

PUBLIC REPORT BY PROMTPRESS

Channel audit

Uncle Slava



@slavaded1337

Uncle Slava's official channel. Ads: @slavaded_reklama Unban/
suggestions: @slavaded_predlozhka

SUBS

465 195

-2249 per month

ERR (% SEE POSTS)

17.0%

daily 16.2%

REACH/POST

74.7K

ad reach 75.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBS 465 195 —	 SUB REACH 16.05% avg % of subs see post	 VIEWS/POST 74.7K median 76.3K · 15 days	 POSTS/DAY 49.0 ~343 per week
 7D TREND — no data for period	 REACTS/POST 2304.2 total 1,806,503 reactions, 192,763 reposts, 48,751 comments	 POST LENGTH 281 chars. median 217 · 15 days	 POSTS ANALYZED 784 15 days
 AD REACH 75.2K 24h avg	 CHURN / MONTH -2249 last month	 CITATION RATE 2 573 citation index · 4,784 channels mentioned ever	 CHANNEL AGE 5 years 7 months created 17.10.2020

AI EDITOR SUMMARY

Channel «Uncle Slava» – 465 195 subs. Each post averages 74.7K people (16% of subs), average reach – room to grow. Publishes 343 posts per week (~49/day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **784** posts over 15 days.
- 02 Dominant format — **Video** (301/784 posts).
- 03 Avg post length — **281** chars (median 217).
- 04 Peak audience activity — **Sunday**, 00:00 MSK.
- 05 Top posts get **2x** more views than the weakest (112.7K avg for top vs 57.6K for worst) — among 784 posts over 15 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 18:35 PHOTO AFU began mining the land corridor to Crimea — the 'Novorossiya' highway Today the enemy air-mined a section of the R-280 highway in...	VIEWS 115 334 REP. 1 042	REACTS 2 392 ER 24.8%
Nº2 29.05 · 10:10 VIDEO I want to make it clear: the situation is under control, we are not facing an attack on Romania — Romanian Defense Minister "We are countering...	VIEWS 112 195 REP. 239	REACTS 1 434 ER 24.1%
Nº3 01.06 · 05:35 VIDEO Russian footballer Matvey Safonov, playing for PSG, laughed during Macron's speech when he decided to scold PSG fans who staged...	VIEWS 110 686 REP. 203	REACTS 2 346 ER 23.8%

Nº4 24.05 · 21:05 TEXT Ukraine requested an emergency UN Security Council meeting over the strike on Kyiv But only garages and toilets were damaged, and McDonald's is intact	VIEWS 100 188 REP. 327	REACTS 4 358 ER 21.5%
Nº5 25.05 · 20:25 PHOTO ☒Moscow court granted the Prosecutor General's lawsuit, seizing assets from ex-Deputy Defense Minister Ruslan Tsalikov and his family worth...	VIEWS 99 270 REP. 511	REACTS 3 178 ER 21.3%

