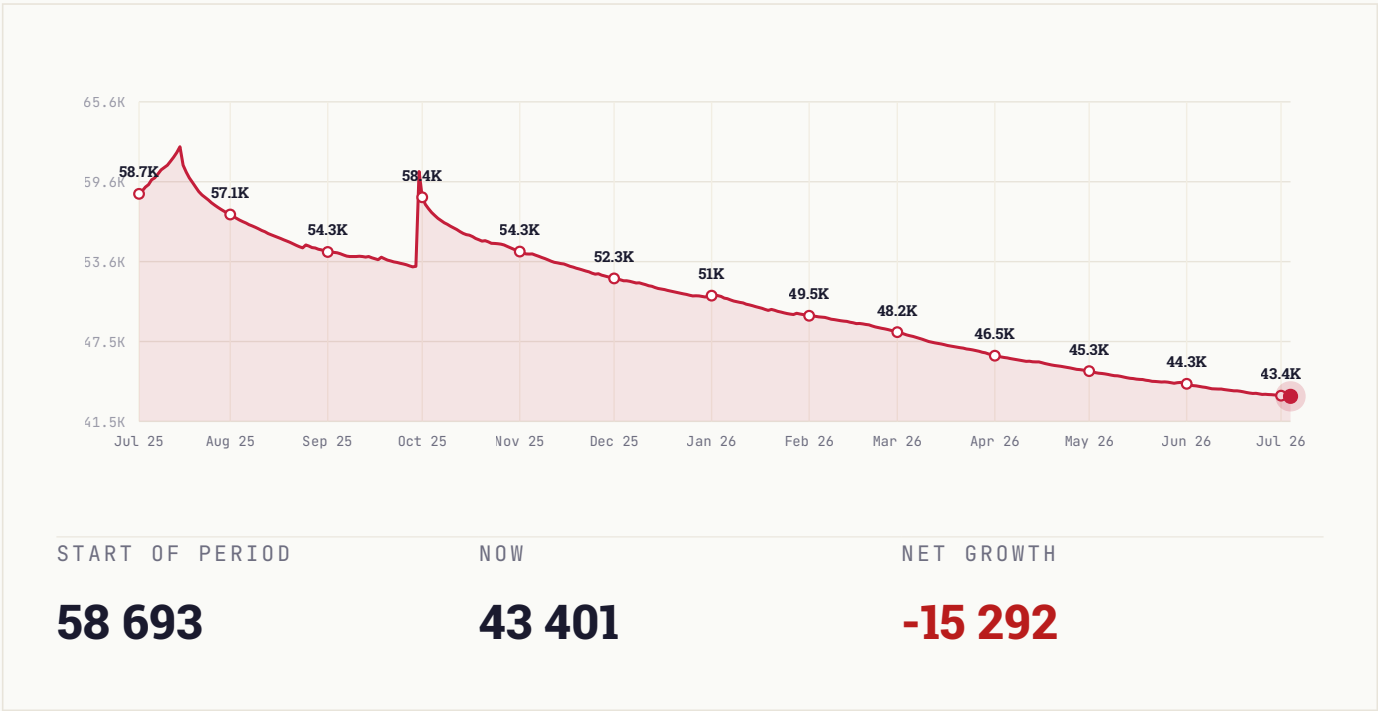
WORST 3

↓ 23.06 • 15:57 PHOTO Main lineup 🇵🇹 Portugal - Uzbekistan 🇺🇿 ⏰ 21:50 📺 Live: «Qazsport»	VIEWS 904 REPOSTS 1 REACTIONS 12 ER 2.1%
↓ 23.06 • 19:36 PHOTO Main lineup 🇬🇧 England – Ghana 🇬🇭 ⏰ 00:50 📺 Live: «Qazsport», «Qazaqstan»	VIEWS 871 REPOSTS — REACTIONS 6 ER 2.0%
↓ 23.06 • 19:36 POLL (post without caption – poll)	VIEWS 841 REPOSTS — REACTIONS — ER 1.9%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

