

PUBLIC REPORT BY PROMTPRESS

Channel audit

SKYLINE

Cinema



@skyline_by

News from SKYLINE Cinema and world cinema • schedule skyline.by/
afisha • Instagram instagram.com/skyline_by • VK vk.com/
skylineby • TikTok tiktok.com/@skyline_by

SUBSCRIBERS

18 483

+824 per month

ERR (% SEE POSTS)

26.0%

in 24h **16.0%**

REACH/POST

4.9K

ad reach **3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 18 483 —	SUBSCRIBER REACH 26.37% avg % subs see post	VIEWS/POST 4.9K median 4.7K · 29 days	POSTS/WEEK 22.5 for the period
7D TREND -27.6% vs previous week	REACTIONS/POST 81.8 total 7,851 reactions, 2,607 reposts, 405 comments	POST LENGTH 414 chars median 340 · 29 days	POSTS ANALYZED 96 29 days
AD REACH 3K 24h avg	CHURN / MONTH +824 last month	QUOTABILITY 21 citation index · 54 channels mentioned ever	CHANNEL AGE 5 years 4 months created 27.01.2021

AI EDITOR SUMMARY

Channel «SKYLINE Cinema 🌃» — 18 483 subs. Avg views per post 4.9K people (26% of subs), good reach. Publishes 22 posts/week (~3/day) — active posting. Week 25–31 May reach dropped -27.6% to week 18–24 May — worth analyzing reasons.

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 TOP POSTS SHARE

- 01 Analysis based on **96** posts in 29 days.
- 02 Dominant format – **Photo** (75/96 posts).
- 03 Avg post length – **414** chars (median 340).
- 04 Peak audience activity – **Tuesday**, 11:00 MSK.
- 05 Top posts get **5x** more views than the weakest (9.1K avg for top vs 1.8K for worst) – among 96 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 07:27 PHOTO 📷 This isn't just a giveaway. It's your ticket to the world of Prada. COFIX Belarus and SKYLINE Cinema will pick 3 lucky winners who get: 📷 2...	VIEWS 10 326 REPOSTS 144	REACTIONS 504 ER 55.9%
Nº2 05.05 · 08:18 PHOTO 📷 GIVING AWAY 4 TICKETS to 'The Devil Wears Prada 2' The most fashionable premiere of 2026! They're back after 20 years 📷 2 winners will get...	VIEWS 8 767 REPOSTS 321	REACTIONS 1 434 ER 47.4%
Nº3 06.05 · 14:16 PHOTO Green и SKYLINE Cinema дарят подарки 📷 📷 3 победителя и каждый получит: – 1 подарочный сертификат сети магазинов «Green» на 30 рублей; –...	VIEWS 8 212 REPOSTS 114	REACTIONS 406 ER 44.4%

Nº4

21.05 · 12:00

TEXT

🗒 Giveaway results: 🗒 Winners: 1. scxzuter (@scxzuter) 2. Anisa (@anitmsa) 3. Elizaveta (@eliznovitskaya) ✓ Check results

VIEWS

7 991

REPOSTS

8

REACTIONS

32

ER

43.2%

Nº5

13.05 · 12:00

TEXT

🗒 Giveaway results: 🗒 Winners: 1. Larrys (@Larrysfox) 2. NATA (@NATA_NATUSHA) 3. KIM SUNHWA (@meow_wwq) ✓ Check results

VIEWS

7 131

REPOSTS

4

REACTIONS

23

ER

38.6%

WORST 3

↓ 27.05 · 12:53 PHOTO 🗒 Legend. Icon. King of Pop. From May 28, watch the highest-grossing biopic ever – 'Michael' – at SKYLINE Cinema in ORIGINAL language with...	VIEWS 2 831 REPOSTS 12	REACTIONS 35 ER 15.3%
↓ 28.05 · 07:24 PHOTO 🗒 First reviews for 'Exposure Day' are in Critics praise the unique delivery and call it one of the most successful...	VIEWS 1 929 REPOSTS 9	REACTIONS 27 ER 10.4%
↓ 28.05 · 10:43 PHOTO 🗒 Horror 'Obsession' becomes a box office hit The film earned over \$90 million worldwide on a budget of just \$1...	VIEWS 733 REPOSTS 21	REACTIONS 8 ER 4.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

