

PUBLIC REPORT PROMTPRESS

Channel audit

RTVI



@rtvimain

RTVI — international Russian-language media. The most important news of the hour. Registered with Roskomnadzor: <https://clck.ru/3FWHUa> Application number: 7313274612 Contact editors: @RTVI_feedback_bot Po...

SUBSCRIBERS

147 509

+20923 per month

ERR (% WHO SEE
POSTS)

37.0%

in 24 hrs 27.6%

REACH/POST

53.8K

ad reach 40.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 147 509 —	 SUBS REACH 36.46% avg % subs see post	 VIEWS/POST 53.8K median 53.4K · 29 days	 POSTS/DAY 23.3 ~163 per week
 7D TREND +3.5% vs previous week	 REACTIONS/POST 72.7 only 50 425 reactions, 33 788 reposts, 0 comments	 POST LENGTH 858 chars median 999 · 29 days	 POSTS ANALYZED 694 29 days
 AD REACH 40.8K 24h avg	 CHURN / MONTH +20923 over the last month	 CITATION RATE 3 938 citation index · 9,759 channels mentioned all time	 CHANNEL AGE 8 years 4 months created 13.03.2018

AI EDITOR SUMMARY

Channel «RTVI» – 147 509 subs. Each post averages 53.8K people (36% of subs), good reach. Publishes 163 posts/week (~23/day) – very active. For the week Jun 29 – Jul 5, reach stable (+3.5% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **694** posts over 29 days.
- 02 Dominant format – **Photo** (512/694 posts).
- 03 Avg post length – **858** chars (median 999).
- 04 Peak audience activity – **Monday**, 14:00 MSK.
- 05 Top posts gather **3×** more views than the weakest (131.4K avg for top vs 45.9K for worst) – among 694 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 19.06 · 07:08 VIDEO  Fuel crisis in Crimea began after AFU attacks on logistics routes Due to this, the peninsula authorities were forced to limit...	VIEWS 174 580 REPOSTS 168	REACTIONS 50 ER 118.4%
Nº2 10.07 · 06:28 PHOTO Europe prepares for a much larger confrontation than Ukraine, while the Russian army takes Konstantinovka and breaks...	VIEWS 128 174 REPOSTS 202	REACTIONS 228 ER 86.9%
Nº3 09.07 · 14:19 VIDEO  Russian ships pay nothing for passage through the Strait of Hormuz – Ulyanov Does Iran charge fees for ships sailing under other...	VIEWS 91 546 REPOSTS 37	REACTIONS 39 ER 62.1%

Nº4 10.07 · 05:48 PHOTO ■ ■ ■ Regions need factories that are not so easy to destroy – Mironov The government should provide regions with subsidies for...	VIEWS 80 105 REPOSTS 30	REACTIONS 82 ER 54.3%
Nº5 12.07 · 15:32 PHOTO ■ ■ ■ Mironov called for protecting gas supply facilities and major thermal power plants from drones According to the chairman of the 'Fair Russia' party, Sergey...	VIEWS 79 118 REPOSTS 38	REACTIONS 112 ER 53.6%