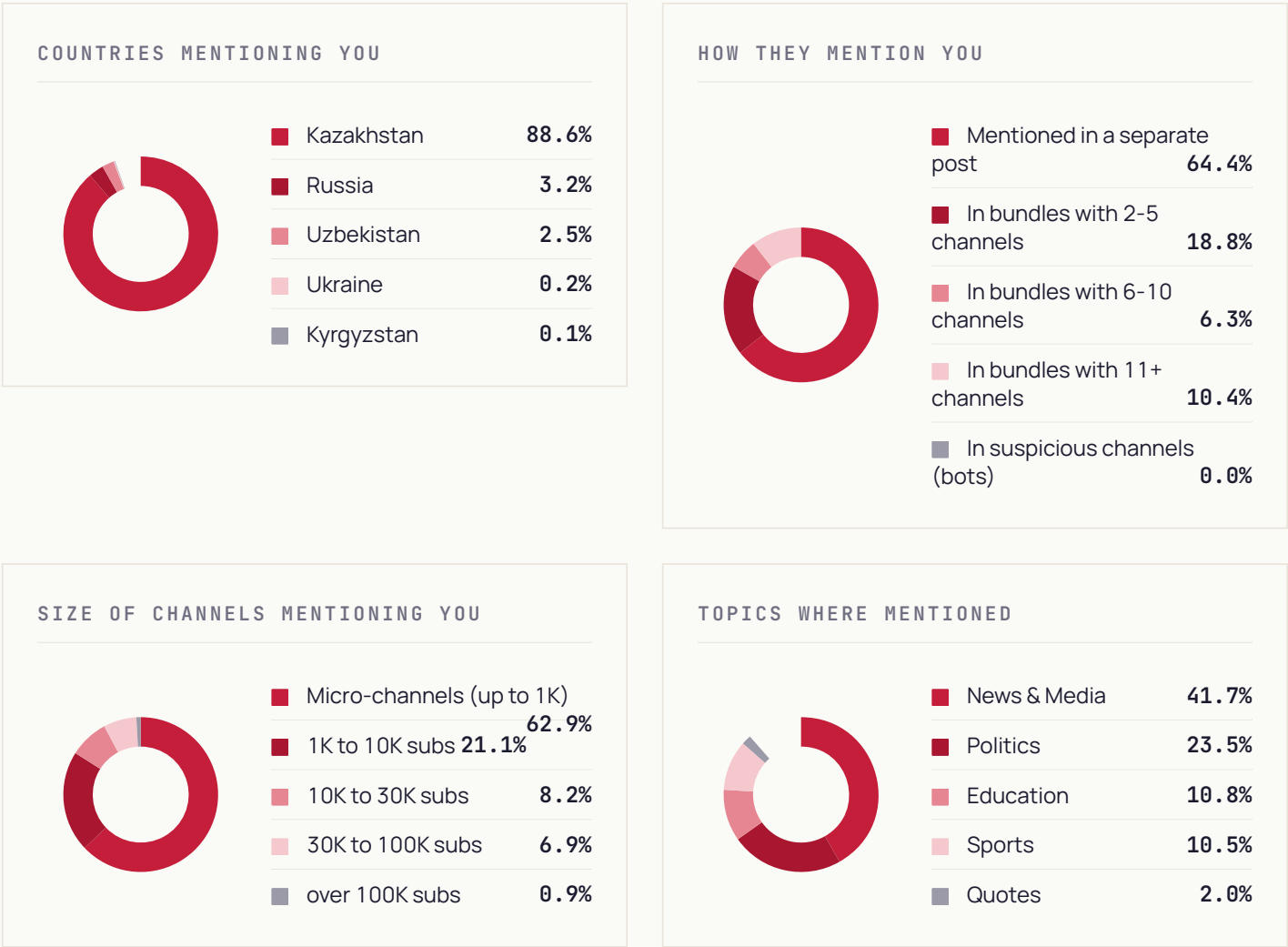
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

