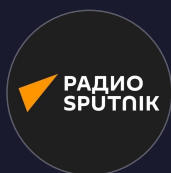


PUBLIC PROMTPRESS REPORT

Channel audit

Radio Sputnik



@radio_sputnik

News in quotes and comments. Telegram channel highly likely of the best analytical radio station. Moscow: 91.2 FM St. Petersburg: 91.5 FM <https://radiosputnik.ru> Feedback:...

SUBS

126 043

+268 per month

ERR (% SEE POSTS)

12.0%

in 24 hrs **5.1%**

REACH/POST

14.3K

ad reach **6.4K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 126 043 —	 SUB REACH 11.33% avg % subs see post	 VIEWS/POST 14.3K median 6.9K · 18 days	 POSTS/DAY 48.3 ~338 per week
 7D TREND — no data for period	 REACTS/POST 105.1 total 95,407 reactions, 27,394 reposts, 8,368 comments	 POST LENGTH 426 chars. median 402 · 18 days	 POSTS ANALYZED 908 18 days
 AD REACH 6.4K 24h avg	 CHURN / MONTH +268 over the last month	 CITATION RATE 2 760 citation index · 7,105 channels mentioned all time	 CHANNEL AGE 9 years 7 months created 29.11.2016

AI EDITOR SUMMARY

Channel «Radio Sputnik» — 126 043 subs. Each post averages 14.3K people (11% of subs), reach is low — consider expanding audience. Publishes 338 posts per week (~48 per day) — very active posting.

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 **908** posts in 18 days.
- 02 Dominant format — **Video** (458/908 posts).
- 03 Avg post length — **426** chars (median 402).
- 04 Peak audience activity — **Friday, 22:00 MSK**.
- 05 Top posts get **44×** more views than the weakest (231.9K avg for top vs 5.3K for worst) — among 908 posts in 18 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 05.07 · 18:21 VIDEO Igor Skurlatov proposed two options for ending the SMO "If we want victory, not camouflaged capitulation. Then there are only two...	VIEWS 400 317 REPOSTS 39	REACTS 130 ER 317.6%
Nº2 07.07 · 15:50 PHOTO Mikhail Khazin and Dmitry Puchkov on Radio Sputnik discuss the NATO summit in Turkey Tune in at 19:05 on 91.2 FM Moscow 91.5 FM St. Petersburg...	VIEWS 154 494 REPOSTS 194	REACTS 46 ER 122.6%
Nº3 09.07 · 16:55 PHOTO  "Word on the table". Starting at 20:05 Why men get jealous; how Moscow districts shape local mindset; trendy...	VIEWS 140 848 REPOSTS 61	REACTS 22 ER 111.7%

Nº4 02.07 • 16:46 **PHOTO**

 "Word on the table". Starting at 20:05 Bald men trend in the West; Russians reminded of early retirement right...

VIEWS
129 460

REACTS
23

REPOSTS
36

ER
102.7%

Nº5 05.07 • 17:01 **PHOTO**

 Cultural Sympathy with Dmitry Yegorchenkov on Radio Sputnik Why historical cinema matters and what annoys us about it? Can...

VIEWS
127 722

REACTS
22

REPOSTS
58

ER
101.3%

WORST 3

↓ 09.07 • 16:47 **PHOTO**

Belgian delegation found Erdogan's gifted revolver only after returning home According to 7sur7, the gift to the prime minister...

VIEWS
5 255

REACTS
96

REPOSTS
14

ER
4.2%

↓ 02.07 • 18:22 **VIDEO**

 Retribution for terror: key Ukrainian military-industrial, logistics, and infrastructure targets hit As Russia announced...

