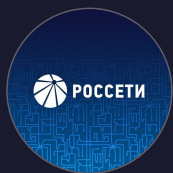


PUBLIC REPORT BY PROMTPRESS

Channel audit

Rosseti



@rosseti_official

Official channel of Rosseti Group Website: www.rosseti.ru Contact: press@rosseti.ru RKN registration: <https://knd.gov.ru/license?id=678a49861e4e233a712c8c68&istryType=bloggersPermission>

SUBSCRIBERS

25 424

-59 per month

ERR (% SEE POSTS)

31.0%

last day **6.9%**

REACH/POST

8.3K

ad reach **1.7K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad Potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Technology»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 25 424 —	 SUBS REACH 32.82% avg % subs see post	 VIEWS/POST 8.3K median 6.6K · 28 days	 POSTS/WEEK 7.1 for period
 7D TREND -3.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 903 chars median 1000 · 28 days	 POSTS ANALYZED 29 28 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH -59 last month	 CITATION RATE 844 citation index · 2,216 channels mentioned ever	 CHANNEL AGE 6 years 5 months created 10.02.2020

AI EDITOR SUMMARY

Channel «Rosseti» — 25 424 subs. Each post avg views 8.3K people (33% of subs), good reach. Publishes 7 posts/week (~1/day) — regular. Week Jun 29 – Jul 5 reach stable (-3.3% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 29 posts in 28 days.
- 02 Dominant format – Photo (24/29 posts).
- 03 Avg post length – 903 chars (median 1000).
- 04 Peak audience activity – Monday, 16:00 MSK.
- 05 Top posts get 6x more views than the weakest (19.8K avg for top vs 3.5K for worst) – among 29 posts over 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 13:23 PHOTO Более чем в 20 городах России открылись фотовыставки «Надежные люди», посвященные сотрудникам Группы «Rosseti» Проект приурочен к...	VIEWS 23 839 REPOSTS 31	REACTIONS — ER 93.8%
Nº2 25.06 · 07:00 PHOTO Congrats on Company Day from Rosseti CEO Andrey Ryumin Dear colleagues! I congratulate you on our common...	VIEWS 18 442 REPOSTS 75	REACTIONS — ER 72.5%
Nº3 19.06 · 08:28 TEXT Summer — parents on vacation, kids explore: climb trees, fly kites, walk. But stats...	VIEWS 17 042 REPOSTS 23	REACTIONS — ER 67.0%

Nº4

09.07 · 10:01

PHOTO

AI, robots, and energy storage systems are the focus of the Energopriv–2026 contest Until August 31, 2026...

VIEWS

16 745

REPOSTS

45

REACTIONS

—

ER

65.9%

Nº5

01.07 · 12:28

PHOTO

«Rosseti» рассказали о работе института СТОО на конференции «Развитие и повышение надежности электрических сетей» В Москве начала работу...

VIEWS

14 669

REPOSTS

28

REACTIONS

—

ER

57.7%

WORST 3

↓ 13.07 · 10:16 PHOTO «Rosseti» подвели итоги работы магистрального сетевого комплекса в первом полугодии 2026 года Первый заместитель Генерального директора...	VIEWS 3 622 REPOSTS 12	REACTIONS — ER 14.2%
↓ 30.06 · 10:06 PHOTO «Rosseti» обеспечат мощностью новые жилые кварталы Кисловодска «Rosseti Северный Кавказ» реализуют проект по электроснабжению 40...	VIEWS 3 569 REPOSTS 10	REACTIONS — ER 14.0%
↓ 01.07 · 15:00 PHOTO Более 300 участников Школы командиров студотрядов Группы «Rosseti» обсудили начало нового трудового сезона В мультимедийном пространстве...	VIEWS 3 436 REPOSTS 2	REACTIONS — ER 13.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.