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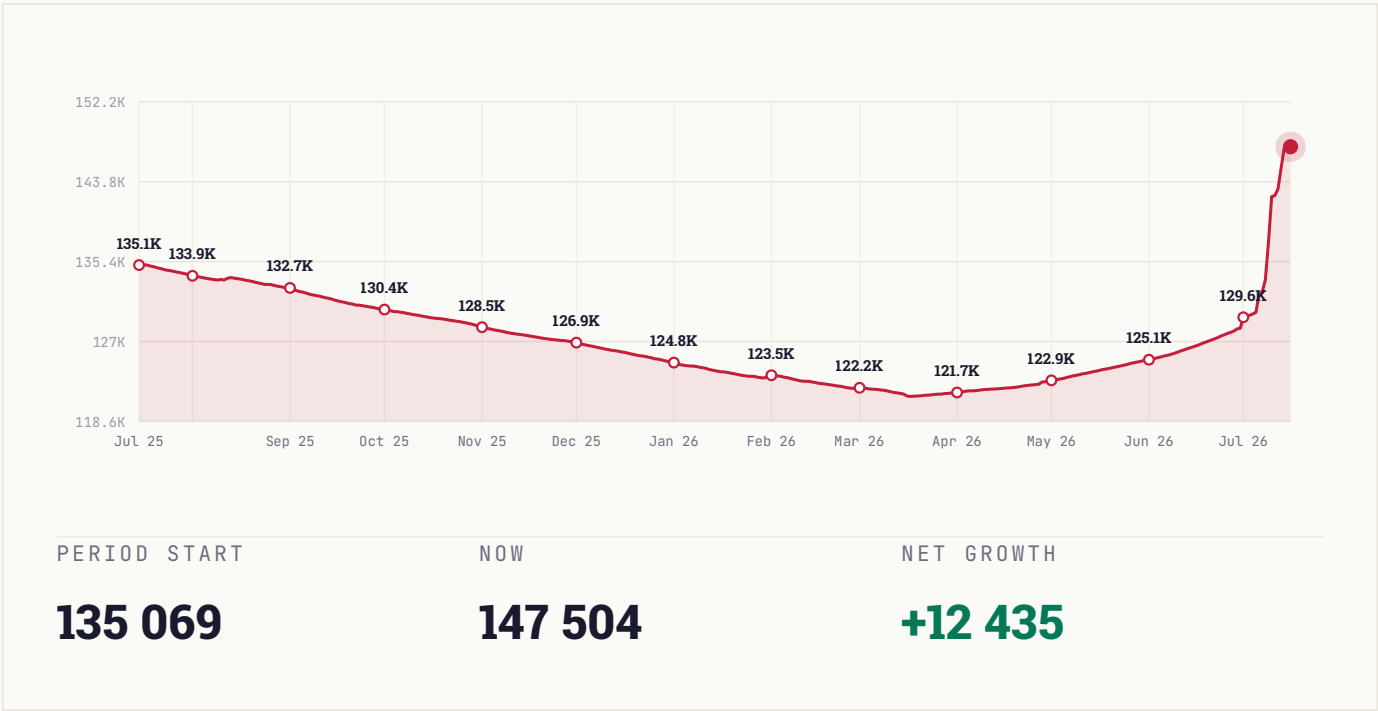
WORST 3

↓ 17.06 · 03:50 PHOTO Summer for some, fall preview for others. World weather forecast for June 17 🇷🇺 Moscow — +17°C, rain. Summer just won't come to Moscow. 🇺🇸 New York...	VIEWS 46 151 REPOSTS 10	REACTIONS 37 ER 31.3%
↓ 16.06 · 19:30 PHOTO Russia boosted oil exports amid possible opening of Hormuz Strait – Bloomberg Russia hit highest export pace since early this year...	VIEWS 46 049 REPOSTS 15	REACTIONS 64 ER 31.2%
↓ 17.06 · 04:30 PHOTO European Parliament president demands probe into colleague over Moscow contacts – Politico European Parliament President Roberta Metsola...	VIEWS 45 520 REPOSTS 12	REACTIONS 61 ER 30.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

