

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Russia Now • News



@ria_novosti_russiya

Collaboration - @PeopleNowMedia Submit content (feedback bot) -
@rusnow_news_bot RIA Novosti Vesti RBK Kremlin Putin
Negotiations Russia today

SUBSCRIBERS

1 195 454

-11882 per month

ERR (% SEE POSTS)

5.0%

daily 3.7%

REACH/POST

48.9K

ad reach 44.3K/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.

 SUBSCRIBERS 1 195 454 —	 SUBS REACH 4.09% avg % subs see post	 VIEWS/POST 48.9K median 49.5K · 20 days	 POSTS/DAY 28.2 ~197 per week
 7D TREND — no data for period	 REACTS/POST 1069.5 618K reactions, 53.6K reposts, 36.4K comments	 POST LENGTH 585 chars. median 588 · 20 days	 POSTS ANALYZED 578 20 days
 AD REACH 44.3K 24h avg	 CHURN / MONTH -11882 last month	 CITATION RATE 5 158 citation index · 7,958 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 23.02.2022

AI EDITOR SUMMARY

Channel «Russia Now • News» — 1 195 454 subs. Each post averages 48.9K people (4% of subs), reach is low — consider expanding audience. Publishes 197 posts/week (~28/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **578** posts over 20 days.
- 02 Dominant format – **Video** (316/578 posts).
- 03 Avg post length – **585** chars (median 588).
- 04 Audience peak – **Sun**, 08:00 MSK.
- 05 Top posts get **2x** more views than the weakest (62.6K avg top vs 36.3K worst) – among 578 posts in 20 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 19:39 VIDEO Large fire in Kyiv after missile strikes. Local authorities report a warehouse blaze. 🇷🇺 We're on Telegram...	VIEWS 63 142 REP. 75	REACTS 1 477 ER 5.3%
Nº2 25.06 · 20:21 VIDEO "I put them in my car, covered them with as many bulletproof vests as possible." Russian soldiers rescued a grandmother with two young grandchildren on...	VIEWS 62 291 REP. 120	REACTS 2 174 ER 5.2%
Nº3 25.06 · 17:33 PHOTO Zelensky* announced a new military operation against Russia. I approved a 40-day SBU operation aimed at exerting pressure...	VIEWS 62 268 REP. 237	REACTS 1 910 ER 5.2%

Nº4

25.06 · 21:32

VIDEO

Night chat for insomniacs. Talk about anything. 🇷🇺 We're on Telegram - subscribe 🇷🇺 We're on MAX - subscribe

VIEWS

61 621

REACTS

564

REP.

71

ER

5.2%

Nº5

25.06 · 18:15

VIDEO

⚡ Lightning struck the famous multimedia fountain in Wroclaw: equipment burned, shows canceled for several weeks. During...

VIEWS

61 537

REACTS

846

REP.

