

PUBLIC REPORT BY PROMTPRESS

Channel audit

RUSSIA | Federal News



@russia_federal_news

Top country news 🇷🇺📈 Open channel stats on TGstat Ad manager
- @andr_ru3 RKN: <https://clc.li/CwGRX>

SUBSCRIBERS

201 063

+12078 per month

ERR (% SEE POSTS)

47.0%

last day **42.4%**

REACH/POST

91.8K

ad reach **86.4K**/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.

 SUBSCRIBERS 201 063 —	 SUBS REACH 45.65% avg % subs see post	 VIEWS/POST 91.8K median 93.3K · 29 days	 POSTS/WEEK 14.4 for period
 7D TREND -7.3% vs previous week	 REACTIONS/POST 329.1 total 19,744 reactions, 19,496 reposts, 0 comments	 POST LENGTH 287 chars median 268 · 29 days	 POSTS ANALYZED 60 29 days
 AD REACH 86.4K 24h avg	 CHURN / MONTH +12078 last month	 QUOTE RATE 31 citation index · 561 channels mentioned ever	 CHANNEL AGE 2 years 4 months created 15.02.2024

AI EDITOR SUMMARY

Channel «RUSSIA | Federal News» — 201 063 subs. Avg views per post: 91.8K people (46% of subs), wide reach for a channel this size. Publishes 14 posts/week (~2/day) — regular pace. For week Jun 29 – Jul 5 reach dropped -7.3% by week 22–28 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 60 posts over 29 days.
- 02 Dominant format – Photo (44/60 posts).
- 03 Avg post length – 287 chars (median 268).
- 04 Peak audience activity – Sunday, 10:00 MSK.
- 05 Top posts get 2× more views than the weakest (1 19.8K avg for top vs 59.2K for worst) – among 60 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 28.06 · 07:06 PHOTO  From Sep 1, 2027, utility bills will arrive electronically on Gosuslugi unless users opt out...	VIEWS 162 132 REPOSTS 537	REACTIONS 339 ER 80.6%
Nº2 20.06 · 16:55 PHOTO Russian sabre fencers win gold at European Championships. In the team final, Alina Mikhaylova, Alexandra Mikhaylova, Yana Yegoryan and...	VIEWS 98 892 REPOSTS 495	REACTIONS 394 ER 49.2%
Nº3 20.06 · 09:34 VIDEO Disable motion sickness in the car with one iPhone setting. It adds special dots to the screen that mimic the car's movement...	VIEWS 98 421 REPOSTS 269	REACTIONS 366 ER 49.0%

Nº4

03.07 · 08:56

PHOTO

State Duma calls for unblocking Telegram – deputies have sent an appeal to the Ministry of Digital Development. According to them, the blockade costs the state...

VIEWS

97 820

REPOSTS

654

REACTIONS

526

ER

48.7%

Nº5

18.06 · 11:00

PHOTO

Family mortgage rules in Russia to change from July 1, says Deputy Minister of Construction and Housing Stasishin. Specific parameters...

VIEWS

97 549

REPOSTS

461

REACTIONS

190

ER

48.5%

WORST 3

↓ 07.07 · 05:15 PHOTO ⚽ Cristiano Ronaldo won't win his last World Cup. Portugal lost to Spain 0:1 in the round of 16 and ended...
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VIEWS