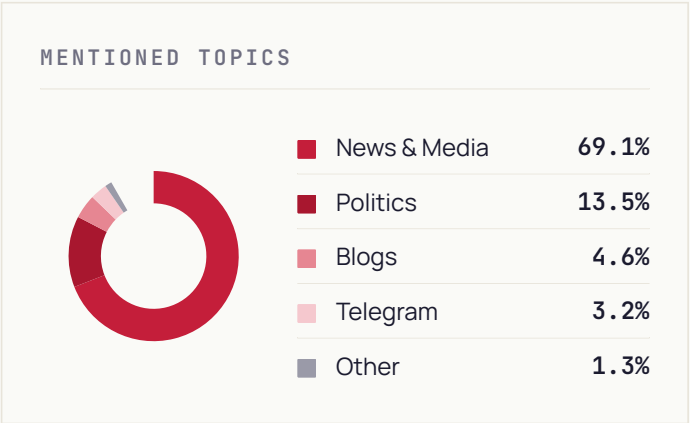
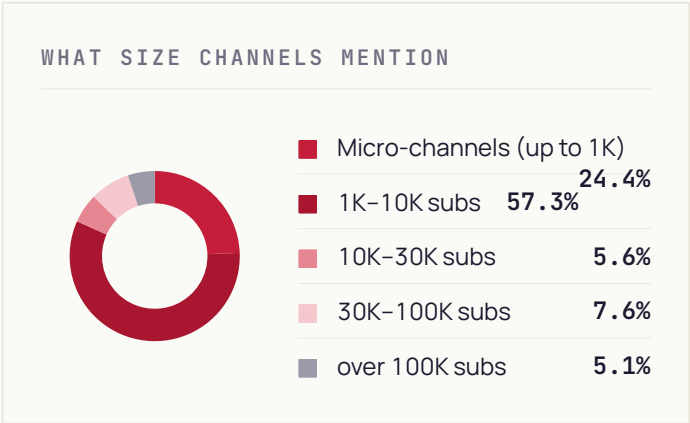
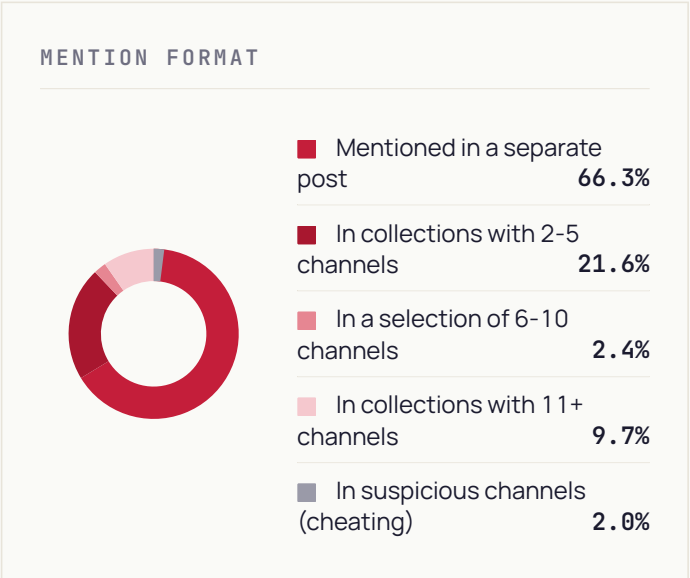
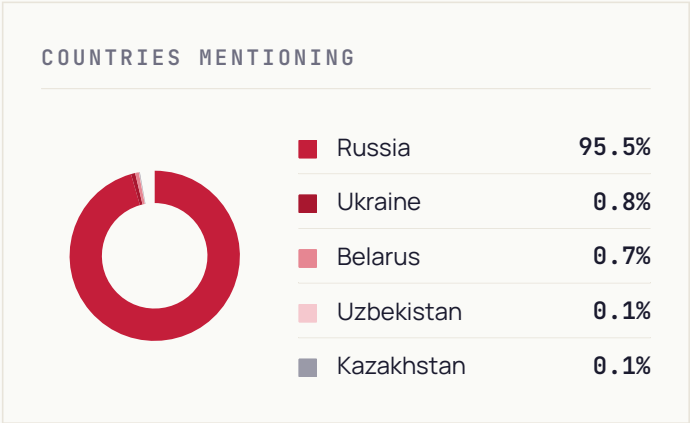
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

