

PROMTPRESS PUBLIC REPORT

Channel audit

RU24



@ru24today

Top stories of the day, breaking news, and topics trending nationwide. For ad placement: @liza_ru24

SUBS

14 678

58 постов 18 days

ERR (% SEE POSTS)

22.0%

за сутки 14.3%

REACH/POST

3K

рекл. охват 2.1K/24h

— CONTENTS · 2026

Что внутри отчёта

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · takeaways

03 Цитируемость

Who mentions the channel and how

04 Ad potential

Post reach duration

05 Competitors

Niche peers · your place

06 Niche comparison

Rank in News & Media

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card — a separate channel health indicator. The subtitle under the number says, for which period it was calculated.

SUBS 14 678 —	SUBS REACH 20.54% ср. % подписчиков видят пост	VIEWS/POST 3K медиана 2.9K · 18 days	POSTS/WK 22.0 за период
TREND 7D — нет данных за период	REACTS/POST 68.3 всего 3 960 реакц., 3 685 реп., 0 комм.	POST LENGTH 398 chars медиана 363 · 18 days	POSTS ANALYZED 58 18 days
AD REACH 2.1K среднее за 24ч	ЦИТИРУЕМОСТЬ 21 индекс цитирования · 883 каналов упомянули за всё время	CHANNEL AGE 21 days создан 02.08.2026	

AI-РЕЗЮМЕ РЕДАКТОРА

Channel «RU24» — 14 678 подписчиков. Каждый пост в среднем смотрит 3K человек (21% от подписчиков), это средний охват — есть куда расти. Публикует 22 постов в неделю (~3 в день) — активный режим публикаций.

SECTION 02 · CONTENT ANALYSIS

Что заходит лучше всего

Top posts by engagement and outliers – see what to repeat or cut.

ЧТО ОБЩЕГО У УСПЕШНЫХ ПОСТОВ

- 01 Analysis based on 58 постам за 18 days.
- 02 Dominant format – Фото (31/58 posts).
- 03 Average post length – 398 знаков (медиана 363).
- 04 Peak audience activity – среда, 16:00 MSK.
- 05 Top posts get в 4 раз больше просмотров, чем самые слабые (9.7K в среднем у топа vs 2.3K у худших) – среди 58 постов за 18 days. Стоит разобрать что общего у топа – тема, формат, время выхода.

TOP-5 POSTS

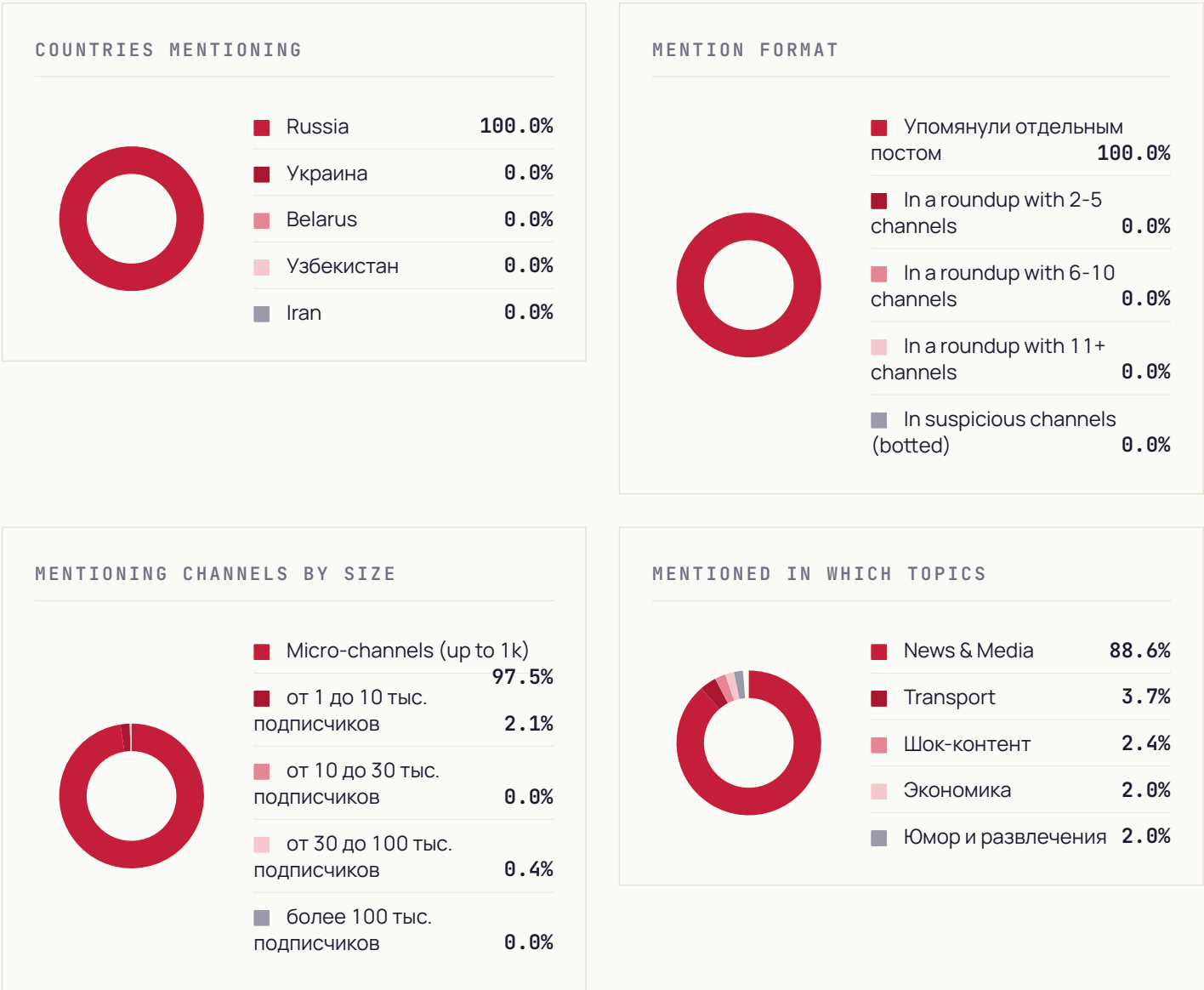
Nº1 05.08 · 13:14 VIDEO A Muscovite came to St. Petersburg to set up comms for scammers at 54k a week MVD ICT operatives and FSB detained...	VIEWS 23 094 REPOSTS 1 058	REACTS 106 ER 157.3%
Nº2 05.08 · 16:50 VIDEO Two tourists fell from a height during parasailing in Kemer – their parachute got caught on a tall pole. It happened just minutes ago...	VIEWS 3 051 REPOSTS 59	REACTS 111 ER 20.8%
Nº3 10.08 · 17:22 VIDEO Powerful earthquake in Colombia hits dozens of Russians. Epicenter in Choco Department, but tremors felt across...	VIEWS 3 028 REPOSTS 35	REACTS 67 ER 20.6%

