

PUBLIC REPORT BY PROMTPRESS

Channel audit

Kotsnews



@sashakots

War correspondent of Komsomolskaya Pravda Alexander Kots.
<https://www.gosuslugi.ru/snet/6726cc59ee419e45412a4dec> Ads:
 @Lena_sutormina Contact: @sasha_kots VK community <https://vk.ru/realakots>

SUBS

479 566

-1125 per month

ERR (% SEE POSTS)

10.0%

per day 6.5%

REACH/POST

43.7K

ad reach 31K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 479 566 —	 SUBS REACH 9.11% avg % of subs see post	 VIEWS/POST 43.7K median 35.6K · 29 days	 POSTS/DAY 13.5 ~94 per week
 7D TREND -14.4% vs previous week	 REACTIONS/POST 737.6 total 296,517 reactions, 51,772 reposts, 0 comments	 POST LENGTH 805 chars median 1,000 · 29 days	 POSTS ANALYZED 402 29 days
 AD REACH 31K 24h avg	 CHURN / MONTH -1125 last month	 CITATION RATE 7 715 citation index · 15,375 channels mentioned all time	 CHANNEL AGE 9 years 4 months created 01.02.2017

AI EDITOR SUMMARY

Channel «Kotsnews» — 479 566 subs. Each post averages 43.7K people (9% from subs), reach is low — need to expand audience. Publishes 94 posts per week (~13/day) — very active. For week 25–31 May reach dropped -14.4% to week 18–24 May — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **402** posts in 29 days.
- 02 Dominant format — **Video** (140/402 posts).
- 03 Avg post length — **805** chars (median 1,000).
- 04 Peak audience activity — **Sunday**, 09:00 MSK.
- 05 Top posts get **12x** more views than the weakest (245.3K avg top vs 20.4K worst) — among 402 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

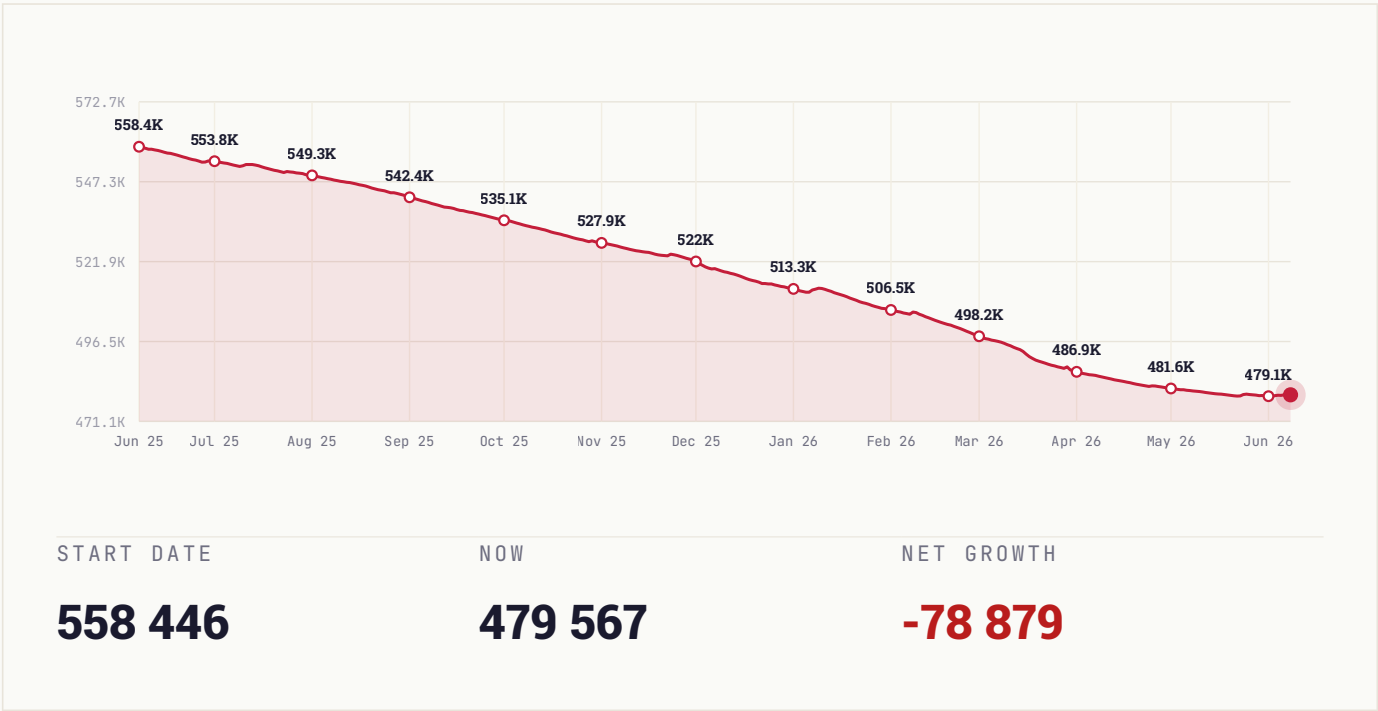
Nº1 24.05 · 06:29 VIDEO Night strike on Ukraine. Targets, missiles, results The Supreme promised — the Army delivered. The night of May 24 was arguably one of the heaviest...	VIEWS	REACTIONS
	325 112	2 278
	REP.	ER
	2 181	67.8%
Nº2 23.05 · 15:58 VIDEO Heaviest footage from Starobelsk Mothers identify their dead children. Nothing is worse. I remember 2004, the lot behind the morgue...	VIEWS	REACTIONS
	214 737	3 227
	REP.	ER
	1 226	44.8%
Nº3 17.05 · 08:25 PHOTO Raid on Moscow. Facts only, no emotions. Overnight, the Defense Ministry reported 556 drones intercepted across the country — from Belgorod to Pskov, from...	VIEWS	REACTIONS
	196 064	1 343
	REP.	ER
	1 834	40.9%

