

— PROMTPRESS PUBLIC REPORT

Channel audit

Russia Now • News



@ria_novosti_rusya

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

SUBSCRIBERS

1 211 792

-15039 per month

ERR (% WHO SEE
POSTS)

5.0%

per day **3.7%**

REACH/POST

51.5K

ad reach **45.4K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 1 211 792 —	 SUBS REACH 4.25% avg % subs see post	 VIEWS/POST 51.5K median 51.8K · 21 days	 POSTS/DAY 29.0 ~203 per week
 7D TREND -0.4% vs previous week	 REACTIONS/POST 1133.1 total 701,359 reactions, 59,886 reposts, 43,308 comments	 POST LENGTH 597 chars median 584 · 21 days	 POSTS ANALYZED 619 21 days
 AD REACH 45.4K 24h avg	 CHURN / MONTH -15039 last month	 CITATION RATE 5 131 citation index · 7,926 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 23.02.2022

AI EDITOR SUMMARY

Channel «Russia Now • News» — 1 211 792 subs. Each post averages 51.5K people (4% of subs), reach is low — consider expanding audience. Publishes 203 posts per week (~29/day) — very active posting. For week May 25–31 reach stable (-0.4% vs week 18–24 May).

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 619 posts in 21 days.
- 02 Dominant format — Video (323/619 posts).
- 03 Avg post length — 597 characters (median 584).
- 04 Peak audience activity — Sat, 01:00 MSK.
- 05 Top posts get 2× more views than the weakest (68.5K avg for top vs 37.9K for bottom) — across 619 posts in 21 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 23.05 · 22:52 VIDEO 📺 New angles of the "Oreshnik" strike on a target near Kyiv. Also: 🚀Launches of Kalibr missiles from the Black Sea — monitors. 📺New launches...	VIEWS 69 274 REP. 283	REACTIONS 1 904 ER 5.7%
Nº2 23.05 · 22:39 VIDEO 📺📺Footage of the "Oreshnik" strike on a target in Bila Tserkva near Kyiv! 📺📺📺 RETRIBUTION! 📺 We are on Telegram - subscribe 📺 We are on MAX -...	VIEWS 68 463 REP. 364	REACTIONS 2 047 ER 5.6%
Nº3 24.05 · 09:52 VIDEO A strike hit the National Humanities University (NHU) building in Kyiv. Also shelled a logistics center. However...	VIEWS 67 783 REP. 213	REACTIONS 1 853 ER 5.6%

Nº4 24.05 · 06:04 VIDEO Kyiv in flames. The most powerful strikes on the Ukrainian capital since the conflict began. Drones, missiles, and even "Oreshnik" (a...	VIEWS 66 428 REP. 586	REACTIONS 2 383 ER 5.5%
Nº5 24.05 · 04:58 VIDEO Shooting incident near White House in Washington. Press pool recorded about 20-30 shots, after which...	VIEWS 66 051 REP. 22	REACTIONS 615 ER 5.5%

|

WORST 3

↓ 05.06 · 15:01 PHOTO When pressurizing the transfer compartment (ПпК) of the Zvezda module to the International Space Station (ISS) pressure, specialists of the main...	VIEWS 38 423 REP. 29	REACTIONS 720 ER 3.2%
↓ 05.06 · 14:03 VIDEO Putin: G7 contribution to global economic growth is lower than BRICS. Looking at world GDP dynamics over...	VIEWS 37 668 REP. 33	REACTIONS 709 ER 3.1%
↓ 05.06 · 14:45 PHOTO Astronauts moved from ISS to Dragon while fixing leaks in Russian module Zvezda, NASA spokesperson said. It...	VIEWS 37 667 REP. 14	REACTIONS 585 ER 3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

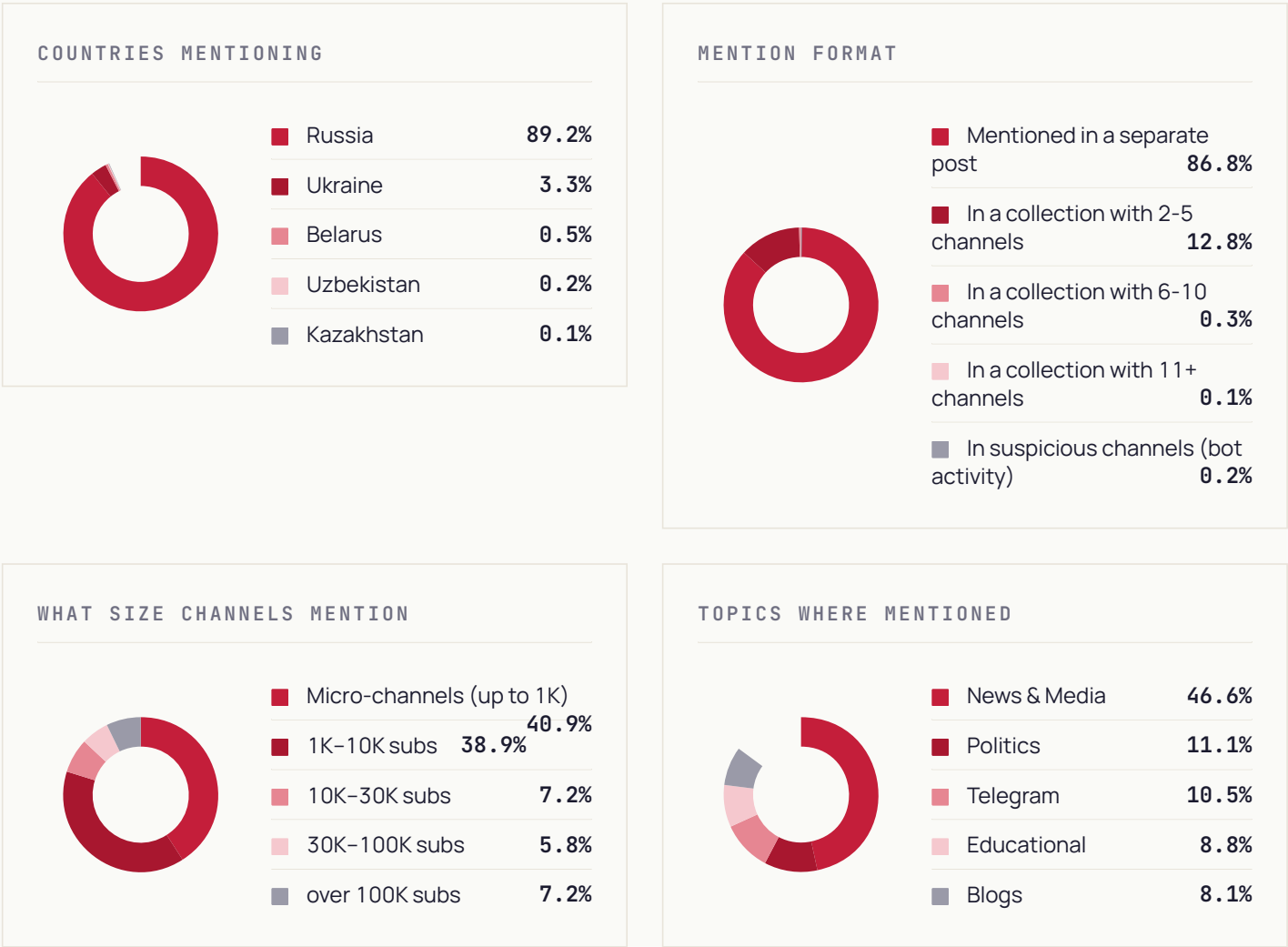
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

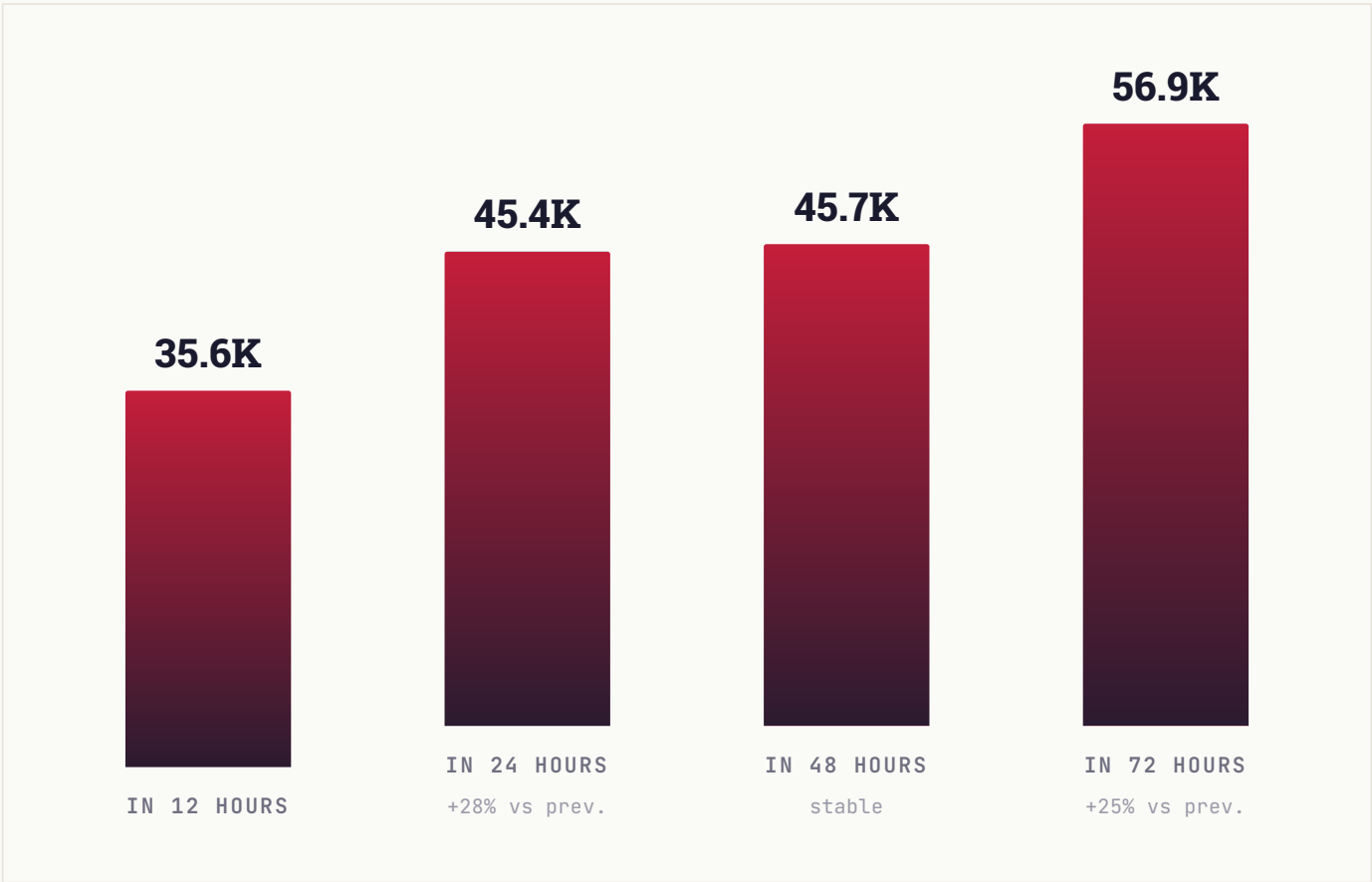
Citation index **5 131** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **7 926** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Live Broadcast • 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
RS Russia Now • News	1.2M

COMPARATIVE CONCLUSION

Channel in top half of niche (#29 of 99). Niche leader — Live Broadcast • News (4.1M), median subs 843.7K. Aim for the first quartile — a realistic 6-12 month horizon.

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 **13 984**, they brought **1 529** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
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	
July 2025	2 028	321	235	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
13 984	6	1 529

SECTION 08 · NICHE COMPARISON

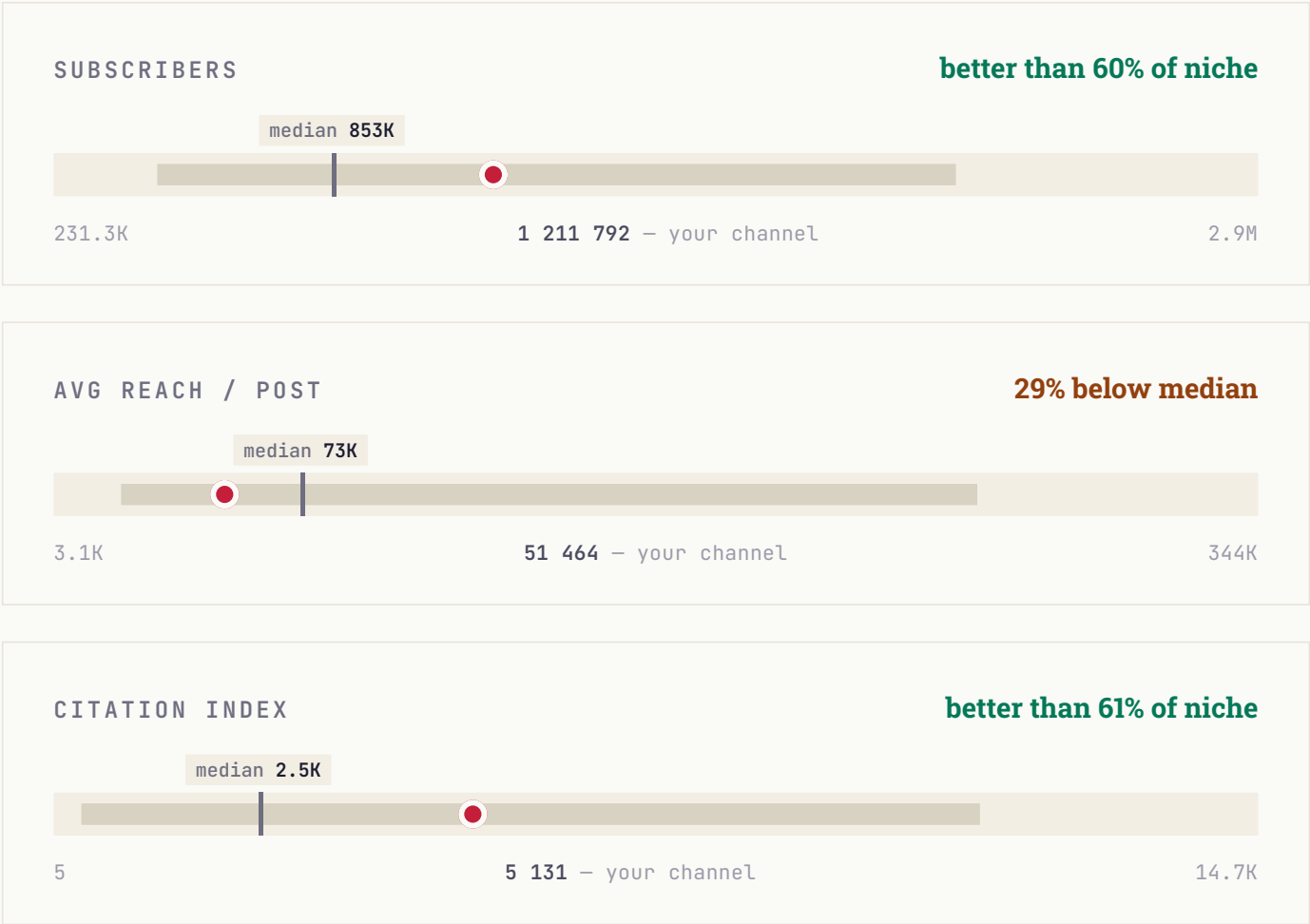
Where the channel stands in its league

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

#86/100

RANK IN NICHE

Channel in the lower half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

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

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.25% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.2pp ER

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

+1K-3K subs

04

Test polls and interactive formats

Posts with polls/reactions typically boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