Nº4 11.08 • 18:06 0000 Solar eclipse visible in Russia tomorrow. Best seen in St. Petersburg and northern regions – Moon to cover up to...	VIEWS 3 016 REPOSTS 47 REACTS 49 ER 20.5%
Nº5 09.08 • 13:23 0000 A Muscovite pretended to be dead to avoid paying for his mistress's abortion. From his phone, the girl was informed of his death and asked not to come to...	VIEWS 3 008 REPOSTS 51 REACTS 88 ER 20.5%
WORST 3	
↓ 19.08 • 12:18 VIDEO "F*ck your hunts, the she-bear f*cked me!" – hunter miraculously survives she-bear attack in Novgorod Oblast. The man noticed...	VIEWS 2 369 REPOSTS 125 REACTS 90 ER 16.1%
↓ 17.08 • 11:17 0000 Tickets for Kanye West's first concert in Russia will cost from 9,000 to 160,000 rubles. Pictured – the poster of Ye's long-awaited performances in...	VIEWS 2 300 REPOSTS 28 REACTS 76 ER 15.7%
↓ 17.08 • 17:24 0000 Stary Oskol resident beats brother with sickle over eaten cucumbers. 53-year-old woman attacked 58-year-old brother with a sickle after...	VIEWS 2 096 REPOSTS 60 REACTS 36 ER 14.3%