Nº4 04.06 • 04:31 VIDEO «The war will last another couple of decades. We must learn to live with it» Powerful speech by legendary illegal intelligence officer, professional...	VIEWS 184 978 REACTIONS 2 005 REP. 5 382 ER 38.6%
Nº5 03.06 • 12:01 TEXT Kill, blow up, take out, beat, drown. Thoughts on the current moment Isn't it time to drop the squeamishness? We won't win this war by...	VIEWS 182 702 REACTIONS 4 623 REP. 2 294 ER 38.1%
WORST 3	
↓ 15.05 • 15:40 TEXT Latvia's government resigns over drone hysteria – a funny episode, but even funnier is the Lithuanian president's demand to shoot them down...	VIEWS 22 338 REACTIONS 480 REP. 39 ER 4.7%
↓ 02.06 • 09:32 VIDEO RT premiere «Rescuing from Krasnoarmeysk». This is a chronicle of evacuating civilians. Russian troops liberated Krasnoarmeysk (Pokrovsk) in...	VIEWS 20 006 REACTIONS 392 REP. 22 ER 4.2%
↓ 20.05 • 16:12 TEXT Noose in the Strait of Hormuz, which, if maintained, brings money to Russia and the US, draining European currency reserves to the bottom, ultimately...	VIEWS 18 919 REACTIONS 323 REP. 19 ER 3.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

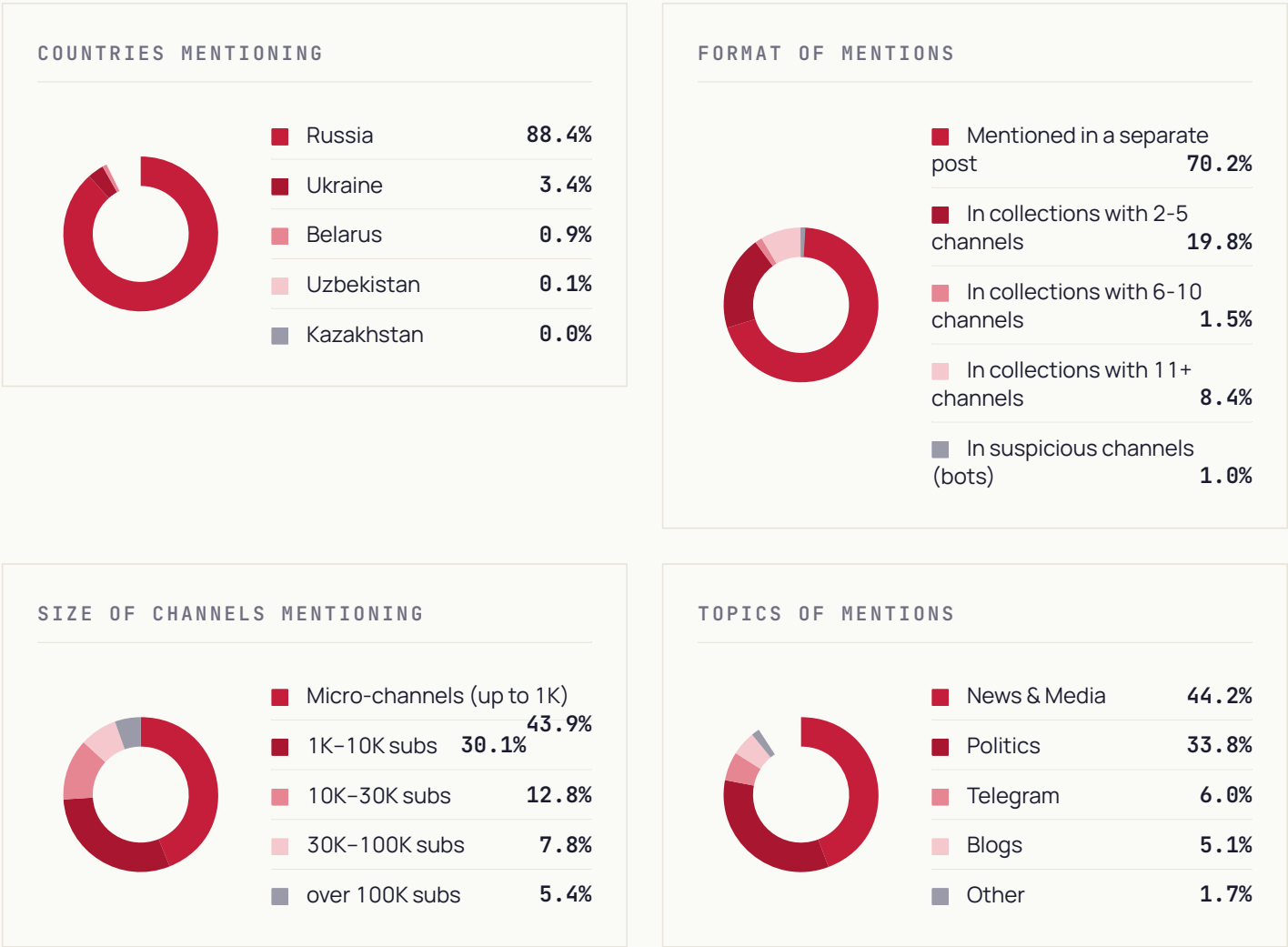
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

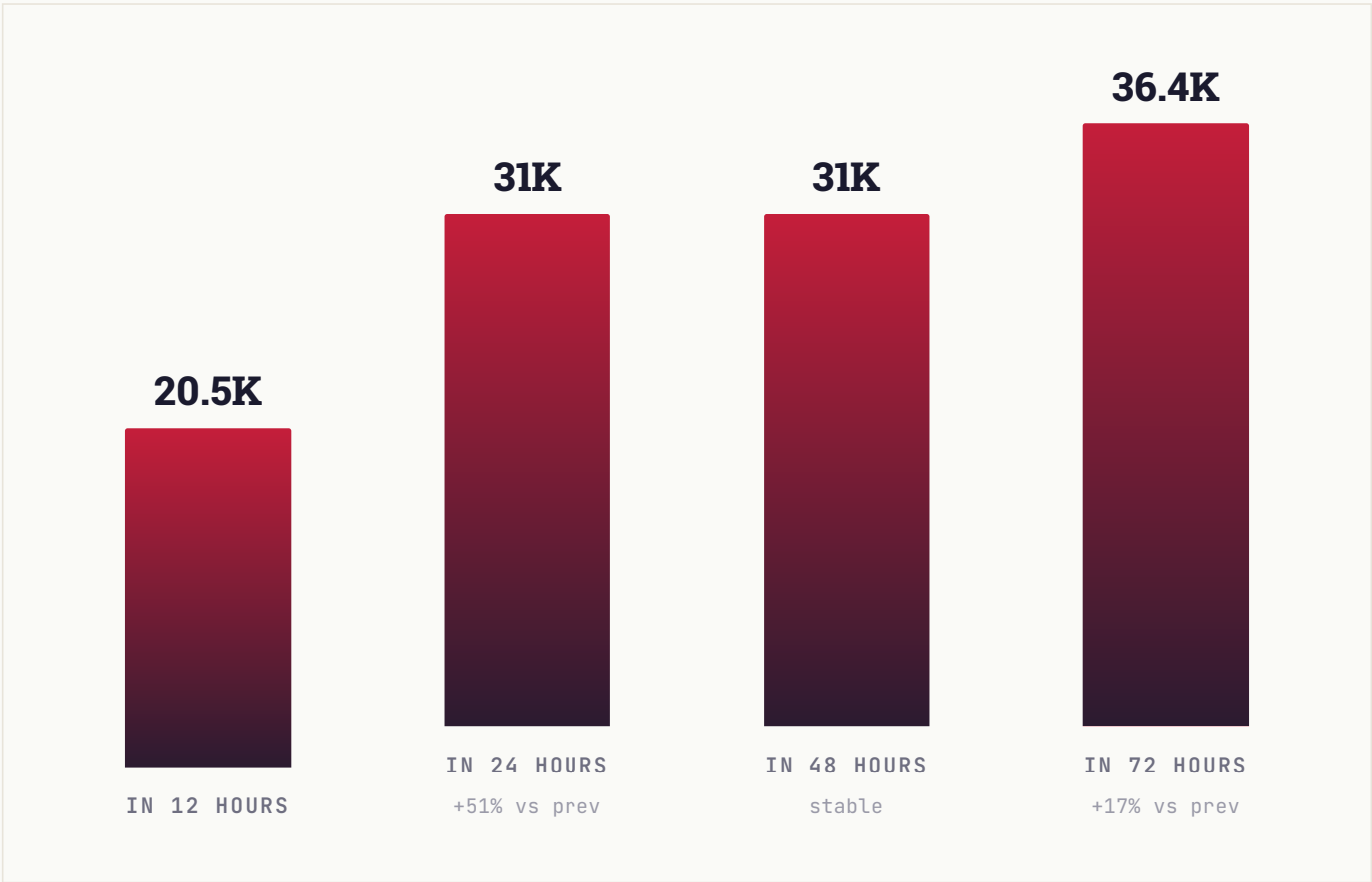
Citation index **7 715** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **15 375** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays effective.



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	SUBS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
Wed. Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
KO Kotsnews YOU	479.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#87 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live Broadcast • News (4.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **21 280**, they brought **1 840** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	3 785	775	123
Nov 2025	3 354	736	529
Oct 2025	3 025	545	228
Sep 2025	3 680	846	0
August 2025	3 611	812	7
July 2025	3 825	847	953

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
21 280	6	1 840

SECTION 08 · NICHE COMPARISON

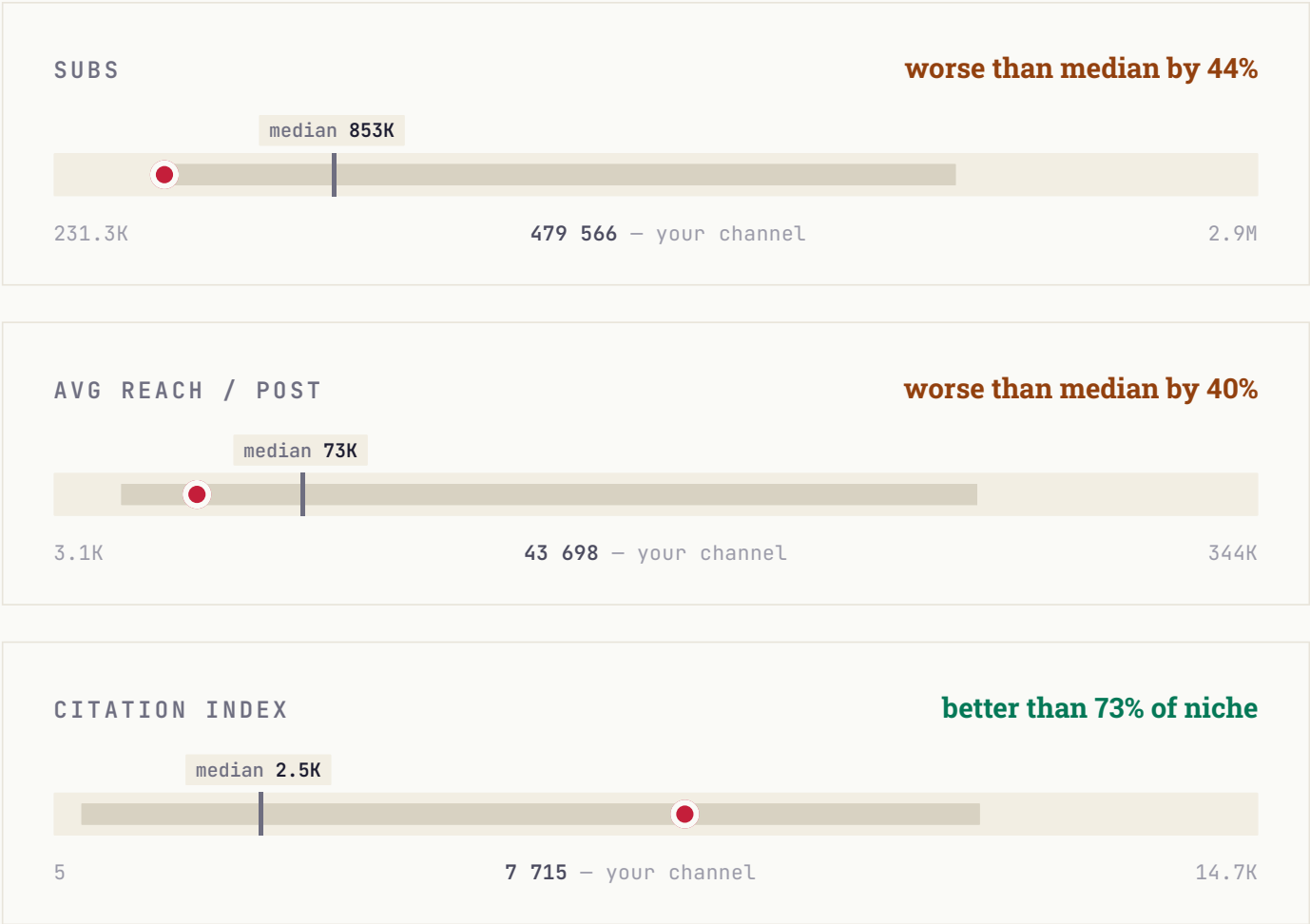
Where channel stands in its league

Top-100 channels in category «News & Media» (Russia) and compared your channel. 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 bottom half of ranking



— 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 09:00 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Cross-post with channels in the same segment once a quarter. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us and hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