88 919

REPOSTS

210

REACTIONS

304

ER

44.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

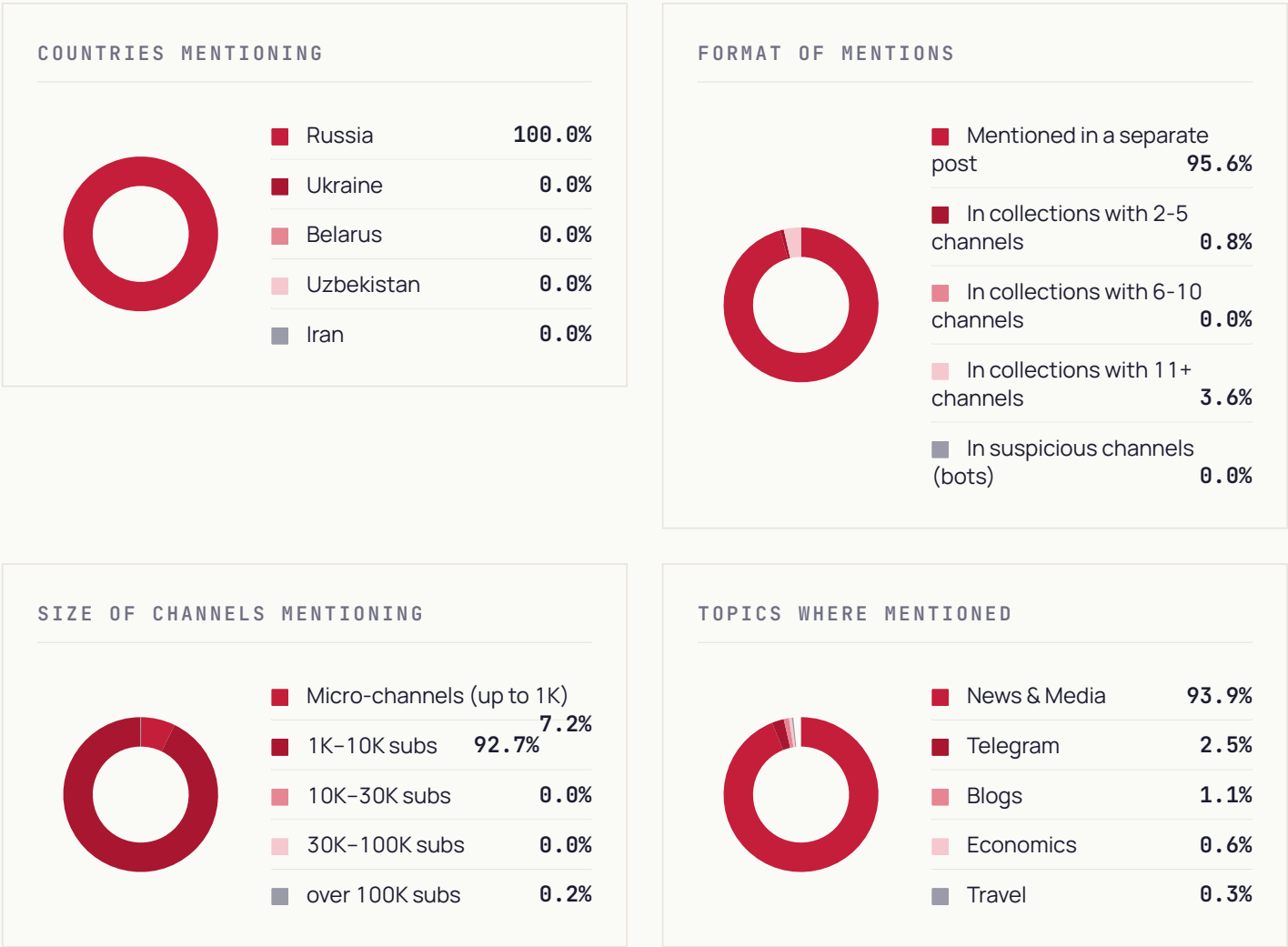
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

Citation index **31** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **561** 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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — you can see 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	4.5M
کانال اخبار فوری خبر فوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM Perviy Moskovskiy	3.2M
TP Trukha ⚡ Ukraine	3.1M
RI RUSSIA Federal News YOU	201.1K

COMPARATIVE INSIGHT

Channel is still 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 — enter top-97 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions: **26**, they brought **40 503** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	1 176
December 2025	0	0	2 401
November 2025	16	16	9 464
October 2025	10	10	27 462
Sep 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS
26		6	40 503

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «News & Media» (Russia) and saw how your channel compares. Gray band — range for 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 off and revisit this report in a month.

01

Top post of the week — on Sunday

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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

EFFECT

**+1000-3000
subs**

04

Test polls & 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

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. If you want to go further — run ads through us and close your growth plan in a month.

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