SECTION 03 · CITATIONS

Who mentions the channel and how

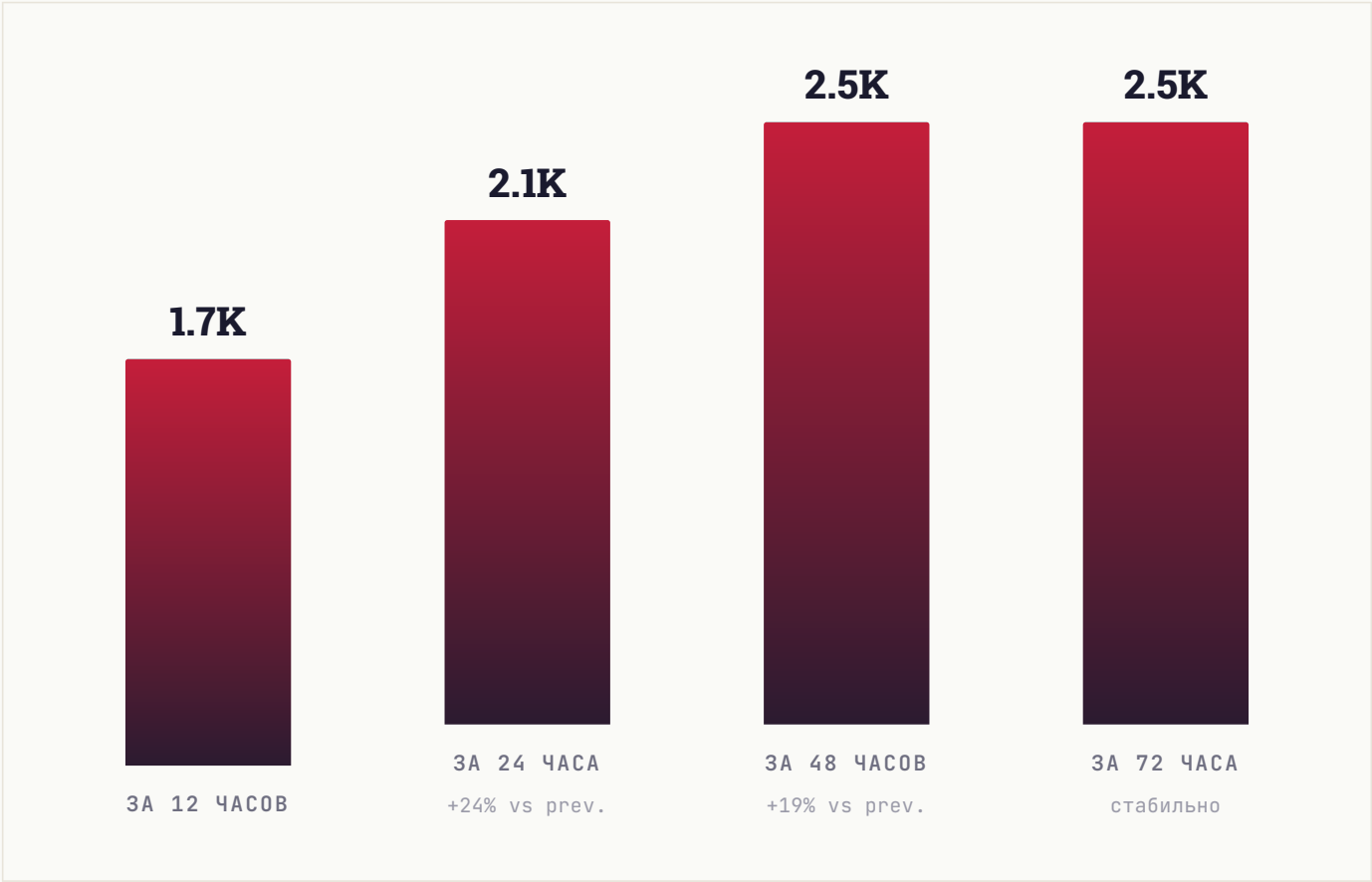
Citation index **21** — channel popularity ranking based on mentions. Takes into account not only their count but also the weight of mentioners: a post from a 100K-subscriber channel “weighs” more than one from a 1K channel. Over all time the channel was mentioned **883** разных каналов.



SECTION 04 · AD POTENTIAL

Post reach duration

Average reach of ad post since publish. Helps gauge how long a placement can 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 ближайших каналов по тематике и аудитории. Подсветили ваш канал — видно, какое место он занимает среди соседей по нише.

CHANNEL	SUBS
M• Moskovich • Moscow News	4.3M
TL Топор Live	4.1M
PE Live • News	4M
M- Moscow is interesting	3.3M
PM First Moscow	3.2M
MA Mash	3.1M
RN РИА Новости	3M
NM Moscow News	2.7M
MS Moscow Today	2.7M
SR Non-Moscow Russian Media	2.6M
RU RU24 YOU	14.7K

