

PROMTPRESS PUBLIC REPORT

Channel audit

RIA Novosti



@rian_ru

Main News RIA Channel authors are our correspondents in Russia and abroad. We report what we see. Registered in Roskomnadzor list www.gosuslugi.ru/snet/678637f9506f967728faabaa

SUBS

3 052 951

-13318 per month

ERR (% SEE POSTS)

10.0%

per day 8.5%

REACH/POST

263.9K

ad reach 260.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 3 052 951 —	 SUBSCRIBER REACH 8.64% avg % of subs see post	 VIEWS/POST 263.9K median 265.4K · 17 days	 POSTS/DAY 53.7 ~376 per week
 7D TREND — no data for period	 REACTIONS/POST 1458.5 total 1,344,729 reactions, 386,484 reposts, 0 comments	 POST LENGTH 313 chars median 258 · 17 days	 POSTS ANALYZED 922 17 days
 AD REACH 260.6K 24h avg	 CHURN / MONTH -13318 last month	 CITATIONS 20 029 citation index · 47,015 channels mentioned all time	 CHANNEL AGE 9 years 3 months created 28.02.2017

AI EDITOR SUMMARY

Channel «RIA Novosti» — 3 052 951 subs. Each post gets avg 263.9K people (9% from subs), reach is low — need to expand audience. Publishes 376 posts per week (~54/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.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 922 posts in 17 days.
- 02 Dominant format — Text (452/922 posts).
- 03 Avg post length — 313 chars (median 258).
- 04 Audience peak — Monday, 22:00 MSK.
- 05 Top posts get 15x more views than the weakest (372.1K avg for top vs 24.8K for worst) — among 922 posts in 17 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 13:34 TEXT ✂Russia begins systematic strikes on Ukraine's defense industry in Kyiv, Foreign Ministry says. The ministry emphasized that...	VIEWS 410 375 REPOSTS 4 841	REACTIONS 7 674 ER 13.4%
Nº2 25.05 · 18:14 TEXT Russia begins strikes on Kyiv facilities used by the Armed Forces of Ukraine. Lavrov informed Rubio during a phone call...	VIEWS 354 915 REPOSTS 1 244	REACTIONS 4 492 ER 11.6%
Nº3 01.06 · 05:46 PHOTO France detained a tanker allegedly from Murmansk. Macron claims the tanker Tagor is "under..."	VIEWS 351 127 REPOSTS 246	REACTIONS 1 674 ER 11.5%

Nº4 25.05 · 16:15 PHOTO Top news today: ☒ Russia begins systematic strikes on Ukrainian defense industry facilities in Kyiv. ☒ Putin will visit...	VIEWS 350 805 REPOSTS 180	REACTIONS 648 ER 11.5%
Nº5 28.05 · 20:55 VIDEO Ukrainian gymnast closed eyes and ears during Russian anthem. Junior demonstratively ignored anthem at ceremony...	VIEWS 350 144 REPOSTS 1 455	REACTIONS 6 603 ER 11.5%

|

WORST 3

↓ 05.06 · 12:33 TEXT Lantratova agreed with the Ukrainian ombudsman to exchange lists of civilians for return to homeland. She...	VIEWS 45 817 REPOSTS 35	REACTIONS 241 ER 1.5%
↓ 05.06 · 12:49 PHOTO Russia deserves to be ahead, and Russian families to be happy, said VEB.RF Chairman Igor Shuvalov at SPIEF. "I...	VIEWS 28 498 REPOSTS 70	REACTIONS 411 ER 0.9%
↓ 05.06 · 13:07 TEXT State Duma proposes checking AI for values and meanings. "The president ordered to prepare amendments to all federal...	VIEWS 1 REPOSTS —	REACTIONS 9 ER 0.0%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

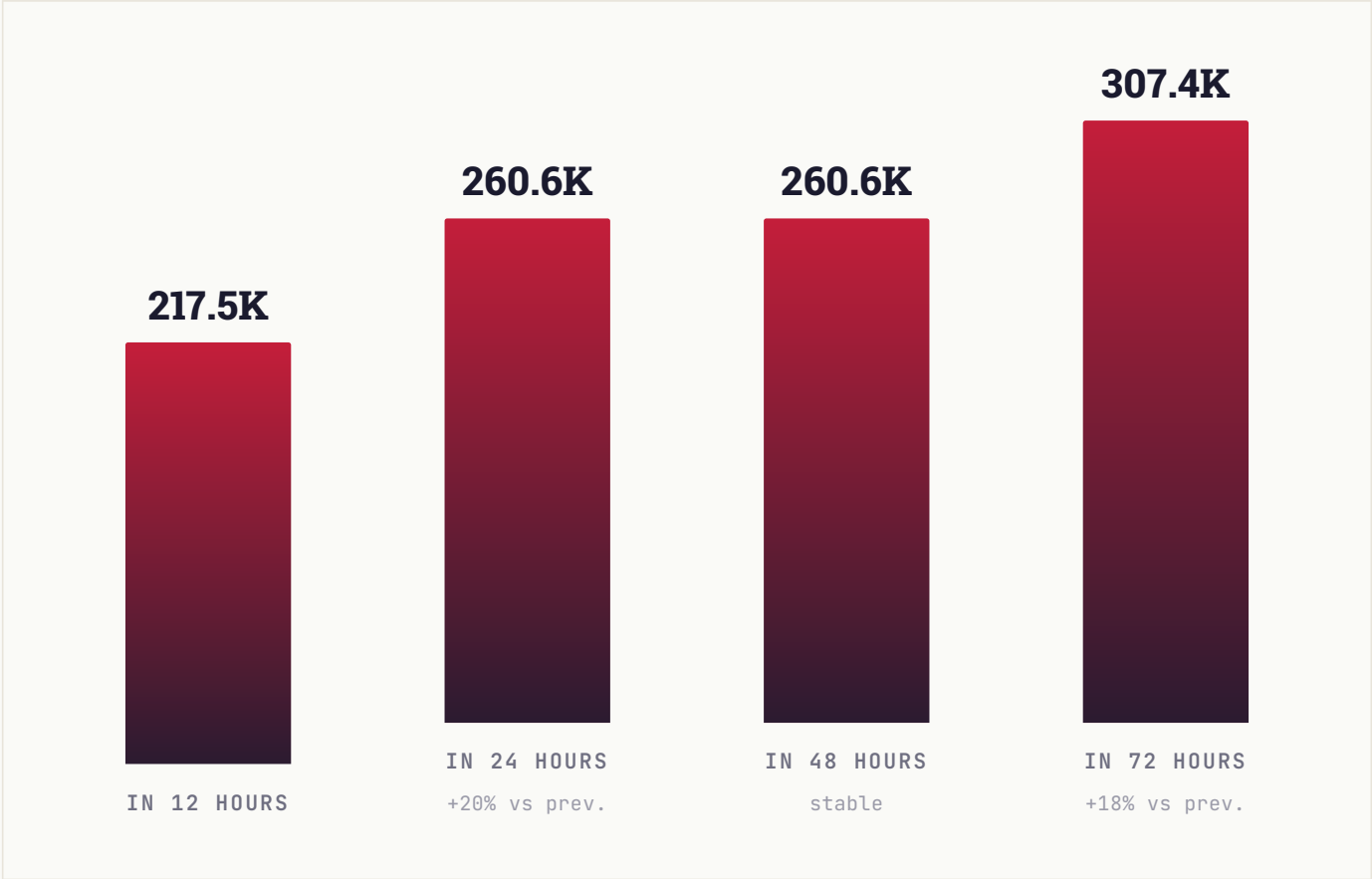
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · AD POTENTIAL

How long a post gets reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
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 YOU	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
M2 Moscow 24/	2.2M

COMPARATIVE CONCLUSION

Channel in niche top-10 (#7 of 99). Strong position. Niche leader — Live • News (4.1M), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 06 · NICHE COMPARISON

Where your channel stands 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 vertical — median. Red dot — your channel.

#86/100

POSITION IN NICHE

Channel in bottom half of rating



— SECTION 07 · STRATEGY

What to do right now

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

01

Best post of the week — on Monday

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

EFFECT

**Best window
for important
post**

02

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**

03

Test polls and 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 with same-niche channels 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 — a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — 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