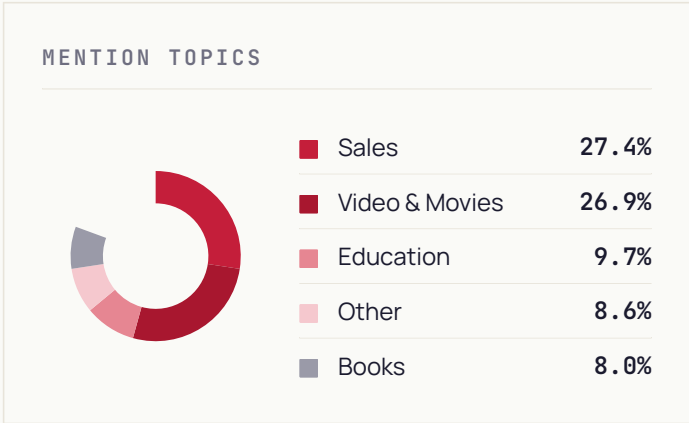
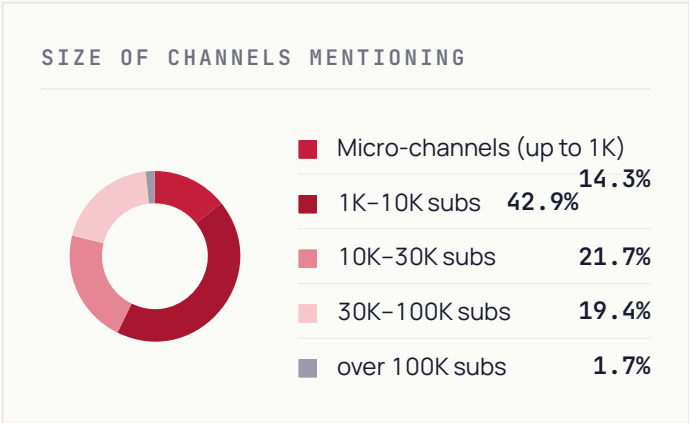
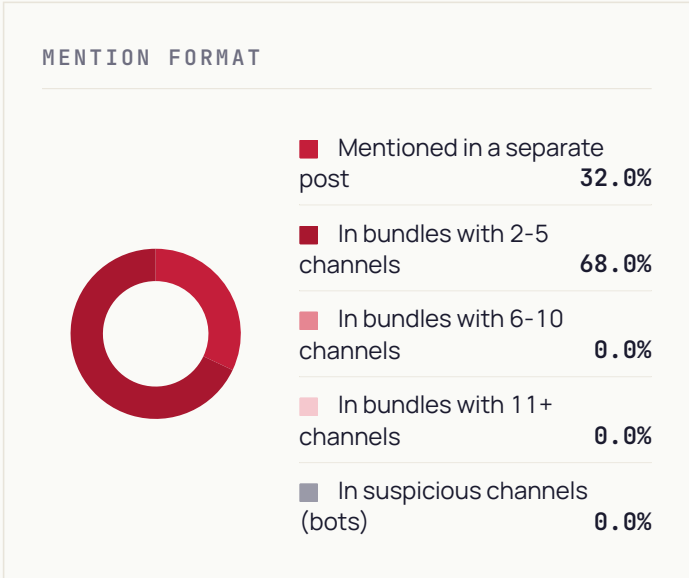
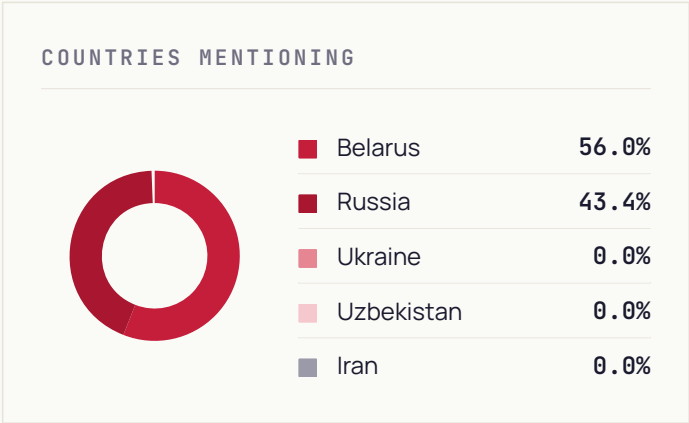
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost.