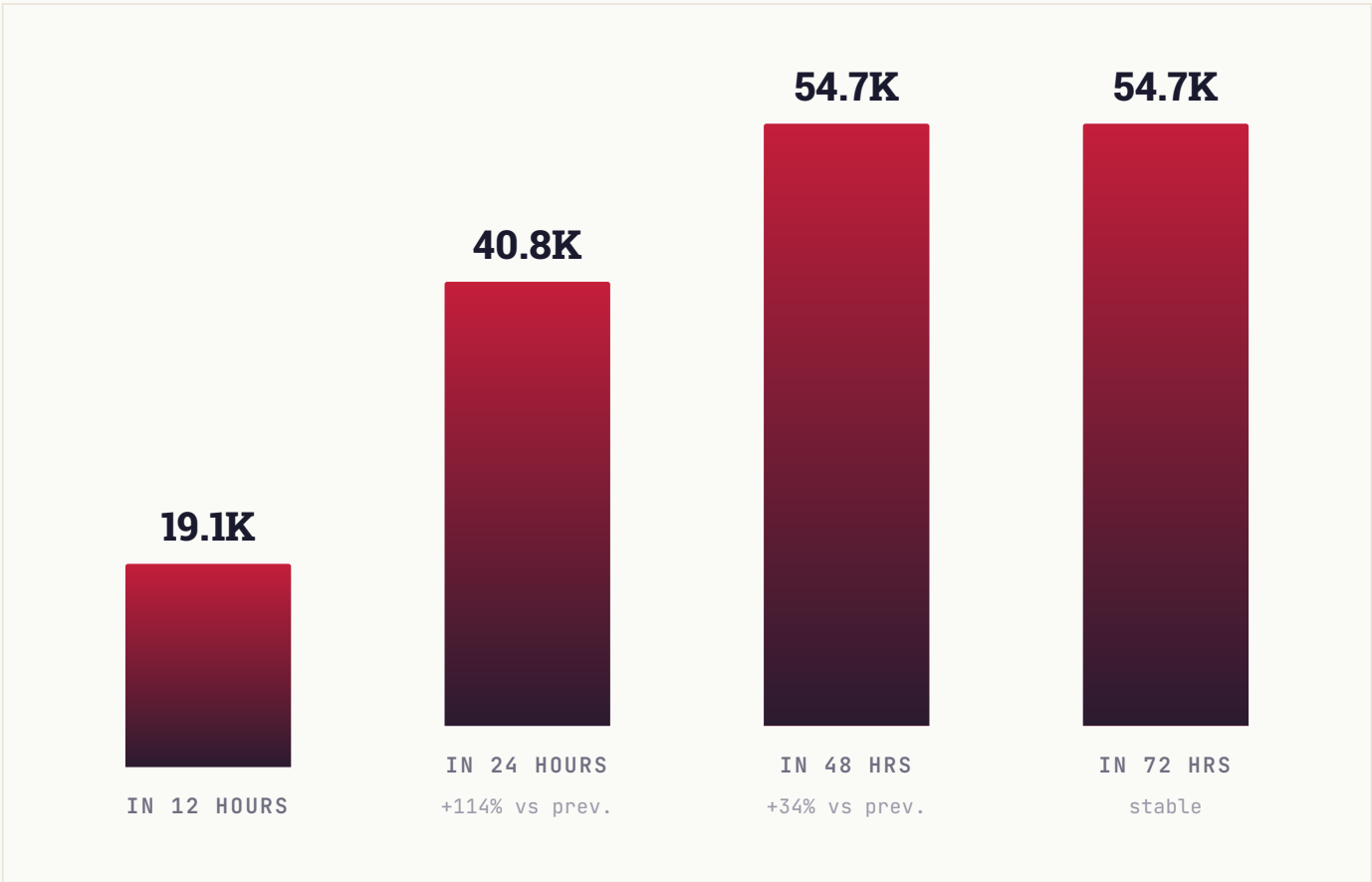
Citation index **3 938** — channel popularity score based on mentions. Considers not just count but also mentioner weight: a post from a 100K-sub channel weighs more than from a 1K-sub one. All-time mentions: **9 759** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 • COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows 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 Broadcast • 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
TP Trukha ⚡ Ukraine	3.1M
RT RTVI YOU	147.5K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal: break into top-97 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **8 337**, they brought **640** new subs.

