

PUBLIC PROMTPRESS REPORT

Channel audit

RBC. News. Main



@rbc_news

Official RBC channel. Top news, verified info. For ads: @rbctgadv, reklamag@rbc.ru Send news, photo or video: @rbc_reporter_bot
Registered in RKN:...

SUBSCRIBERS

901 852

-1341 per month

ERR (% SEE POSTS)

7.0%

per day 5.6%

REACH/POST

55.5K

ad reach 50.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 901 852 —	 SUBS REACH 6.15% avg % of subs who see a post	 VIEWS/POST 55.5K median 54.5K · 13 days	 POSTS/DAY 65.2 ~457 per week
 7D TREND — no data for period	 REACTIONS/POST 447.5 total 408 128 reactions, 103 712 reposts, 0 comments	 POST LENGTH 645 chars median 652 · 13 days	 POSTS ANALYZED 912 13 days
 AD REACH 50.9K 24h avg	 CHURN / MONTH -1341 last month	 CITATIONS 8 395 citation index · 24 186 channels mentioned ever	 CHANNEL AGE 9 years 9 months created 07.09.2016

AI EDITOR SUMMARY

Channel «RBC. News. Main» — 901 852 subs. Each post averages 55.5K people (6% from subs), reach is low — consider expanding audience. Publishes 457 posts per week (~65/day) — very active publishing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **912** posts over 13 days.
- 02 Dominant format — **Text** (586/912 posts).
- 03 Avg post length — **645** chars (median 652).
- 04 Peak audience activity — **Friday, 01:00 MSK**.
- 05 Top posts get **3x** more views than the weakest (107.3K avg for top vs 35K for worst) — among 912 posts over 13 days. Worth analyzing what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 02.06 · 20:40 TEXT What foreign press writes. RBC review: ■Major LNG producers — Qatar and UAE — are 'running out of time and patience'...	VIEWS 112 857 REP. 164	REACTIONS 157 ER 12.5%
Nº2 25.05 · 17:37 PHOTO Hacker puts up for sale a database containing 340M records of OnlyFans users — content creators and their...	VIEWS 107 746 REP. 285	REACTIONS 425 ER 11.9%
Nº3 31.05 · 20:06 TEXT ■■■ Law enforcement detained the organizers of unblocking "frozen" assets of Russians. Detained: head of the Investment Chamber Alexey...	VIEWS 101 279 REP. 832	REACTIONS 532 ER 11.2%

Nº425.05 · 09:43 PHOTO Metropolitan Hilarion detained in Czech Republic, reported in his Telegram channel. The car he was in was stopped in Karlovy...	VIEWS 99 742 REP. 786	REACTIONS 1 022 ER 11.1%
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Nº527.05 · 19:24 TEXT ■■■ Deputy General Director of Uralvagonzavod for special equipment Dmitry Semizorov was detained by law enforcement officers...	VIEWS 96 146 REP. 540	REACTIONS 518 ER 10.7%
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WORST 3

↓ 05.06 · 13:58 VIDEO □□□ Putin instructed the government to discuss the ecosystem of the platform economy: "Platformization in Russia covers not only trade but..."	VIEWS 35 138 REP. 48	REACTIONS 472 ER 3.9%
↓ 05.06 · 13:48 TEXT Russia leads in nuclear energy, Putin says. Over 80% of nuclear projects worldwide involve Rosatom. ■Channel...	VIEWS 34 900 REP. 38	REACTIONS 561 ER 3.9%
↓ 05.06 · 13:53 VIDEO □□□ Inflation in Russia, according to forecasts, will approach 5.2% this year, Vladimir Putin said. He called the economic...	VIEWS 34 880 REP. 36	REACTIONS 729 ER 3.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