SECTION 04 · MENTIONS

Who mentions the channel and how

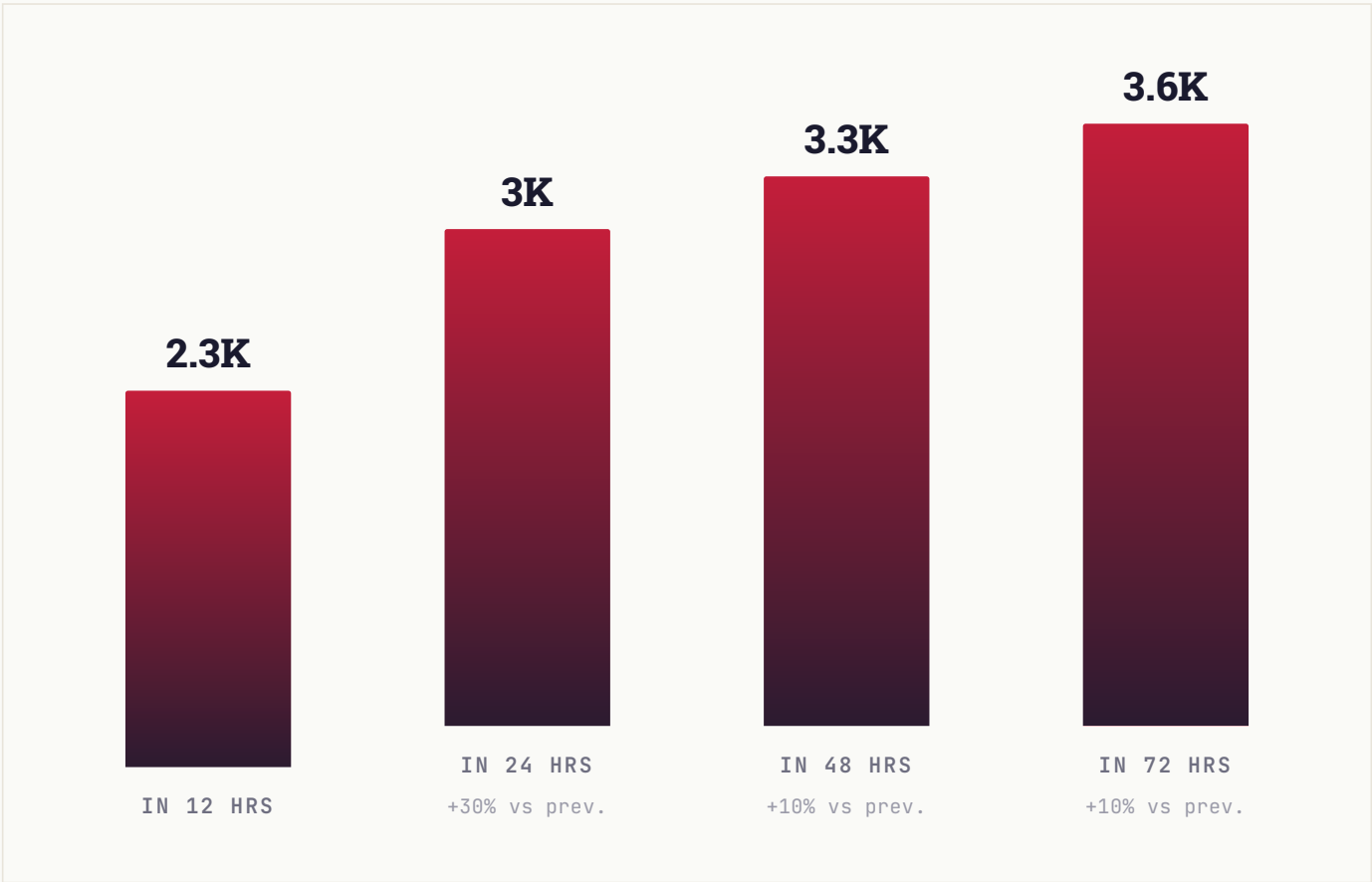
Citation index **21** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All-time mentions: **54** different channels.