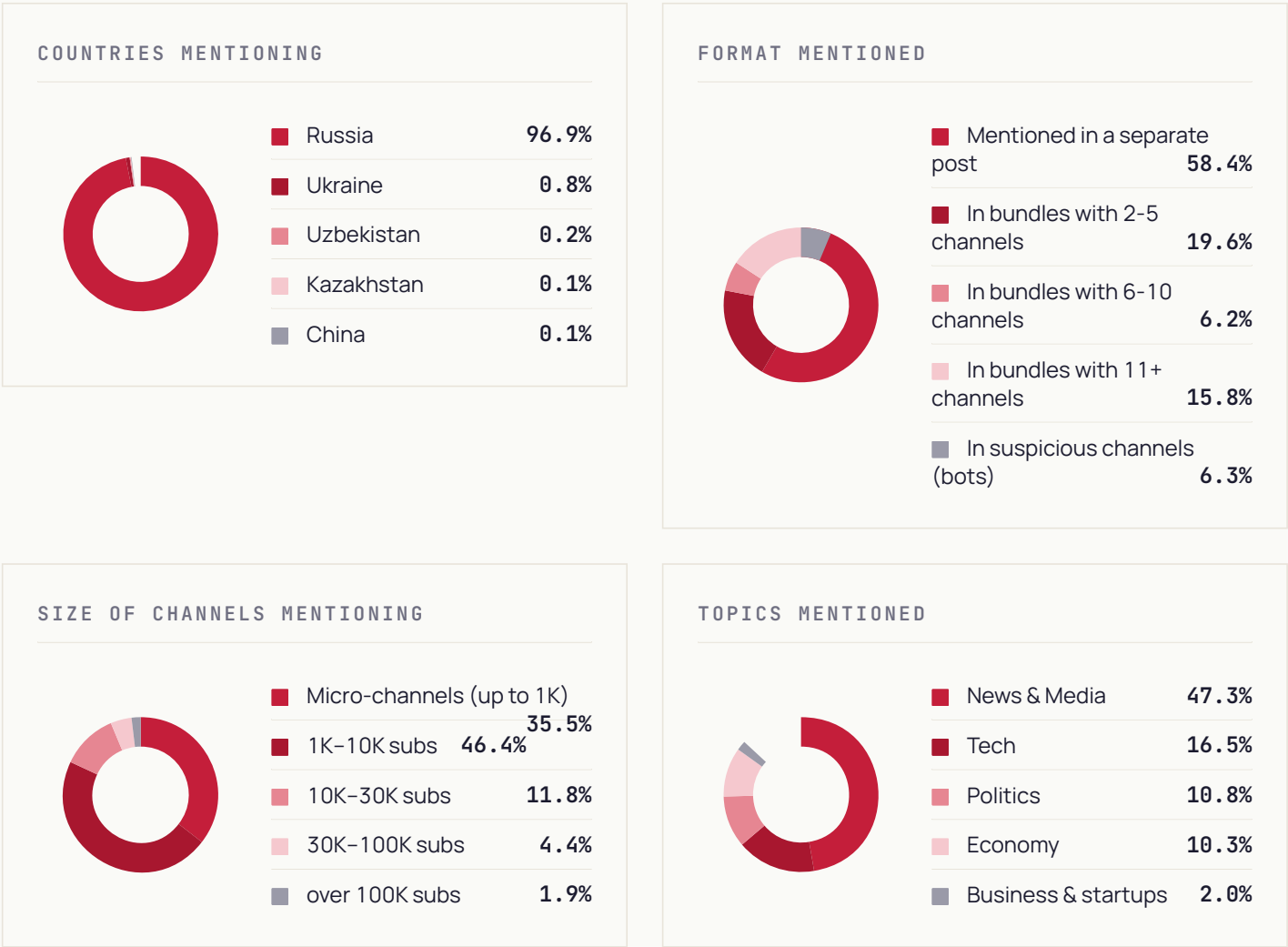


START DATE	NOW	NET GROWTH
26 431	25 424	-1 007

SECTION 04 · MENTIONS

Who mentions the channel and how

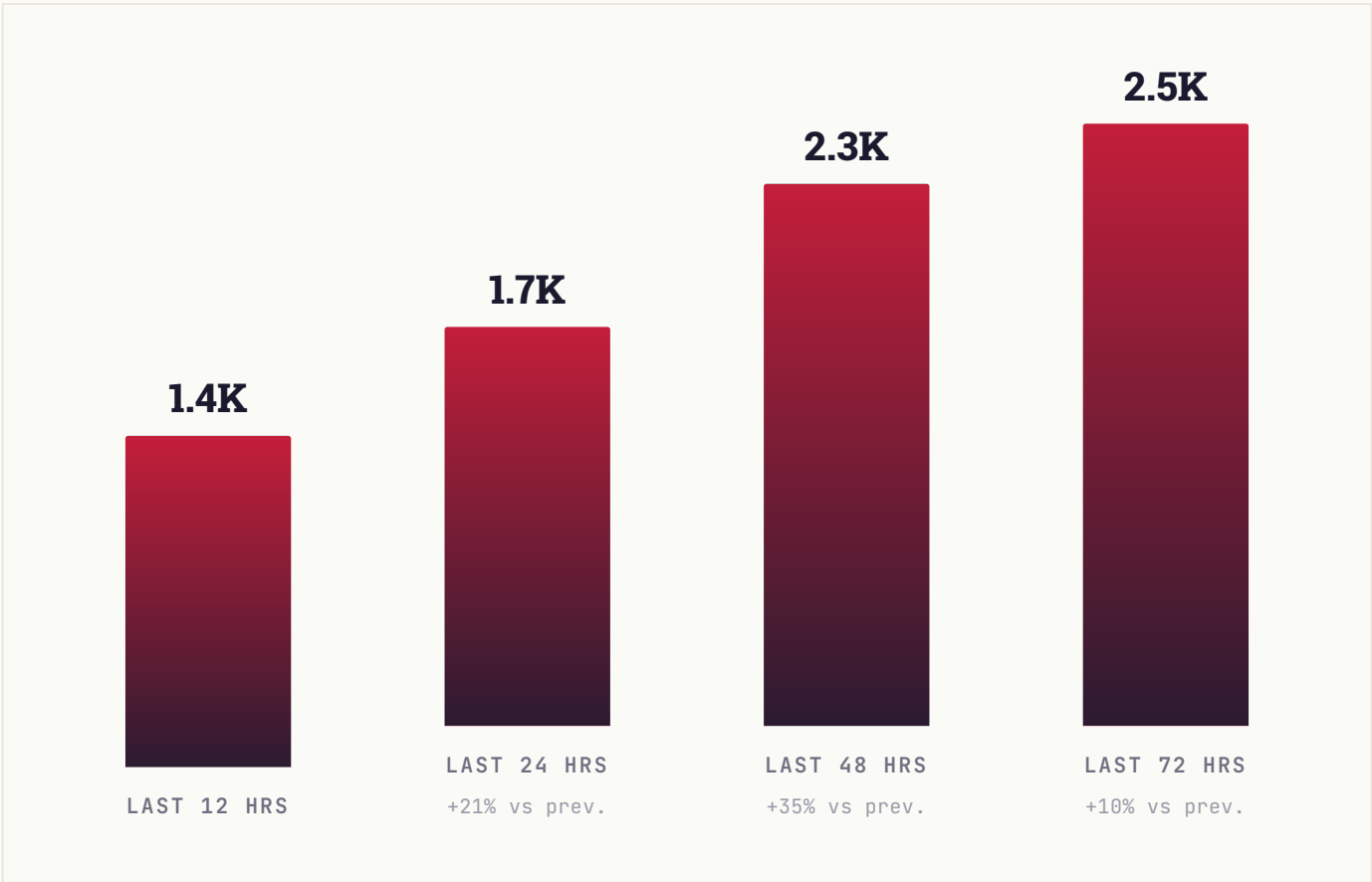
Citation index **844** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 216** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trending World	3.3M
TE Technochat	3.1M
HA Hi, AI • Новости технологий	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE – Telegram, AI и технологии	2M
RO Rosseti YOU	25.4K

COMPARATIVE SUMMARY

Channel not yet outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal: enter top-100 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

We track posts mentioning your channel monthly. Over the last **6 months** such mentions were **646**, they brought **587** new subs.