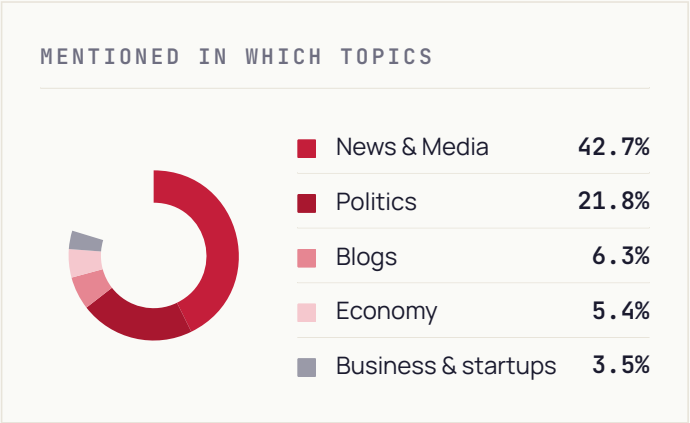
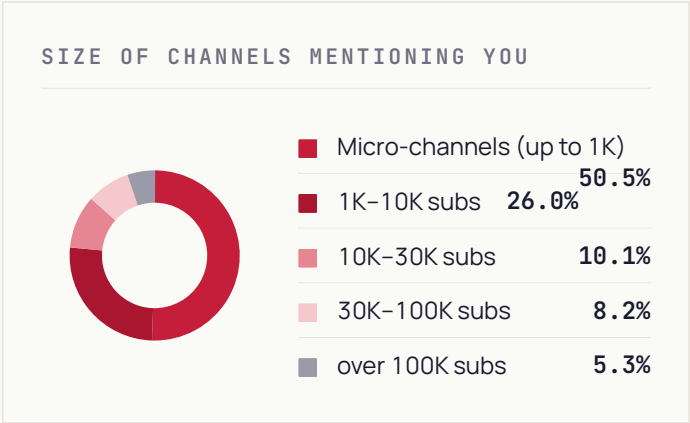
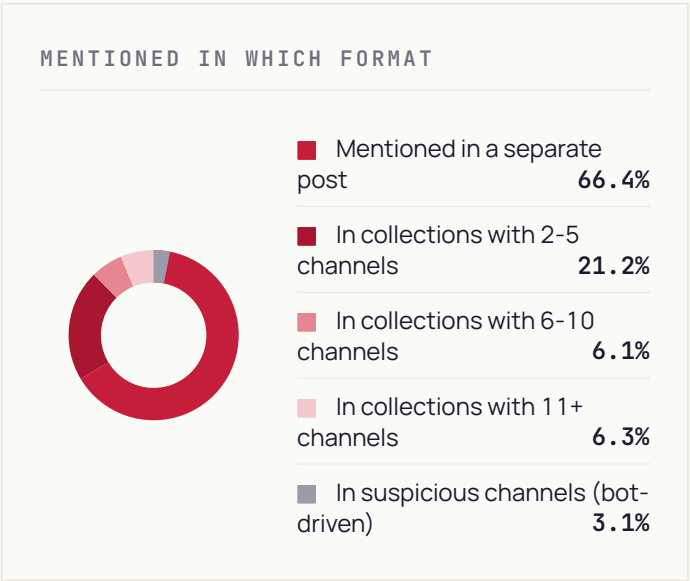
Subscriber growth chart for the year. Key months show exact subs. See gains & losses.