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 — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TA tali_abramovich	172.8K
SH ShopSaver	78.3K
ⓂN ⓂMovies for tonight KinovpnⓂ	35.4K
KS SKYLINE Cinema Ⓜ YOU	18.5K
FOR EARNⓂ	18K
BB Vika Show Video	13.2K
FF FXPremiere Free Gold Signals	12.3K
K Кінакіпа Фільмы і серыялы па-беларуску	10.4K
KV Casting Agency Vita ArtⓂ	9.5K
KM Cinema Space moon	7K
ER Seryozha & his backup	4.9K

COMPARATIVE INSIGHT

Channel inmid-list (4th out of 11). 3 channels larger, 7 — smaller. Good for mutual cross-posting: up — to grow, down — to help smaller peers.

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 **56**, they brought **6 851** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
November 2025	7	4	1 297
October 2025	11	7	2 422
Sep 2025	14	7	2 110
August 2025	12	6	102
July 2025	10	6	264
June 2025	2	2	656

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
56	6	6 851

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Top **48** channels in category «**Video & Movies**» (Belarus) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#9 /48

RANK IN NICHE

Channel in top 18% – strong position

SUBSCRIBERS

top 10% of niche

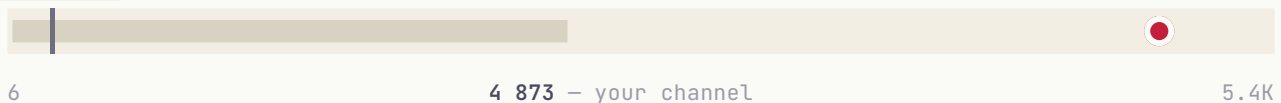
median 794



AVG REACH / POST

top 10% of niche

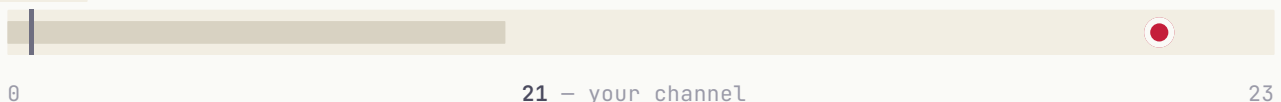
median 187



CITATION INDEX

top 10% of niche

median 0



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|--|--|
| 01 | Top post of the week — Tuesday
Audience most active on this day at 11:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Increase share of video posts
Video in Telegram keeps audience longer & is favored by the algorithm. Aim for 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 picks sources for your niche. | EFFECT
+1000-3000
subs |
| 04 | 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 |
| 05 | Cross-promo with similar channels
Swap posts quarterly with channels in the same segment. 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 minutes using public data. 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>

02 **Contact manager** t.me/PromptPress_manager