332

ER

5.1%

|

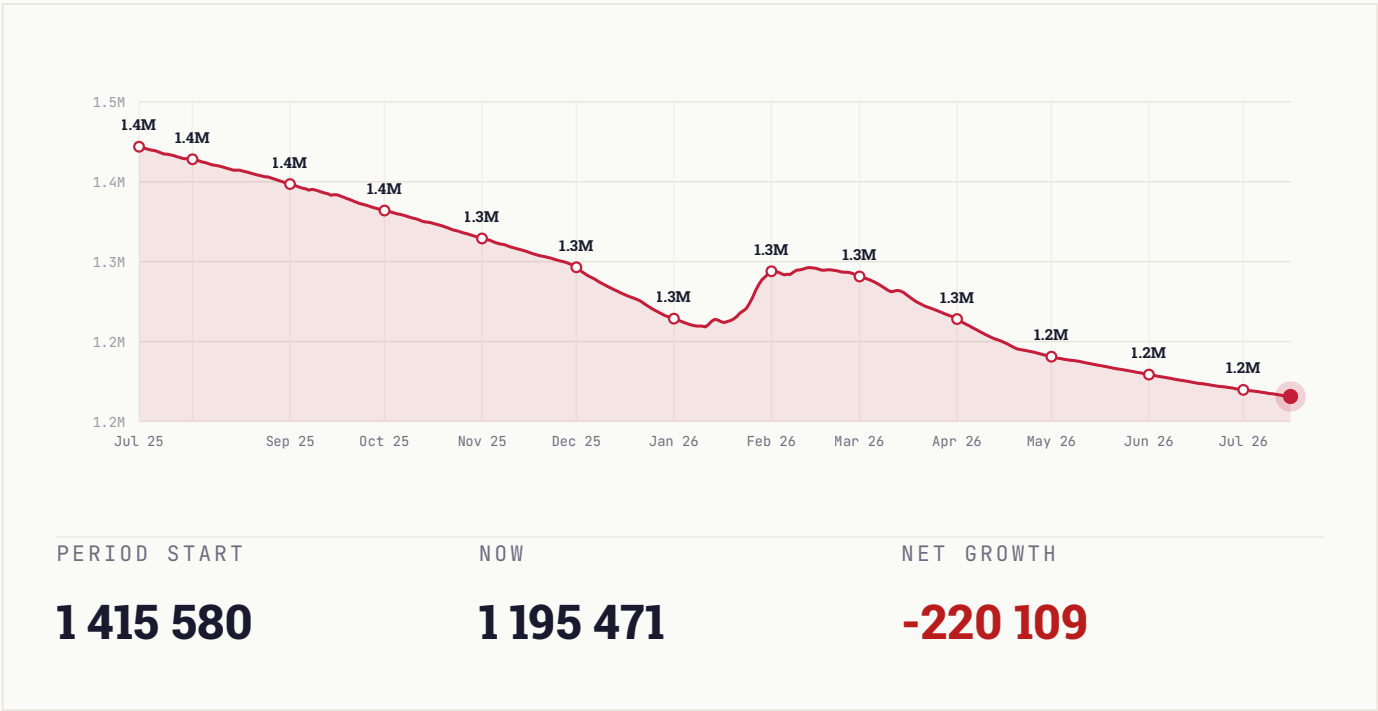
WORST 3

↓ 10.07 · 13:34 TEXT Viktor Medvedchuk: Monaco blast is just the start of Europe's destruction as a quiet haven for the rich. Ab...	VIEWS 40 221 REACTS 640 REP. 25 ER 3.4%
↓ 01.07 · 09:22 PHOTO Scrap fee trap: tens of thousands of honest car owners suddenly become debtors Russians who bought cars from Kazakhstan...	VIEWS 36 155 REACTS 999 REP. 211 ER 3.0%
↓ 09.07 · 13:34 VIDEO Geran-4 Siker presents: MiG-29	VIEWS 32 432 REACTS 638 REP. 27 ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

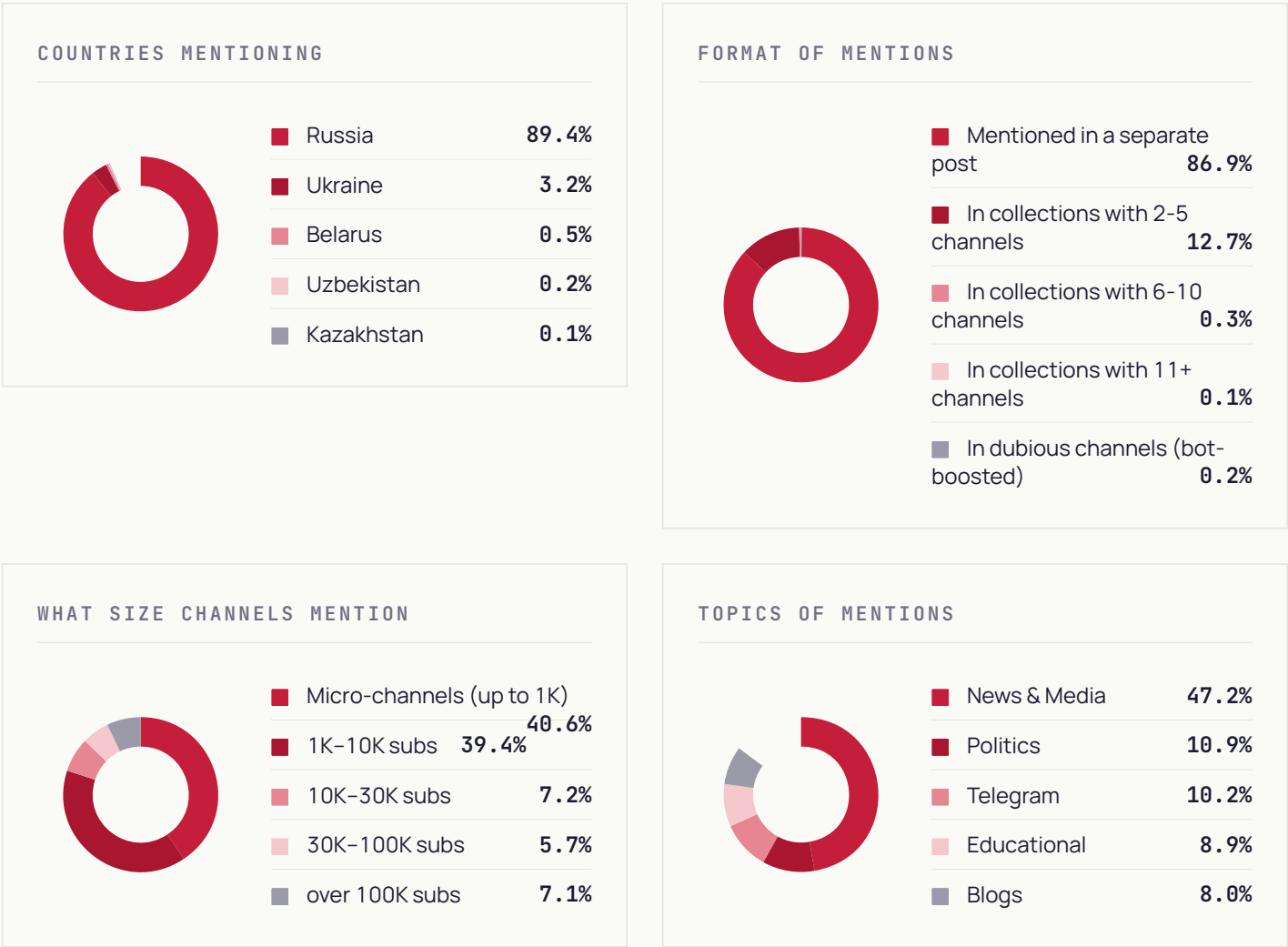
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