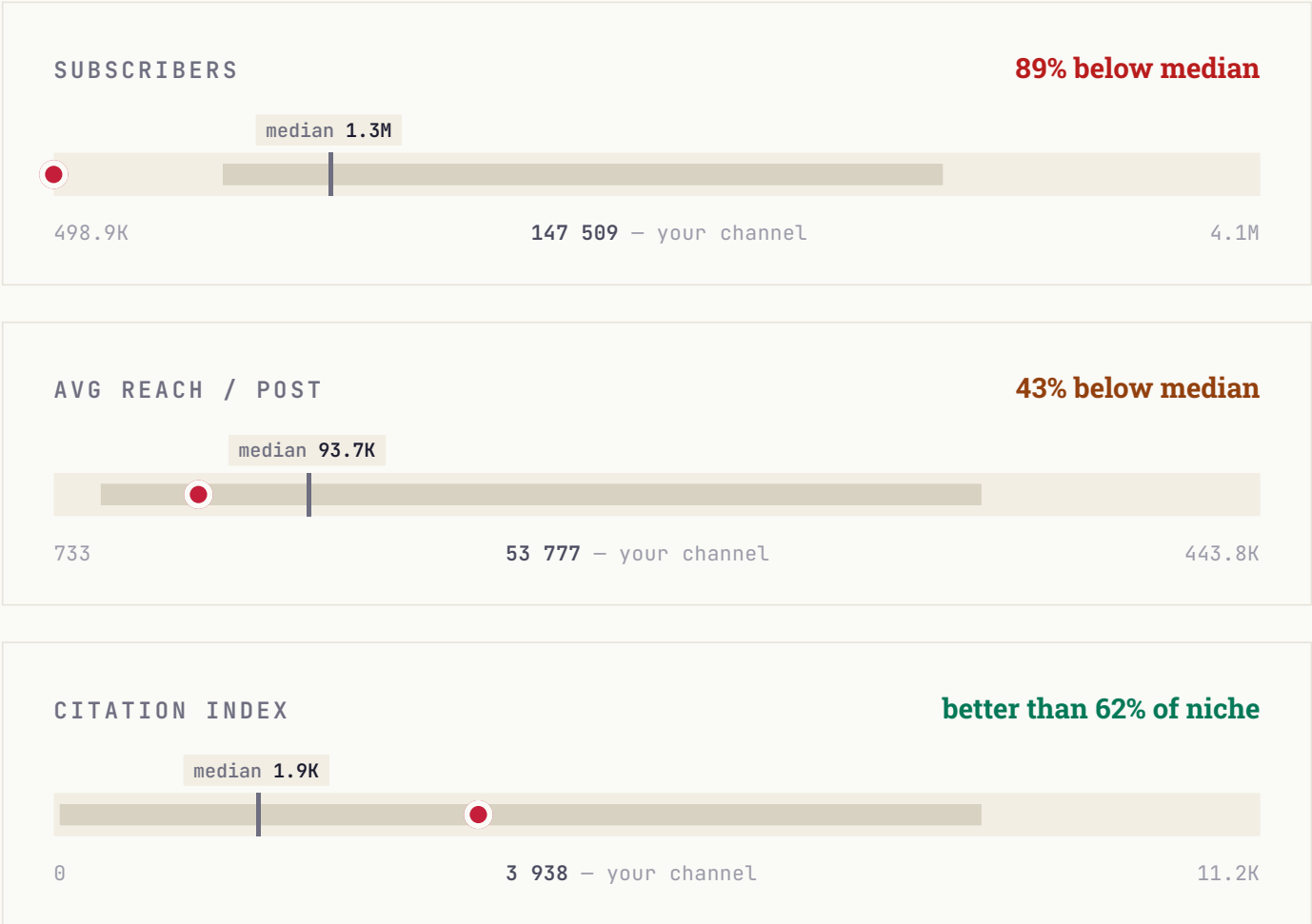
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	1 348	264	292	
December 2025	1 467	316	0	
Nov 2025	1 216	250	8	
Oct 2025	1 383	271	0	
September 2025	1 424	275	0	
August 2025	1 499	365	340	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
8 337	6	640

SECTION 08 · NICHE COMPARISON

Where 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 line = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

01

Main post of the week — on Monday

On this day at 14:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

System traffic purchase

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions typically 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 quarterly with channels in the same segment. 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 a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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