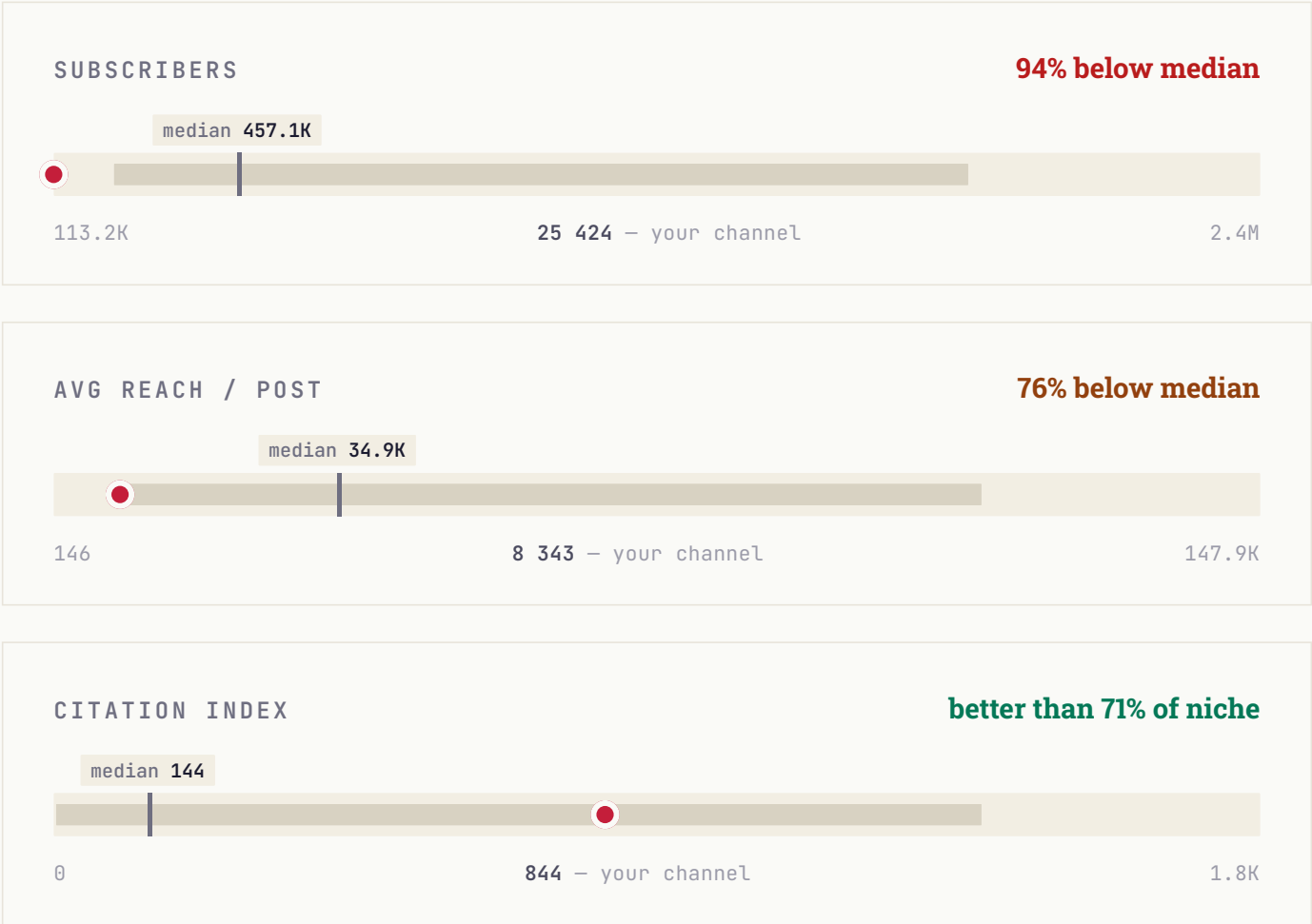
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	90	51	273	
December 2025	149	92	75	
Nov 2025	106	70	56	
Oct 2025	99	68	114	
September 2025	97	55	31	
August 2025	105	68	38	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
646	6	587

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Tech» (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.



— SECTION 09 • STRATEGY

What to do right now

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

01

Best post day — Monday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Recommend reaching 15-25% share.

EFFECT

**Video retains
audience
better**

03

System traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with same-niche channels 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 a few minutes based on public data. Want to go further? Run ads through 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
----	------------------------	---
