

PUBLIC REPORT PROMTPRESS

# Channel audit

## MIRBY



@radiomirby

Official Telegram channel of the MTRK "Mir" Representative Office in Belarus  
Feedback/unban in chat @mirfeedback Channel chat  
<https://t.me/joinchat/CD5xufSoSSg5NTFi> Chat rules...

SUBSCRIBERS

**19 804**

-154 per month

ERR (% SEE POSTS)

**9.0%**

per day 7.9%

REACH/POST

**1.6K**

ad reach 1.6K/24h

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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.

|                                                                                                                                                           |                                                                                                                                                                                                       |                                                                                                                                                                                                |                                                                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>19 804</div><div>—</div></div>          | <div><div> SUBS REACH</div><div>8.31%</div><div>avg % subs see post</div></div>                                      | <div><div> VIEWS/POST</div><div>1.6K</div><div>median 1.6K · 14 days</div></div>                              | <div><div> POSTS/DAY</div><div>58.2</div><div>~407 per week</div></div>                      |
| <div><div> 7D TREND</div><div>—</div><div>no data for period</div></div> | <div><div> REACTIONS/POST</div><div>35.6</div><div>total 30,334 reactions, 5,220 reposts, 1,011 comments</div></div> | <div><div> POST LENGTH</div><div>331 chars</div><div>median 298 · 14 days</div></div>                         | <div><div> POSTS ANALYZED</div><div>851</div><div>14 days</div></div>                        |
| <div><div> AD REACH</div><div>1.6K</div><div>24h avg</div></div>       | <div><div> CHURN / MONTH</div><div>-154</div><div>last month</div></div>                                           | <div><div> CITATION RATE</div><div>937</div><div>citation index · 2,526 channels mentioned ever</div></div> | <div><div> CHANNEL AGE</div><div>6 years 8 months</div><div>created 25.09.2019</div></div> |

AI EDITOR SUMMARY

Channel «MIRBY» — 19 804 subs. Each post averages 1.6K people (8% of subs), reach low — should expand audience. Publishes 407 posts/week (~58/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 **851** posts in 14 days.
- 02 Dominant format — **Text** (471/851 posts).
- 03 Avg post length — **331** chars (median 298).
- 04 Peak audience activity — **Friday, 00:00 MSK**.
- 05 Strongest posts get **2x** more views than the weakest (2.7K avg for top vs 1.2K for worst) — among 851 posts over 14 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                 |                                                                    |                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>29.05 · 21:17</div><div>VIDEO</div></div> <div>📺The crew of the nuclear icebreaker 'Vaigach' met an 'introvert' polar bear in the Kara Sea "Every polar bear has its own personality. This one...</div> | <div>VIEWS</div> <div>2 980</div> <div>REPOSTS</div> <div>15</div> | <div>REACTIONS</div> <div>78</div> <div>ER</div> <div>15.0%</div> |
| <div><div>Nº2</div><div>04.06 · 03:44</div><div>PHOTO</div></div> <div>📷Scientists discovered a new spider species in Angola – they glow bright blue under UV light. Researchers made the unusual find...</div>                 | <div>VIEWS</div> <div>2 685</div> <div>REPOSTS</div> <div>28</div> | <div>REACTIONS</div> <div>29</div> <div>ER</div> <div>13.6%</div> |
| <div><div>Nº3</div><div>26.05 · 05:33</div><div>TEXT</div></div> <div>🎫Ticket scam is the most common scheme fraudsters use under the guise of dating. A user meets a girl on a dating site, and she...</div>                   | <div>VIEWS</div> <div>2 543</div> <div>REPOSTS</div> <div>9</div>  | <div>REACTIONS</div> <div>17</div> <div>ER</div> <div>12.8%</div> |

Nº4

31.05 · 19:43

VIDEO

Eco-friendly transport: why electric cars are gaining popularity in Belarus? Demand for electric cars in Belarus is growing. Every fifth sold...