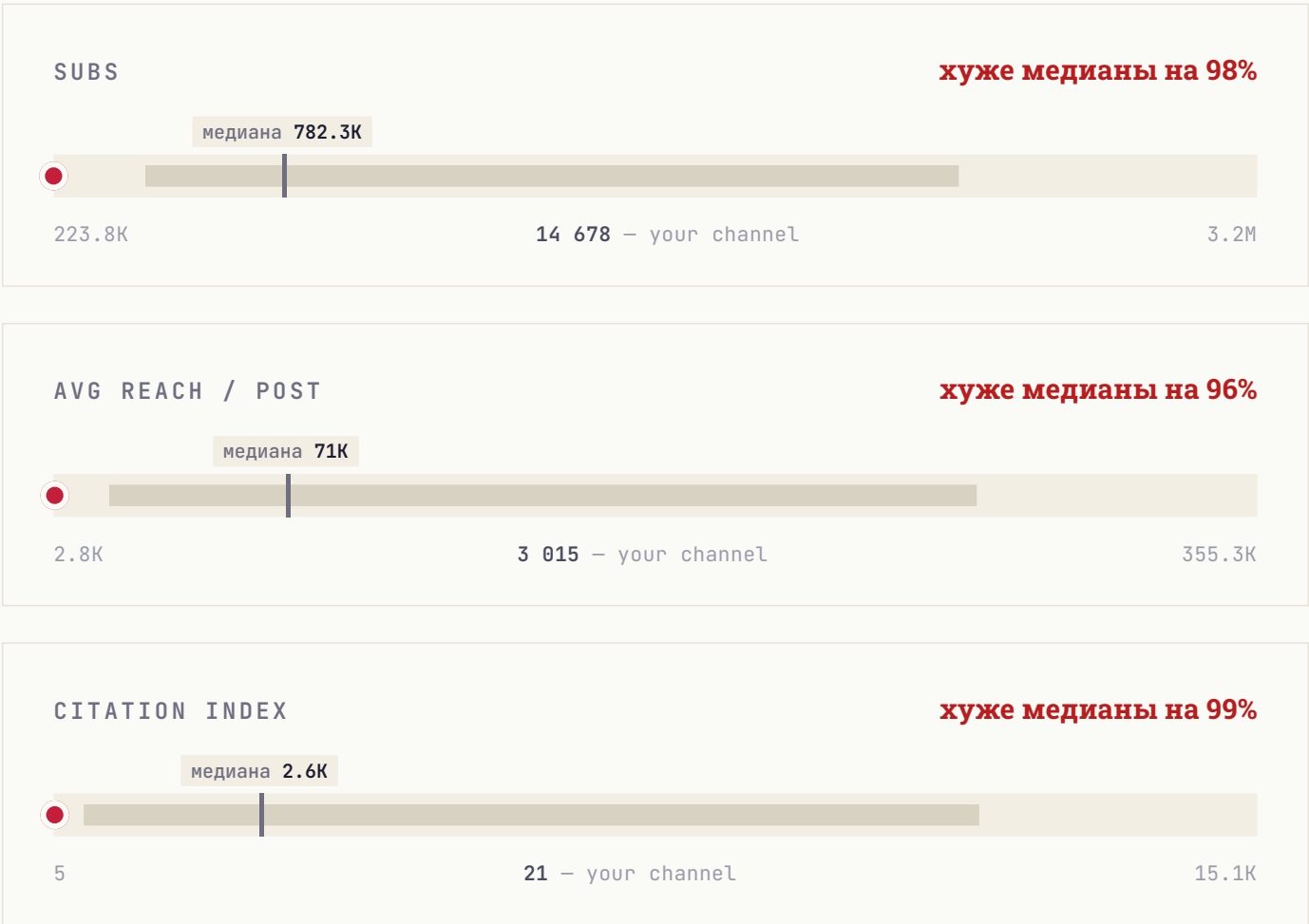
СРАВНИТЕЛЬНЫЙ ВЫВОД

Channel to date **вне топ-99 ниши** — early growth stage. Niche leader — **Moskovich • Moscow News (4.3M)**, top-99 median: 776.9K. First goal — break into top-99 through consistent traffic and content work.

SECTION 06 · NICHE COMPARISON

Where the channel ranks in its league

We took top-100 каналов категории «News & Media» (Russia) and looked at how the channel stacks up. Gray band — range covering 80% of niche channels (p10–p90). Black vertical — median. Red dot — your channel.



— SECTION 07 · STRATEGY

Что делать прямо сейчас

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

01

Top post of the week — Wednesday

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

ЭФФЕКТ

**Best window
for an
important post**

02

Systematic traffic buying

Три формата для вашего медиа: **Inhouse** (premium channels), **Native** (organic integrations), **Premium** (target audience). PromptPress selects sources for your niche.

ЭФФЕКТ

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions typically add +5-15% to ER.
One poll per week on a hot topic is an easy growth lever.

ЭФФЕКТ

+5-15% ER

04

Cross-promo with neighboring channels

Quarterly post swaps with same-segment channels.
Not daily—2-3 collabs drive relevant growth.

ЭФФЕКТ

**Relevant
audience
growth**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — a source of organic traffic.

ЭФФЕКТ

**Organic traffic
source**

★ ЧТО ДАЛЬШЕ

Хотите, чтобы это сделал **PromptPress**?

Этот аудит — то, что мы можем сделать за несколько минут на основе публичных данных. Если хочется идти дальше — запустите рекламу через нас и закройте план роста за месяц.

01

**Run ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager