

PUBLIC REPORT BY PROMTPRESS

Channel audit

Radar Moscow



@radar_moscoww

Feedback: @Radarr_russiabot  Enable notifications for accurate, timely info

SUBSCRIBERS

443 569

+83632 per month

ERR (% SEE POSTS)

29.0%

per day 43.2%

REACH/POST

125.7K

ad reach 190.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 443 569 —	 SUBS REACH 28.33% avg % of subs see post	 VIEWS/POST 125.7K median 116.4K · 29 days	 POSTS/DAY 27.3 ~191 per week
 7D TREND +19.9% vs previous week	 REACTIONS/POST — MTProto only	 POST LENGTH 154 chars median 140 · 29 days	 POSTS ANALYZED 801 29 days
 AD REACH 190.1K 24h avg	 CHURN / MONTH +83632 over the last month	 CITATION RATE 69 citation index · 304 channels mentioned all time	 CHANNEL AGE 1 year 7 months created 16.11.2024

AI EDITOR SUMMARY

Channel «Radar Moscow» — 443 569 subs. Each post averages 125.7K people (28% of subs), good reach. Publishes 191 posts per week (~27/day) — very active posting. For week 15–21 June reach grew by +19.9% by week 8–14 June — positive trend.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **801** posts over 29 days.
- 02 Dominant format: **Text** (800/801 posts).
- 03 Avg post length — **154** chars (median 140).
- 04 Peak audience activity — **Thu, 12:00 MSK**.
- 05 Top Posts Get **3x** more views than the weakest (252.1K avg top vs 75.8K worst) — among 801 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 23:09 TEXT GO Naro-Fominsk Moscow Oblast UAV detected heading your way ⚡Radar Moscow - @radar_moscoww ⚡ Bypass whitelists -...	VIEWS 279 059 REP. 173	REACTIONS — ER 62.9%
Nº2 22.06 · 10:05 TEXT Moscow Region Missile threat all-clear ⚡Radar Moscow - @radar_moscoww ⚡ Bypass white lists - @Internet_Boost_bot	VIEWS 239 717 REP. 1 547	REACTIONS — ER 54.0%
Nº3 18.06 · 09:35 TEXT 992 drones, four long-range cruise missiles and 10 aerial bombs shot down by Russian air defense in a day ⚡Radar Moscow - @radar_moscoww ⚡ Bypass white...	VIEWS 237 392 REP. 8 191	REACTIONS — ER 53.5%

Nº4 22.06 · 08:51 TEXT Moscow Region Missile threat ⚡Radar Moscow - @radar_moscoww ⚡ Bypass white lists - @Internet_Boost_bot	VIEWS 236 168 REP. 4 787	REACTIONS — ER 53.2%
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Nº5 22.06 · 10:40 TEXT MO Ramenskoye Moscow Oblast Air defense engaging UAV ⚡Radar Moscow - @radar_moscoww ⚡ Bypass whitelists - @Internet_Boost_bot	VIEWS 232 304 REP. 743	REACTIONS — ER 52.4%
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WORST 3

↓ 16.06 · 04:19 TEXT GO Voskresensk Moscow Oblast Another UAV down Safety measures ⚡Radar Moscow - @radar_moscoww ⚡ Bypass whitelists -...	VIEWS 76 042 REP. 46	REACTIONS — ER 17.1%
↓ 16.06 · 04:26 TEXT GO Voskresensk Moscow Oblast UAV down Safety measures ⚡Radar Moscow - @radar_moscoww ⚡ Bypass whitelists - @Internet_Boost_bot	VIEWS 75 783 REP. 30	REACTIONS — ER 17.1%
↓ 16.06 · 04:21 TEXT MO Ramenskoye Moscow Oblast UAV down Safety measures ⚡Radar Moscow - @radar_moscoww ⚡ Bypass whitelists - @Internet_Boost_bot	VIEWS 75 448 REP. 82	REACTIONS — ER 17.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

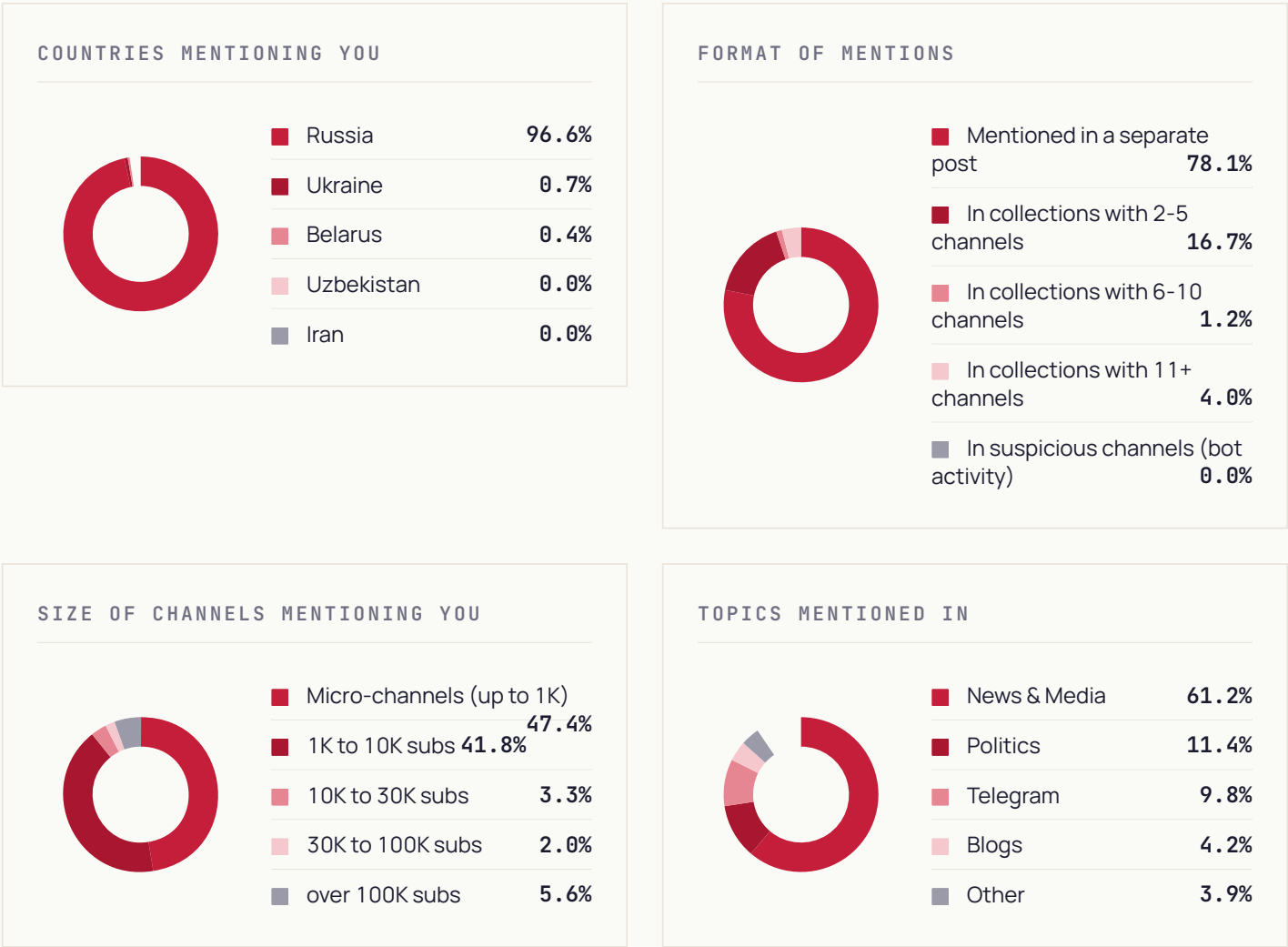
Yearly subscriber growth chart. Key months show exact subs. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