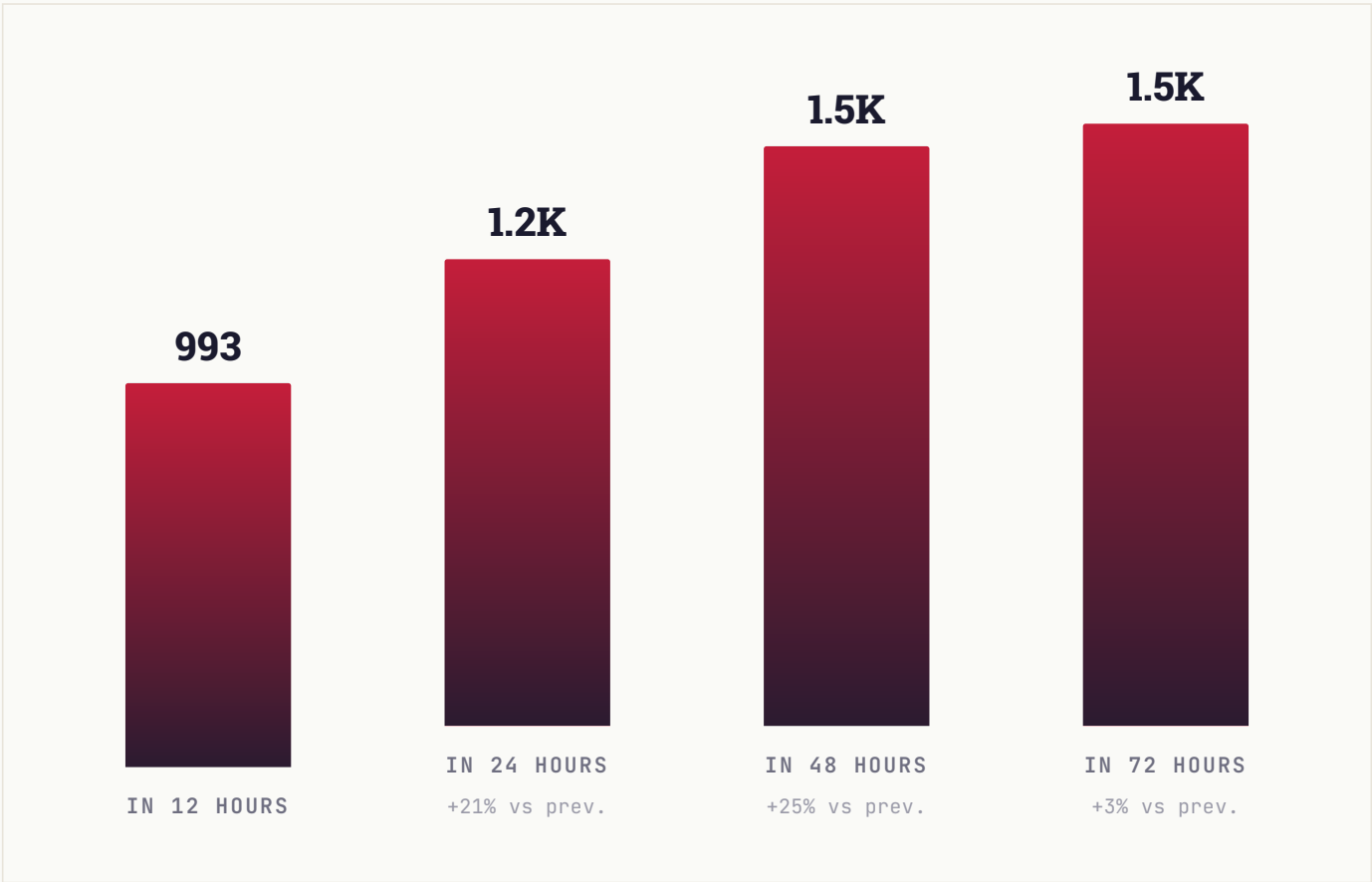
Citation index **133** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **451** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan & World News	204.1K
ZN ZTB NEWS - Kazakhstan News	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT NEKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
QA Qazaqstan.tv YOU	43.4K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#23 of 99). Leader — Dauletten (342.4K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **117**, they brought **8 082** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	6	4	240
December 2025	14	6	113
Nov 2025	11	6	45
Oct 2025	15	15	28
Sep 2025	47	16	7 438
August 2025	24	9	218