VIEWS

2 513

REPOSTS

7

REACTIONS

38

ER

12.7%

Nº5

26.05 · 05:46

TEXT

North Korea launched an unidentified projectile toward the Yellow Sea, Yonhap reported citing ROK military. Read us in MAX

VIEWS

2 448

REPOSTS

3

REACTIONS

26

ER

12.4%

WORST 3

|                                                                                                                                                                                                                          |                                                                   |                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div>↓</div> <div>05.06 · 15:07</div> <div>PHOTO</div> <div>☒☒ Lukashenko heads to western Belarus ☒ Today the President is working in Grodno - packed agenda: ☒Opening of the new Grodno regional...</div>              | <div>VIEWS</div> <div>1 189</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>29</div> <div>ER</div> <div>6.0%</div> |
| <div>↓</div> <div>28.05 · 11:28</div> <div>VIDEO</div> <div>☒ First minutes of the visit to Kazakhstan. ☒☒☒ The President was met by Kazakhstan's Prime Minister Olzhas Bektenov. ☒ Astana welcomes beautifully...</div> | <div>VIEWS</div> <div>1 177</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>35</div> <div>ER</div> <div>5.9%</div> |
| <div>↓</div> <div>29.05 · 07:28</div> <div>PHOTO</div> <div>☒ Group photo of EAEU leaders → Next - meeting of the Supreme Eurasian Economic Council in a narrow format</div>                                             | <div>VIEWS</div> <div>1 157</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>27</div> <div>ER</div> <div>5.8%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel grew and which it lost subs.

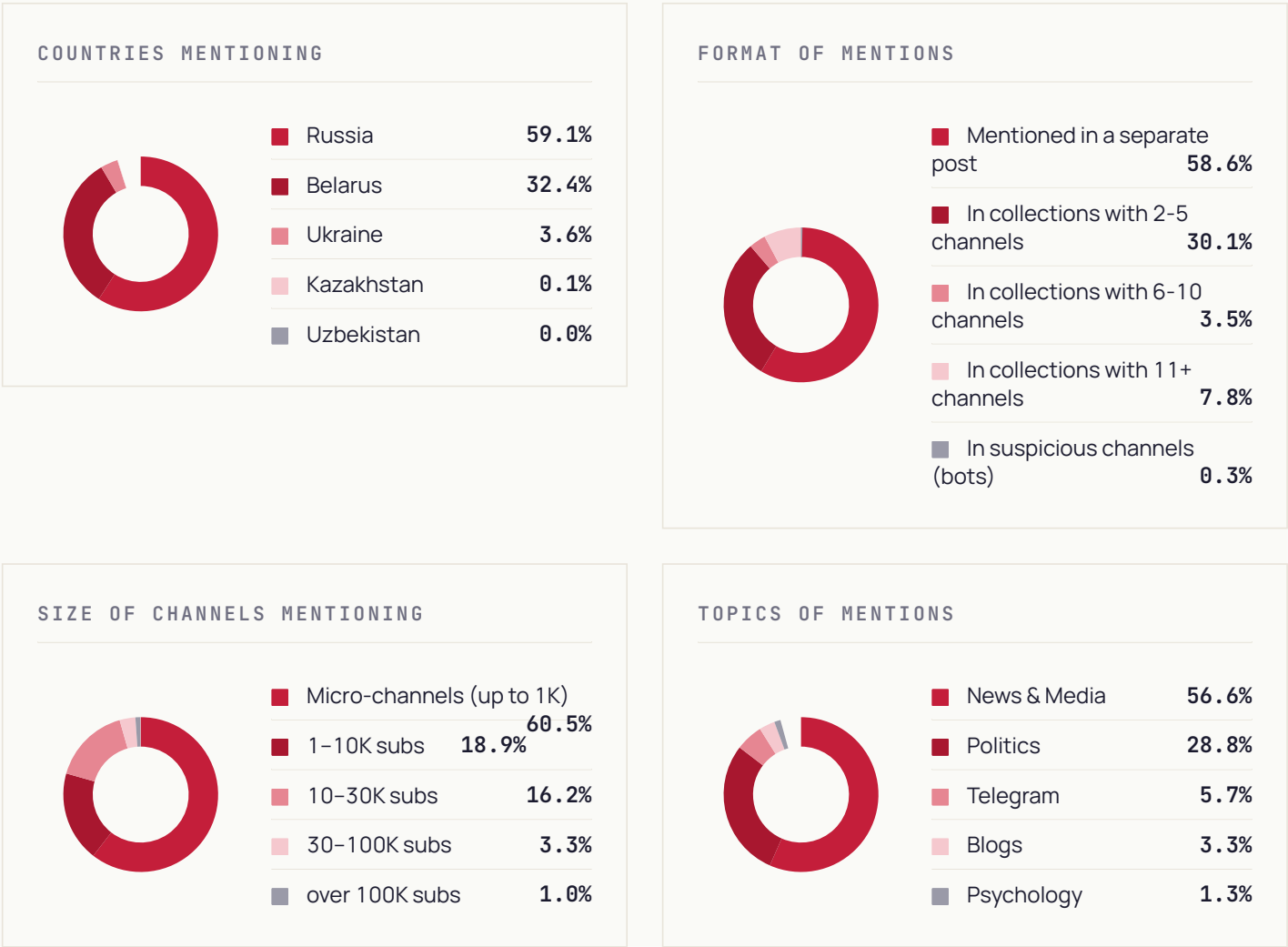


| PERIOD START | NOW    | NET GROWTH |
|--------------|--------|------------|
| 21 290       | 19 804 | -1 486     |

SECTION 04 · MENTIONS

# Who mentions the channel and how

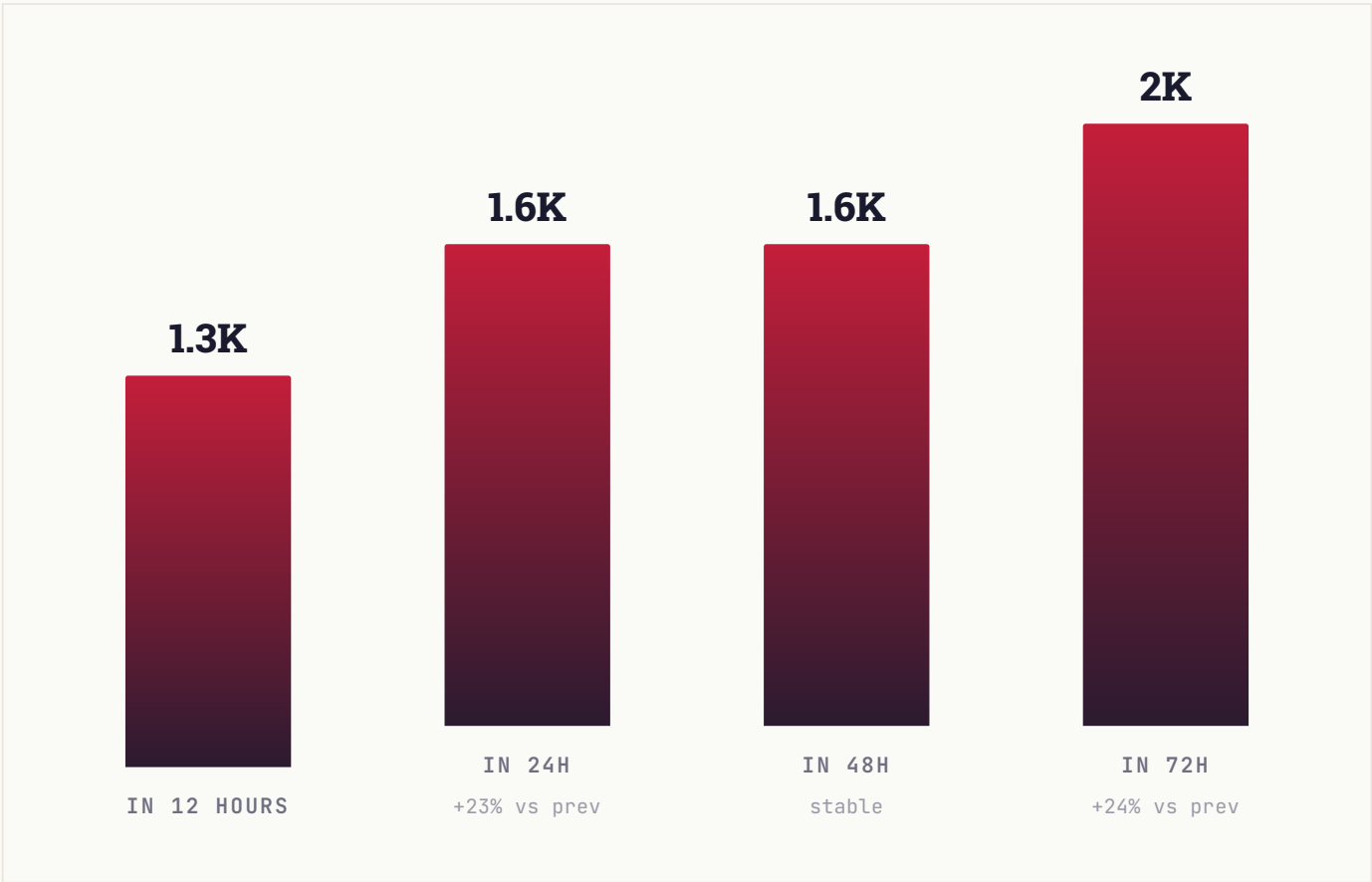
Citation index **937** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 526** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings 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                             | SUBSCRIBERS |
|-------------------------------------|-------------|
| NL NEXTA Live                       | 764.9K      |
| MG Minsk. Main!                     | 216.4K      |
| ON Onliner                          | 148.4K      |
| ZI Mirror   News                    | 108.6K      |
| BE BELTA                            | 80.5K       |
| B&W ChP Belarus   What's Happening? | 75K         |
| ML Minsk Live                       | 72.8K       |
| PB Overheard Belarus                | 58.2K       |
| BG Belarus Main                     | 56.8K       |
| GG Gomel. Main!                     | 56K         |
| MI MIRBY YOU                        | 19.8K       |

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#51 of 97). Niche median — 19.8K subs. First growth KPI — reach median. Leader: NEXTA Live (764.9K).

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **9 838**, they brought **957** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|---------------|----------|----------|---------------------|
| December 2025 | 1 574    | 82       | 144                 |
| Nov 2025      | 1 543    | 79       | 217                 |
| Oct 2025      | 1 526    | 82       | 362                 |
| Sep 2025      | 1 715    | 126      | 116                 |
| August 2025   | 1 518    | 81       | 74                  |
| July 2025     | 1 962    | 93       | 44                  |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |
| 9 838          | 6              | 957            |

— SECTION 08 • NICHE COMPARISON

# Where the channel ranks in its league

Took top-100 channels in «News & Media» (Belarus) and compared your channel.  
 Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median.  
 Red dot — your channel.

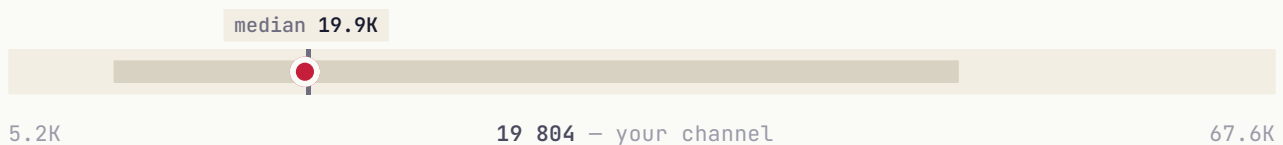
**#51**/100

POSITION IN NICHE

**Channel in the bottom half of the ranking**

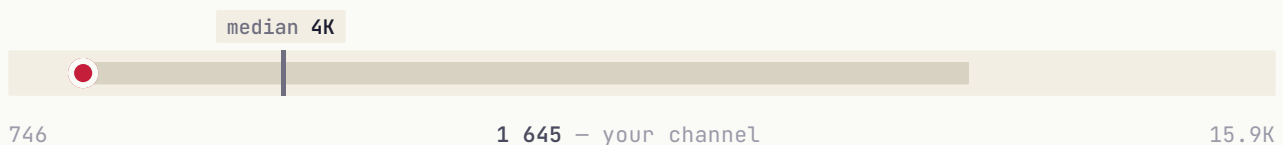
## SUBSCRIBERS

**1% below median**



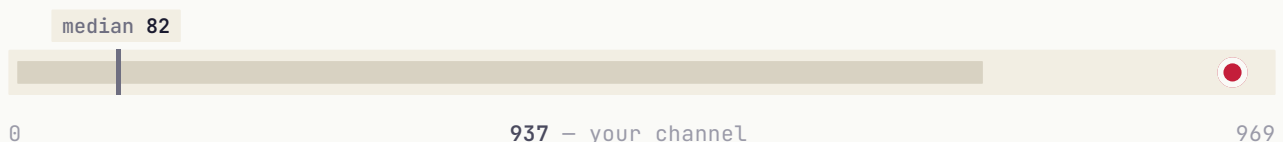
## AVG REACH / POST

**59% below median**



## CITATION INDEX

**top 10% of niche**



— SECTION 09 · STRATEGY

# What to do right now

5 priority actions sorted by expected impact. Check them off and revisit next month.

- 01

**Main post of the week — on Friday**

Audience is most active on this day at 00:00 MSK.

EFFECT

**Best window for an important post**
- 02

**System traffic buy**

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 give +5-15% to ER.  
One poll per week on a hot topic — easy growth lever.

EFFECT

**+5-15% ER**
- 04

**Cross-promo with neighboring channels**

Swap posts with channels in the same segment once a quarter. 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.

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

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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