SECTION 04 · CITATIONS

Who & how mentions the channel

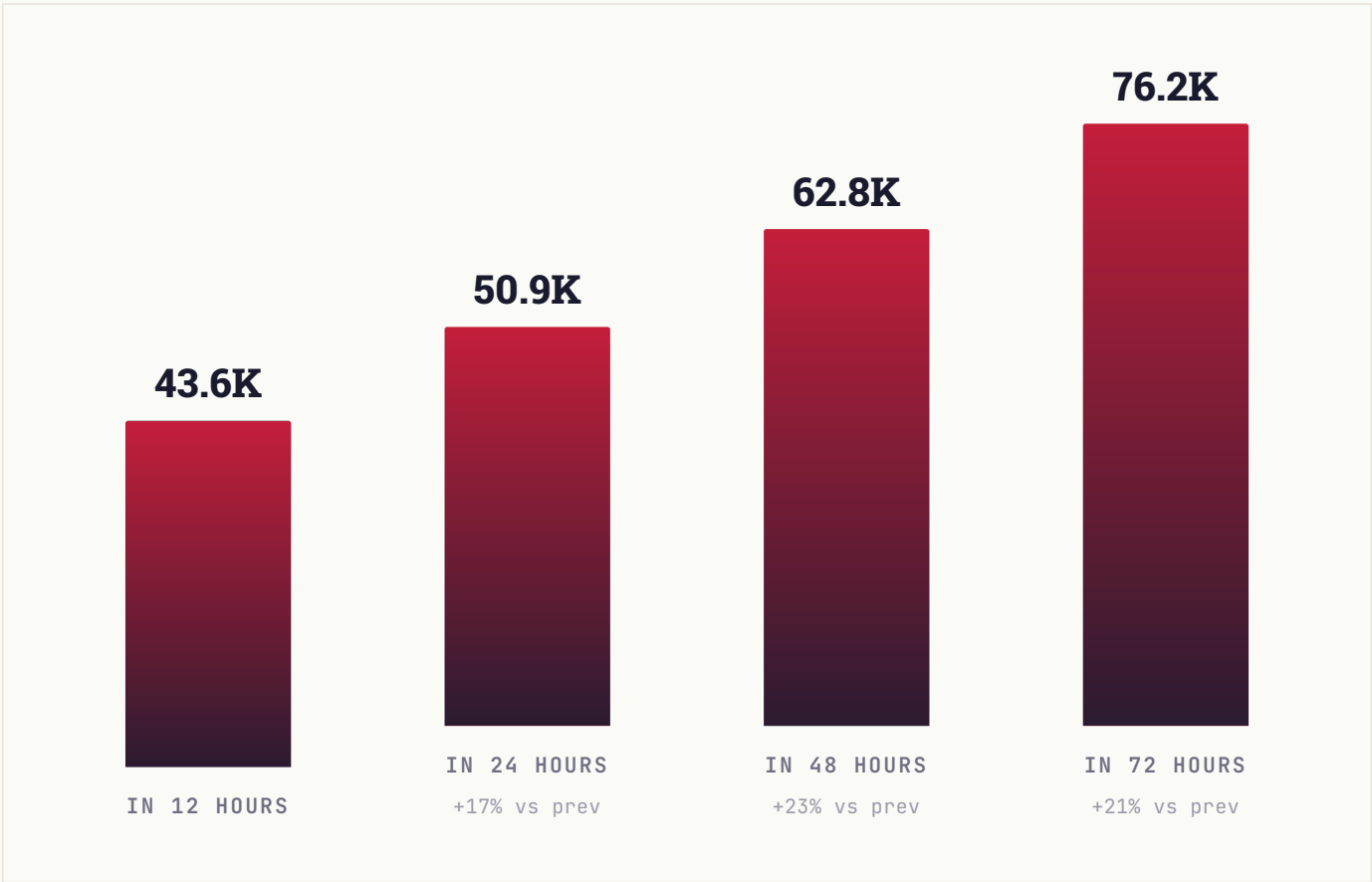
Citation index **8 395** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **24 186** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • 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
RN RBC. News. Main YOU	901.9K

COMPARATIVE CONCLUSION

Channel intop half of niche (#49 of 99). Niche leader — Live • News (4.1M), median subs 843.7K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **30 293**, they brought **190 854** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	4 966	1 261	46 368	
Nov 2025	3 938	999	21 841	
Oct 2025	4 989	1 007	34 291	
September 2025	5 860	1 186	11 643	
August 2025	5 146	1 404	57 438	
July 2025	5 394	1 391	19 273	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
30 293		6	190 854	