VIEWS
5 252

REACTS
128

REPOSTS
4

ER
4.2%

↓ 02.07 • 15:25 **TEXT**

Swedish ambassador to be summoned to Russian Foreign Ministry over attack on Russian embassy – Maria Zakharova
 Subscribe to Radio Sputnik in MAX

VIEWS
5 246

REACTS
64

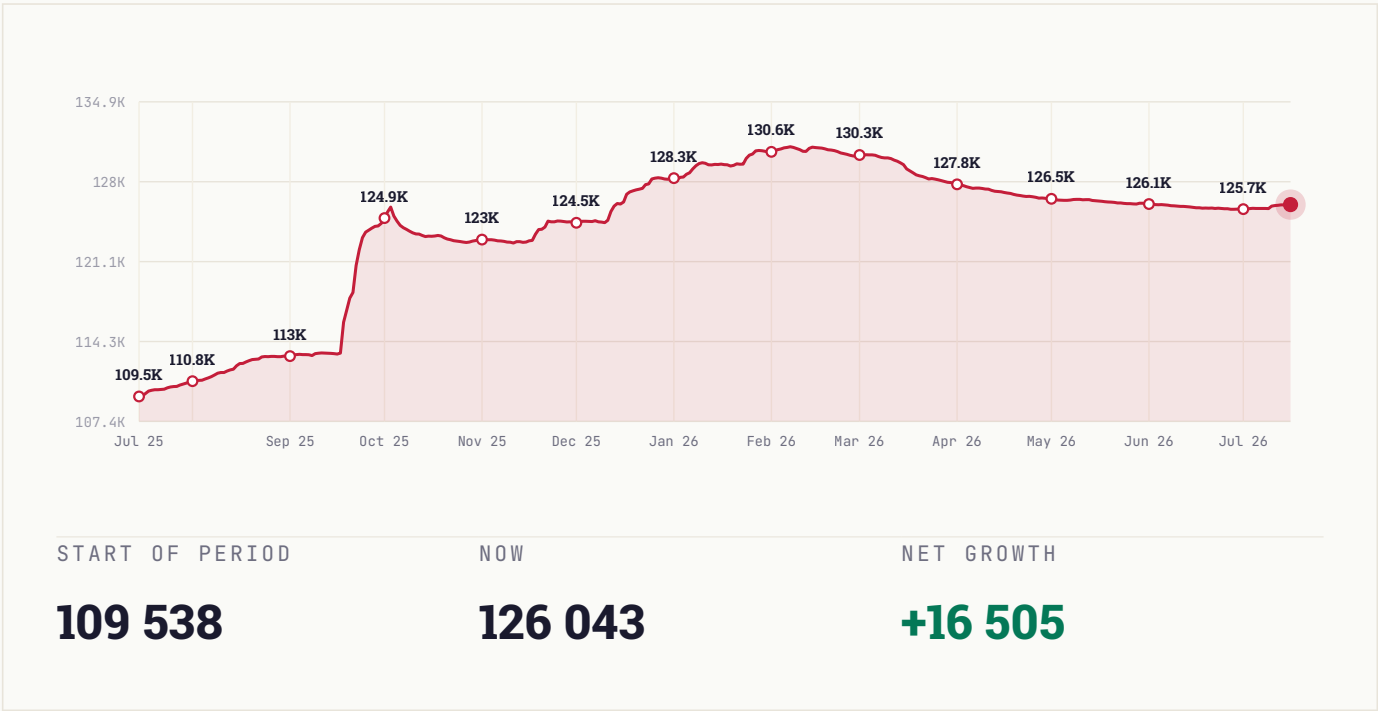
REPOSTS
3

ER
4.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

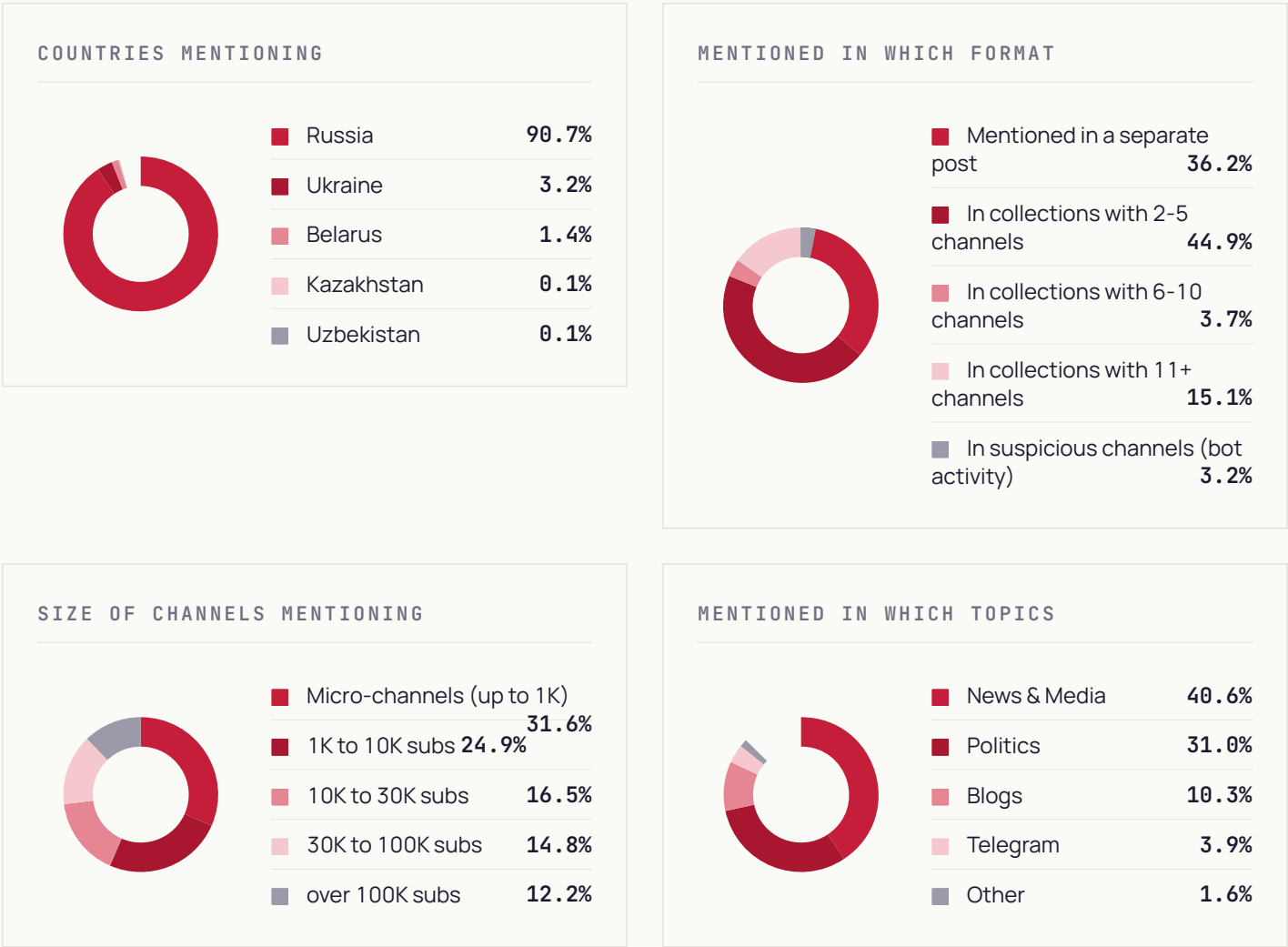
Yearly subscriber growth chart. Key months show exact subs. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