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
117	6	8 082

— SECTION 08 • NICHE COMPARISON

Where your channel ranks in its league

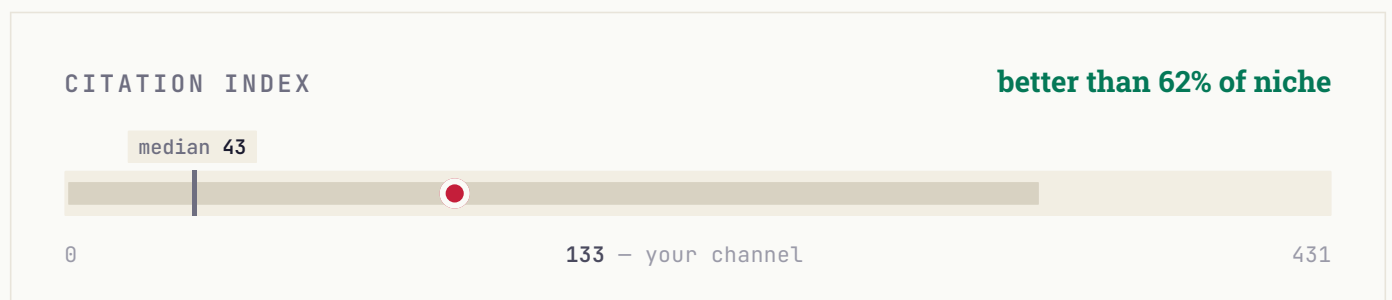
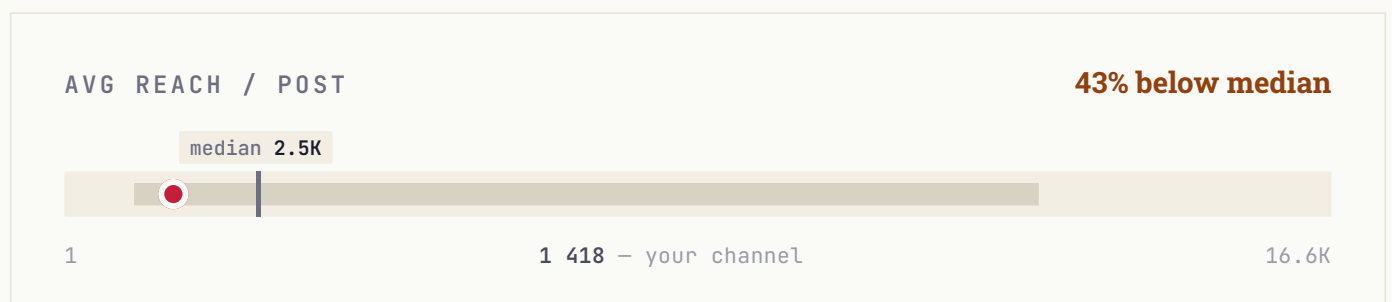
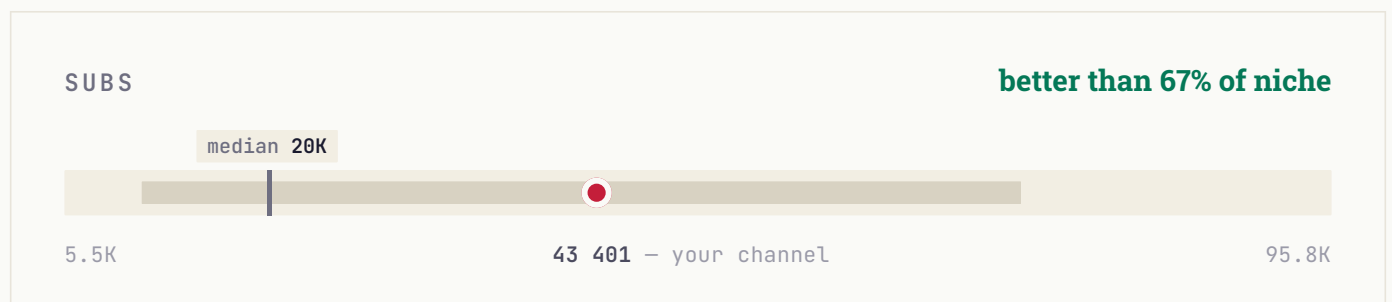
Top-100 channels in category «News & Media» and saw how your channel compares. Gray band: range covering 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

#23

/100

RANK IN NICHE

Channel in top 23% – strong position



— 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 — Sunday

Audience is most active on this day at 14:00 ALMT.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.27% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.2pp ER

03

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**

04

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

05

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**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager