

PUBLIC REPORT BY PROMTPRESS

Channel audit

RT на русском



@rt_russian

Exclusive reports. Frontline footage. Top news in Russia and worldwide. Contact: @rtrufeedback_bot Mirror: https://t.me/Zerkalo_NewZ Roskomnadzor registry: <https://clck.ru/3F8NJz>

SUBS

992 682

-4749 per month

ERR (% SEE POSTS)

8.0%

per day 6.9%

REACH/POST

63.5K

ad reach 68.2K/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.

 SUBS 992 682 —	 SUBSCRIBER REACH 6.4% avg % of subs see post	 VIEWS/POST 63.5K median 60.7K · 10 days	 POSTS/DAY 88.4 ~618 per week
 7D TREND — no data for period	 REACTIONS/POST 1044.1 total 967,883 reactions, 91,427 reposts, 0 comments	 POST LENGTH 408 chars median 351 · 10 days	 POSTS ANALYZED 927 10 days
 AD REACH 68.2K 24h avg	 CHURN / MONTH -4749 last month	 CITATION RATE 21 994 citation index · 39,828 channels mentioned all time	 CHANNEL AGE 10 years 2 months created 28.03.2016

AI EDITOR SUMMARY

Channel «RT in Russian» — 992 682 subs. Each post averages 63.5K people (6% from subs), reach is low — consider expanding audience. Publishes 618 posts per week (~88 per day) — very active posting.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **927** posts over 10 days.
- 02 Dominant format – **Text** (472/927 posts).
- 03 Avg post length – **408** chars (median 351).
- 04 Audience peak – **Tuesday**, 11:00 MSK.
- 05 Top posts get **7x** more views than the weakest (255.7K avg for top vs 35.4K for worst) – among 927 posts over 10 days. Worth analyzing what the top shares – topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 08:56 VIDEO RT premiere «Saving from Krasnoarmeysk». A chronicle of civilian evacuation. Russian troops liberated Krasnoarmeysk (Pokrovsk) in...	VIEWS 294 332 REPOSTS 280	REACTIONS 889 ER 29.7%
Nº2 29.05 · 07:02 VIDEO First she cooked for her boyfriend – a soldier, now she feeds a whole company with home-cooked meals. Her parcels with baked chicken...	VIEWS 240 313 REPOSTS 222	REACTIONS 1 955 ER 24.2%
Nº3 02.06 · 07:15 TEXT \$3.5 bln, or 250 bln rubles: RT calculated how much Kyiv and the EU spent on drones in the last two years. Factories opened in Poland...	VIEWS 232 394 REPOSTS 529	REACTIONS 909 ER 23.4%

Nº4 29.05 · 17:03 VIDEO «If my food is the last joy in life for some soldier... I get emotional about it.» Premiere on RT: a film...	VIEWS 212 011 REPOSTS 493	REACTIONS 1 507 ER 21.4%
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Nº5 03.06 · 22:48 TEXT Three dead, seven wounded in AFU strike on Simferopol, says Aksyonov. Subscribe to RT: TG Mirror MAX	VIEWS 189 065 REPOSTS 318	REACTIONS 2 259 ER 19.0%
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WORST 3

↓ 05.06 · 13:50 TEXT «You can nitpick anything. But the basis is the same – unfair competition»: Putin on the West seizing others'...	VIEWS 35 604 REPOSTS 20	REACTIONS 433 ER 3.6%
↓ 05.06 · 13:40 TEXT Sanctions and blocking, essentially theft of Russian assets, irreversibly affected attitudes toward the dollar and euro – Putin. Subscribe to...	VIEWS 35 523 REPOSTS 35	REACTIONS 534 ER 3.6%
↓ 05.06 · 13:48 TEXT Putin named three future technologies: AI, autonomous systems, and platform solutions. Subscribe to RT: TG Mirror MAX	VIEWS 35 056 REPOSTS 58	REACTIONS 384 ER 3.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

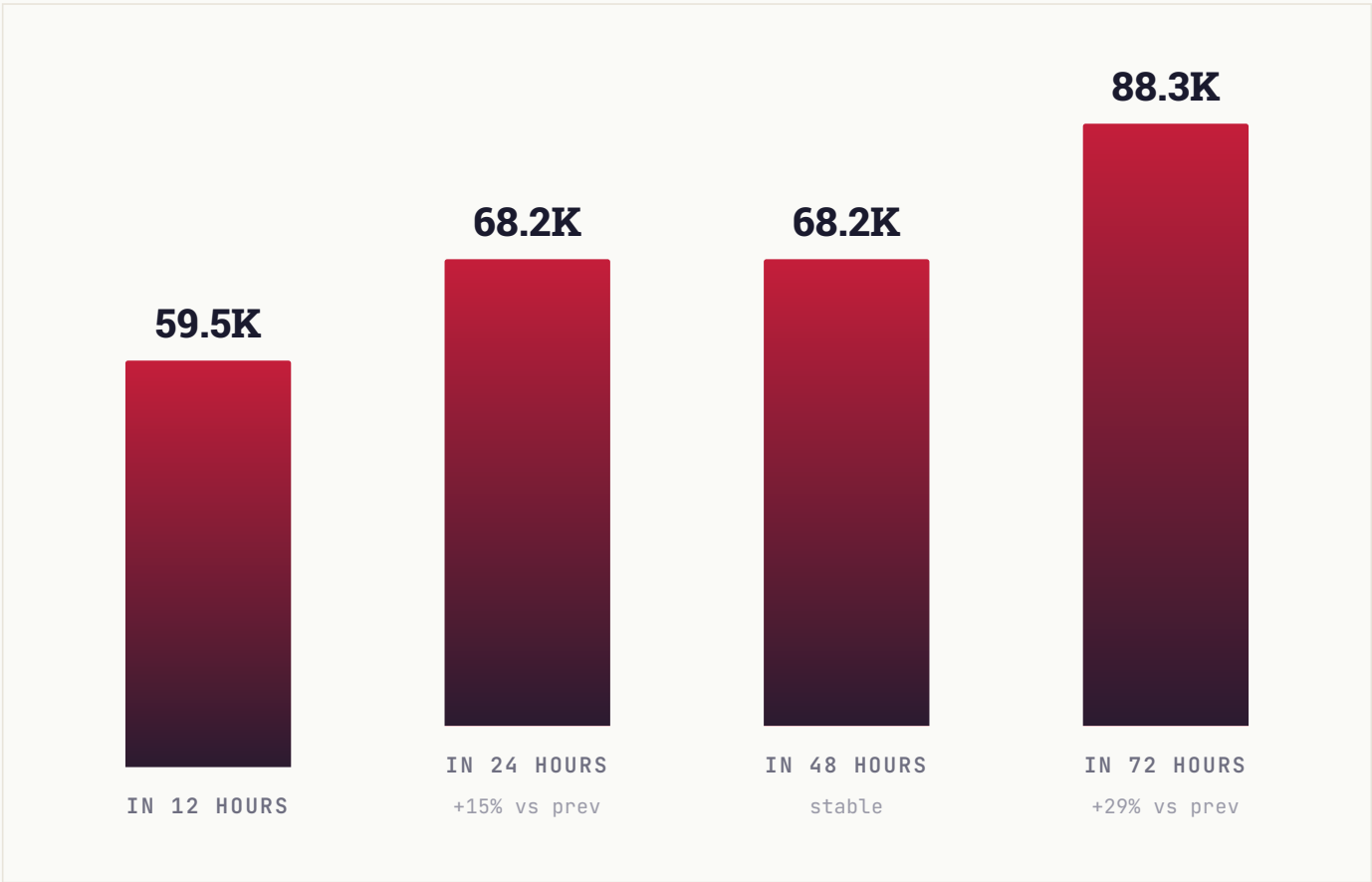
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge 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 neighbors.

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 Perviy Moskovskiy	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
RH RT на русском YOU	992.7K

COMPARATIVE CONCLUSION

Channel intop half of niche (#40 of 99). Niche leader — Live • News (4.1M), median subs 843.7K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **108 293**, they brought **43 183** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	17 073	3 075	2 341
Nov 2025	13 695	2 443	806
Oct 2025	17 234	3 050	4 121
September 2025	20 914	3 788	20 348
August 2025	21 877	3 264	13 012
Jul 2025	17 500	3 263	2 555

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
108 293	6	43 183

SECTION 07 · NICHE COMPARISON

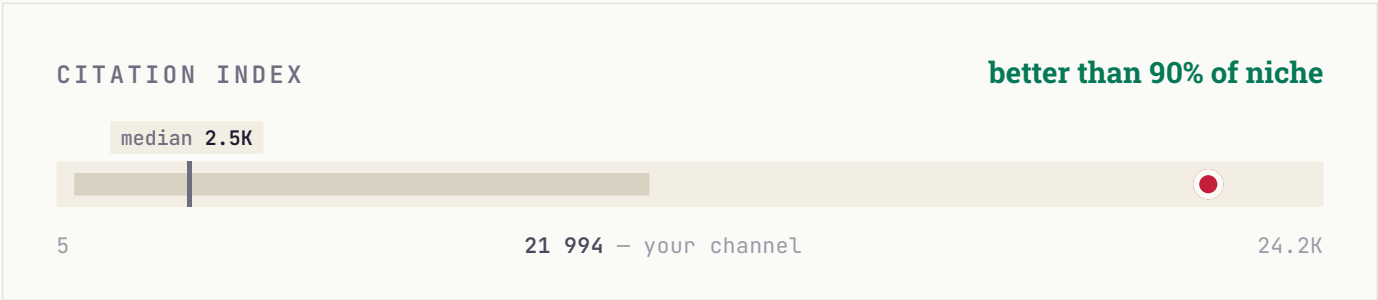
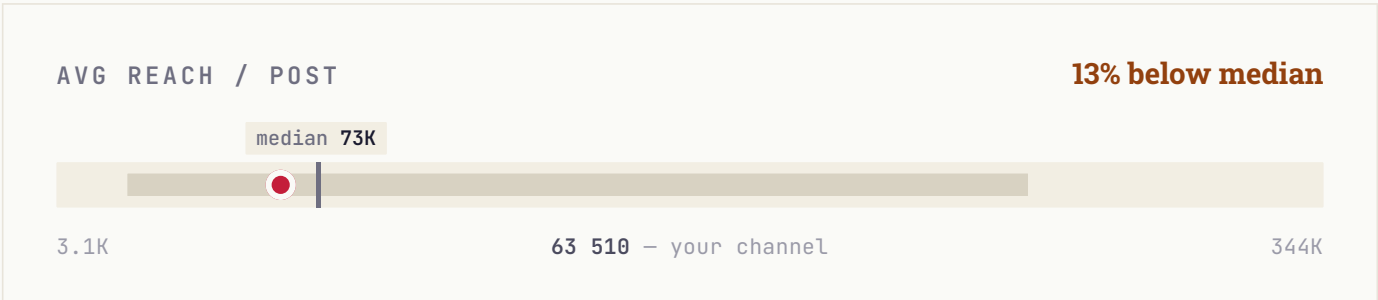
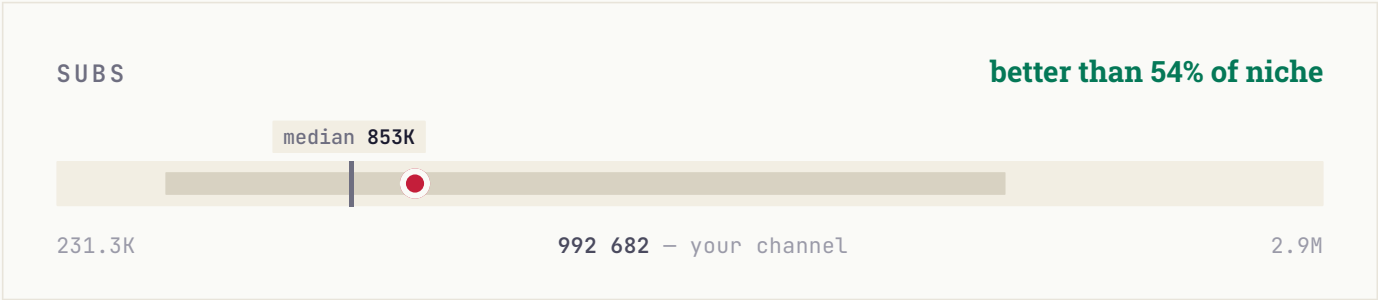
Where the channel stands in its league

Took top-100 channels in category "News & Media» (Russia) and compared your channel to them. 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 the bottom half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Main post of the week — Tuesday
 Audience is most active on this day at 11:00 MSK.

EFFECT
Best window for an 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 & interactive formats
 Posts with polls/reactions usually boost ER by 5-15%.
 One weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Swap posts with same-segment channels quarterly. 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 — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads with us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