SECTION 08 · NICHE COMPARISON

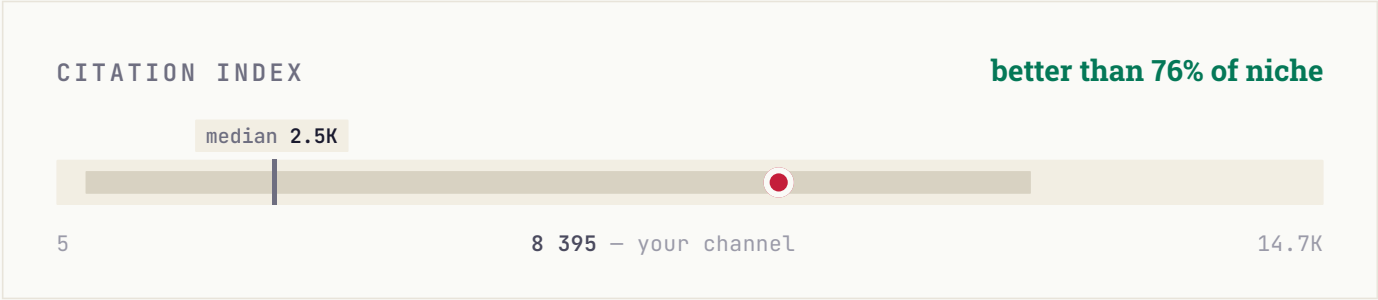
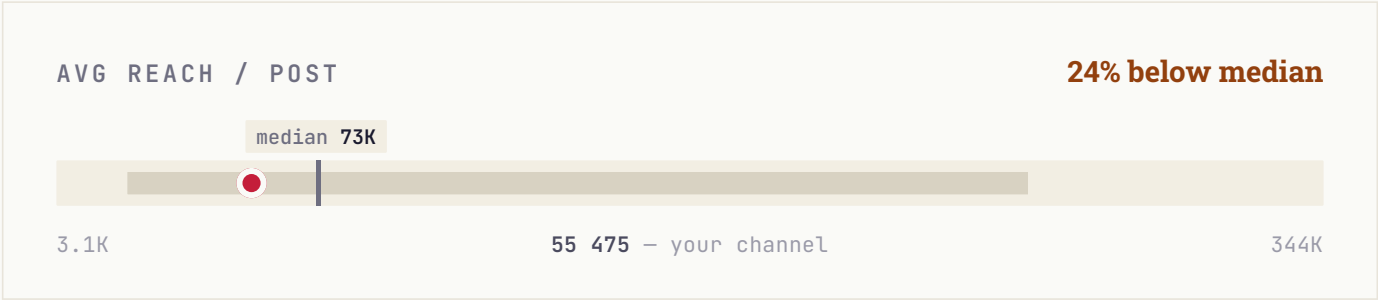
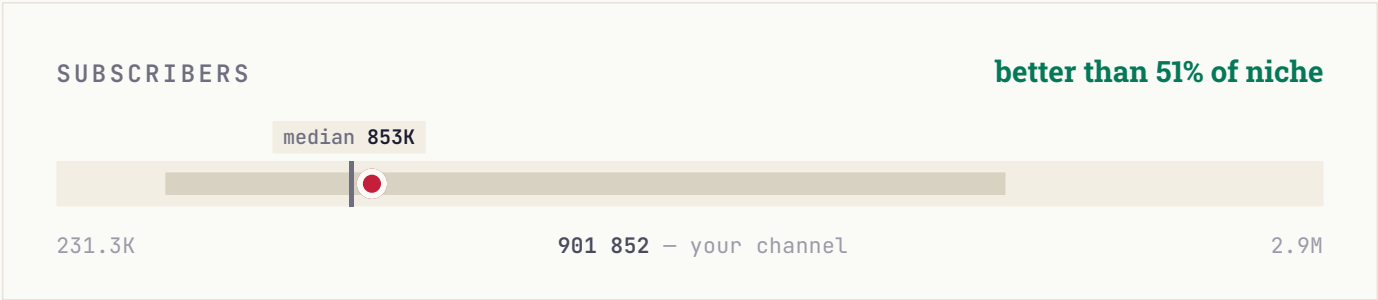
Where the channel stands in its league

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

RANK IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01

Top post of the week — on Friday

Audience is most active on this day at 01:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase video posts share

Video in Telegram holds audience longer & is algorithm-friendly. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. 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 is what we can do in minutes from public data. Want more? 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