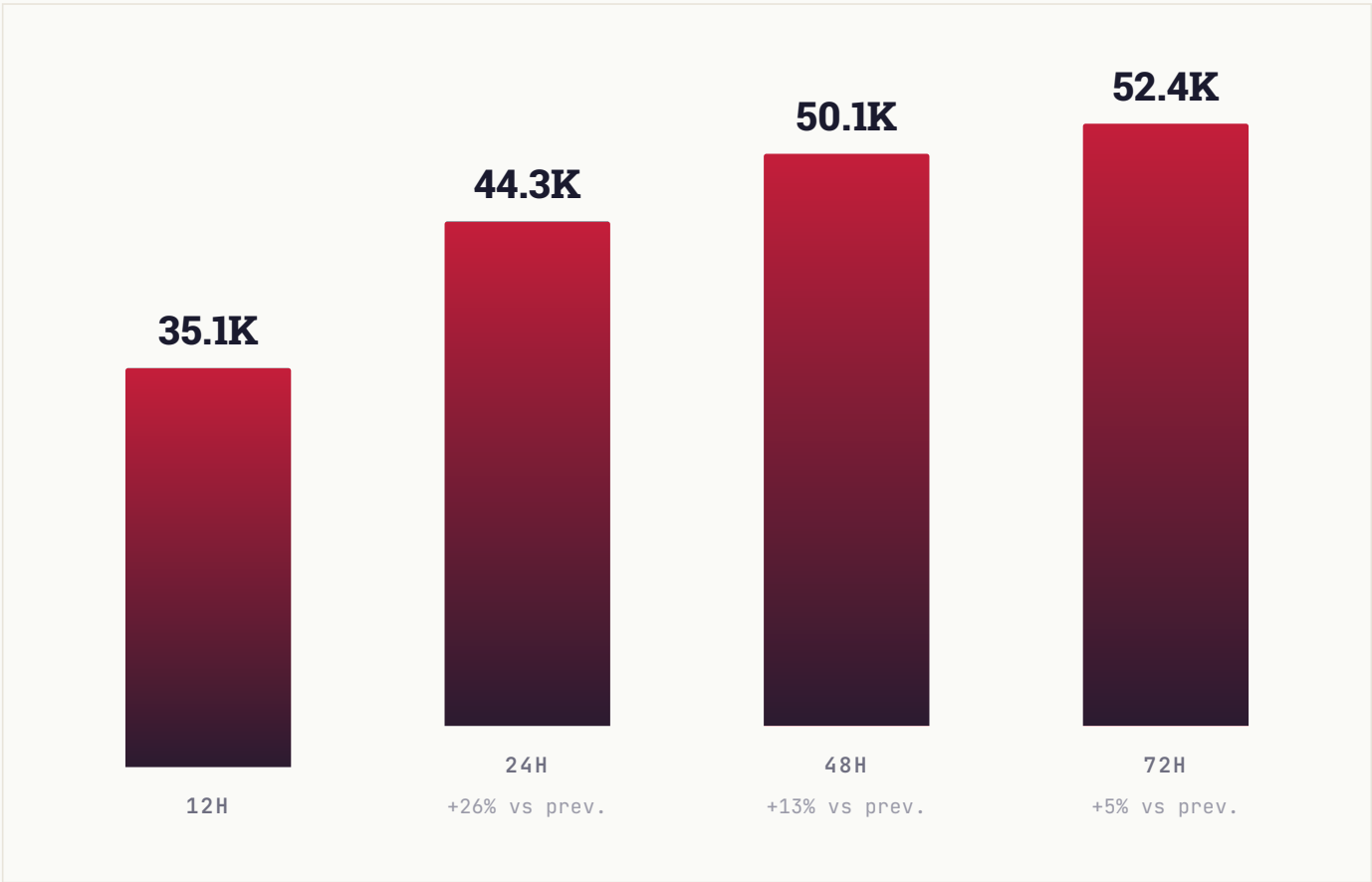
Citation index **5 158** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel 'weighs' more than from a 1k subs channel. All-time channel mentions: **7 958** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
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 • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trukha ⚡ Ukraine	3.1M
RS Russia Now • News YOU	1.2M

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#65 of 97). Niche median — 1.3M subs.
First growth KPI — reach median. Leader: اخبار فوری خبر فوری جنگ امریکا فوری (6M).

SECTION 07 · MENTION DYNAMICS

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 **14 638**, they brought **50 893** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	2 682	295	49 599	
December 2025	2 647	262	0	
November 2025	2 542	390	0	
October 2025	2 536	269	0	
September 2025	2 141	334	1 294	
August 2025	2 090	321	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
14 638	6	50 893

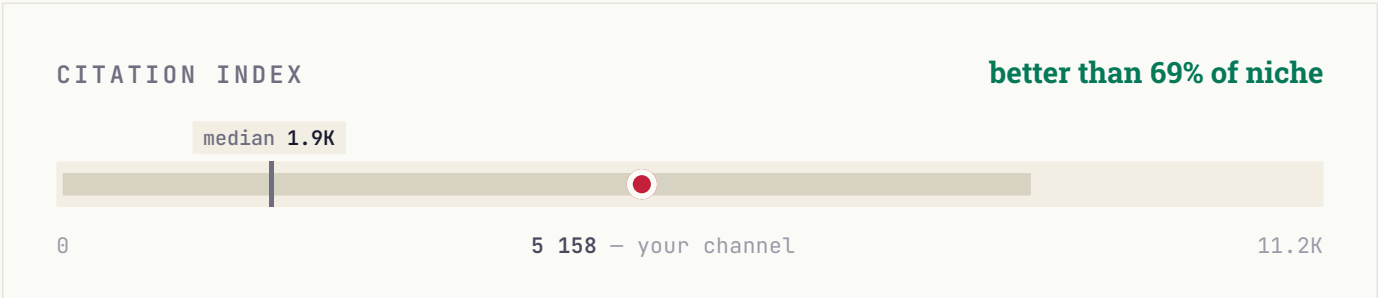
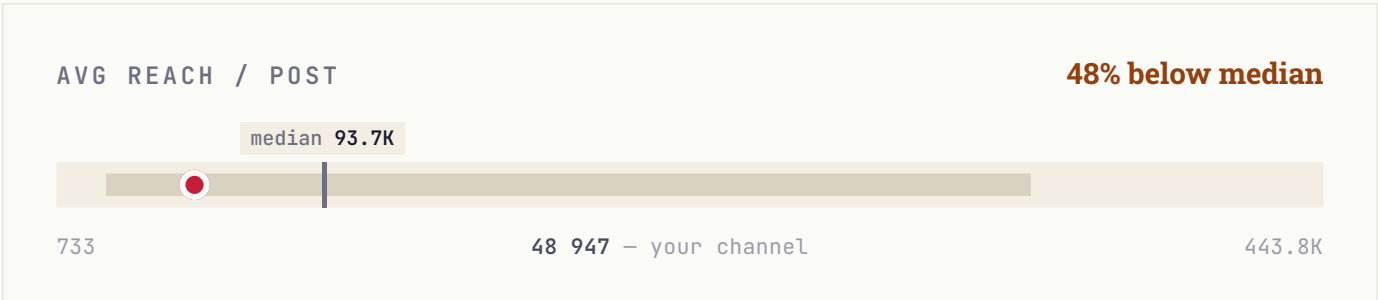
SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

#65/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Sunday

Audience most active on this day at 08:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 4.09% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.4pp ER
- 03

System traffic buying

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

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

Posts with polls/reactions typically 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 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 this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us & hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