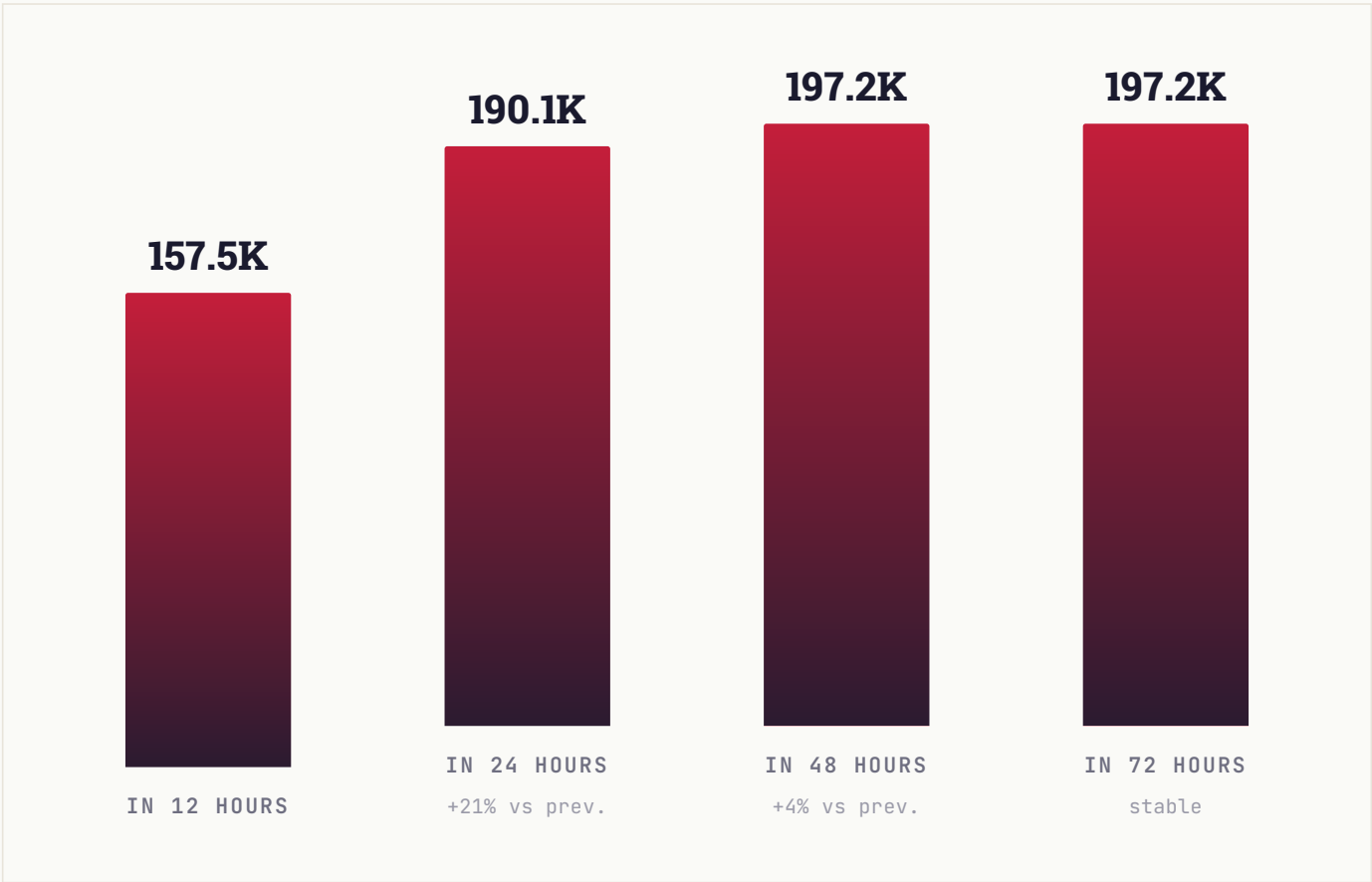
Citation index **69** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **304** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who You Compete With

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

CHANNEL	SUBSCRIBERS
PE Direct Live • News	4.2M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
MA Mash	3.1M
RN RIA Novosti	3M
CPM Media Russia Not Moscow	2.8M
NM Moscow News	2.7M
MS Moscow today	2.7M
RM Radar Moscow YOU	443.6K

COMPARATIVE INSIGHT

Channel inbottom half of niche top-100 (#92 of 99). Niche median — 784.7K subs. First growth KPI — reach median. Leader: Direct Live • News (4.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **422**, they brought **134 726** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	71	21	10 925
November 2025	66	28	2 488
October 2025	65	13	21 303
September 2025	40	13	17 617
August 2025	41	14	7 158
July 2025	139	26	75 235
TOTAL MENTIONS			422
MONTHS OF DATA			6
ATTRACTED SUBS			134 726

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#92 /100

RANK IN NICHE

Channel in the bottom half of the ranking

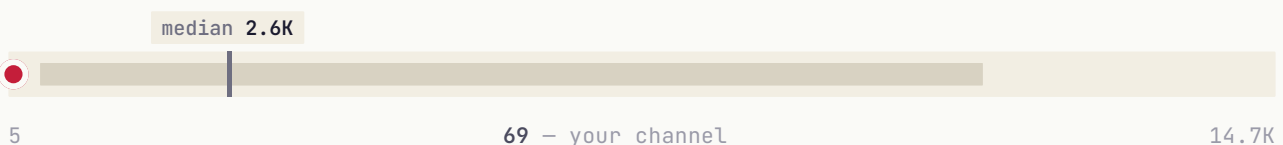
SUBSCRIBERS

44% worse than median

AVG REACH / POST

better than 60% of niche

CITATION INDEX

97% worse than median

— 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

Best post day: Thursday
Audience most active on this day at 12:00 MSK.

EFFECT
Best window for an important post
- 02

Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT
Video retains audience better
- 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 give +5-15% to ER. One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Cross-post with similar channels once a quarter. 2-3 collabs give relevant growth — no need for daily.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
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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