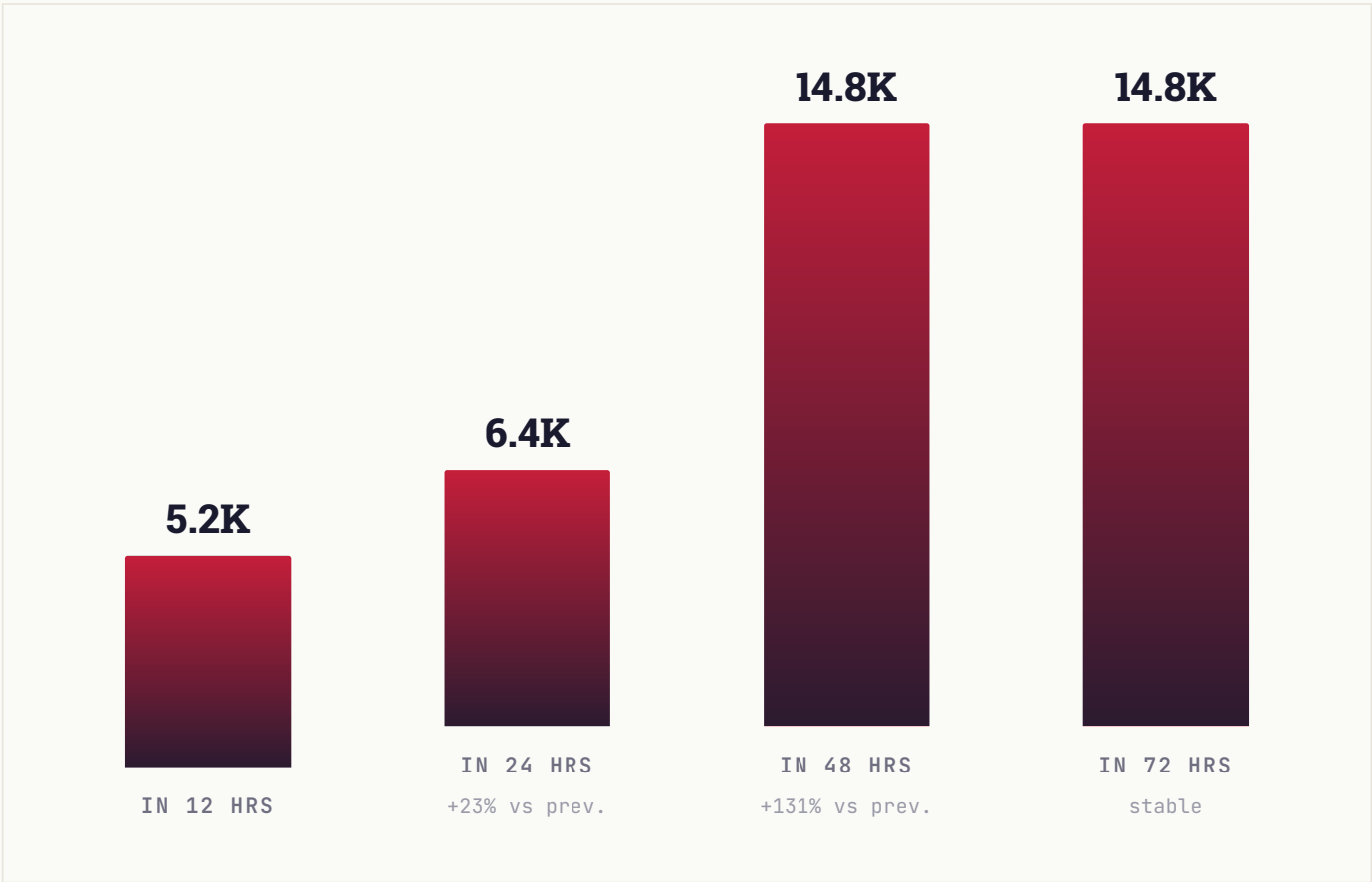
Citation index **2 760** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **7 105** different channels.



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

CHANNEL	SUBS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM Perviy Moskovskiy	3.2M
TP Труха ⚡ Україна	3.1M
RS Radio Sputnik YOU	126K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic & content work.

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 **10 975**, they brought **24 779** new subs.

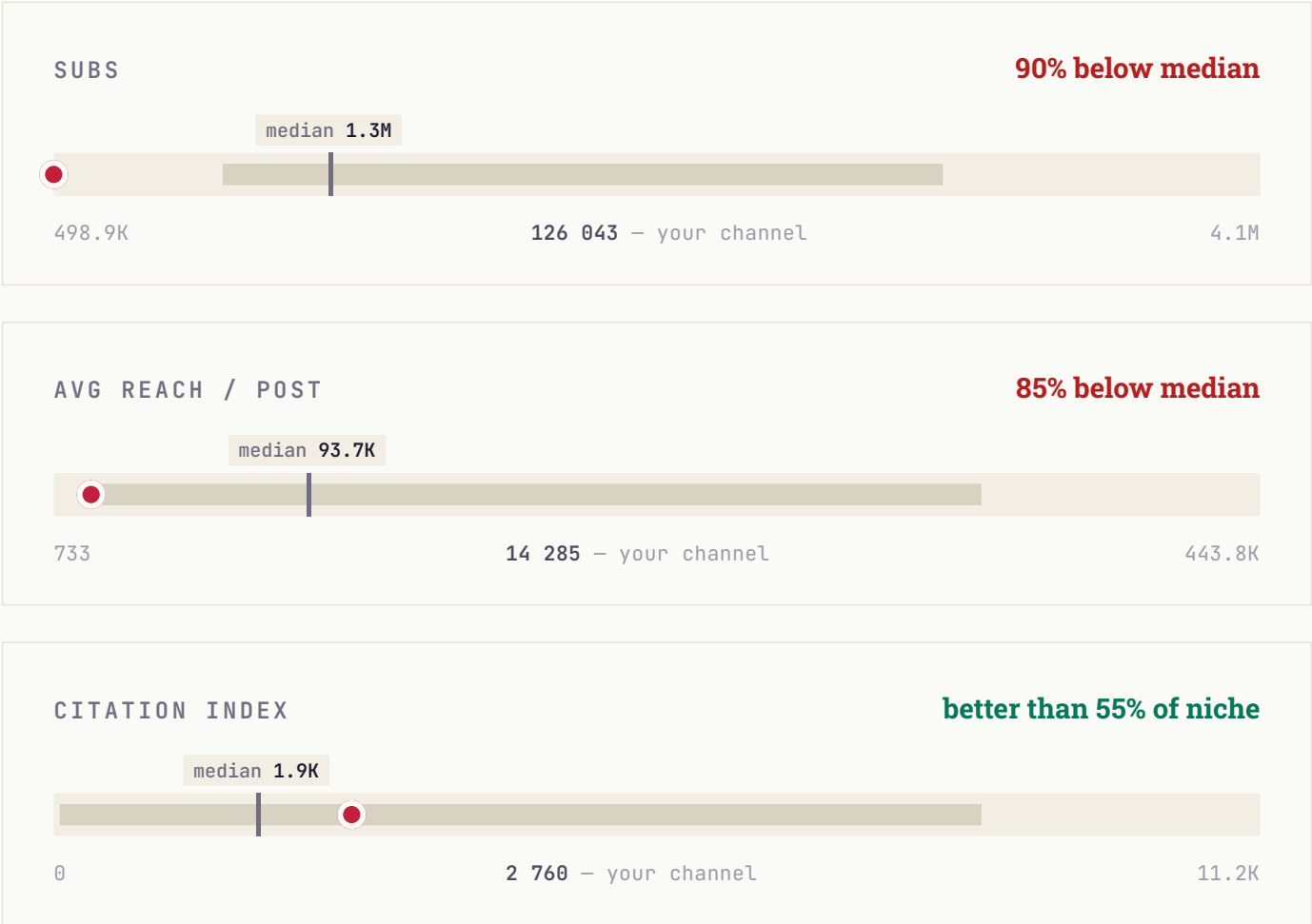
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	1 701	583	2 897
December 2025	1 682	559	4 171
Nov 2025	1 713	575	2 060
Oct 2025	1 947	615	1 718
September 2025	1 923	616	11 657
August 2025	2 009	533	2 276

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
10 975	6	24 779

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 — range for 80% of niche channels (p10 to p90). Black line — median. Red dot — your channel.



— 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 Friday
 Audience most active on this day & at 22:00 MSK.

EFFECT
Best window for an important post
- 02

System traffic purchase
 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 & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Swap posts quarterly with channels in the same niche.
 No need daily — 2-3 collabs bring 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 us to do this **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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