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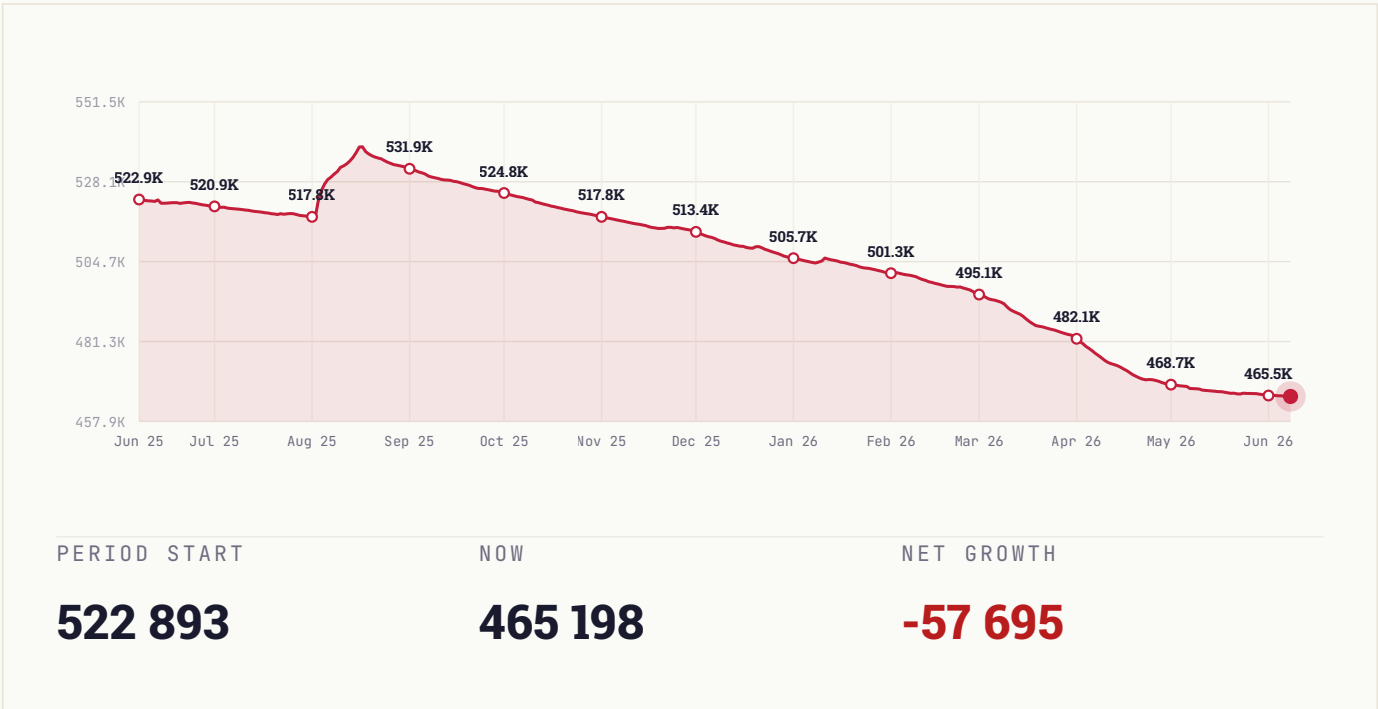
WORST 3

↓ 05.06 · 13:47 TEXT ☒AI, autonomous systems, platform solutions – three future technologies, says Putin Russia has very good prospects...	VIEWS 57 961 REP. 47	REACTS 2 593 ER 12.5%
↓ 05.06 · 13:47 VIDEO Eurozone govt debt rose to 81.7% of GDP Russia's govt debt – 16.4%.	VIEWS 57 558 REP. 83	REACTS 1 301 ER 12.4%
↓ 05.06 · 13:45 TEXT ☒Reasons for seizing other countries' assets in the West can be anything, from conflicts to attitudes toward LGBT*, Putin said * LGBT movement...	VIEWS 57 305 REP. 16	REACTS 827 ER 12.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

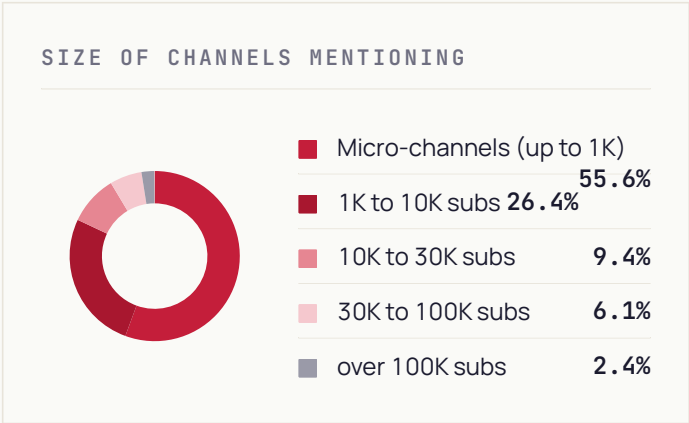
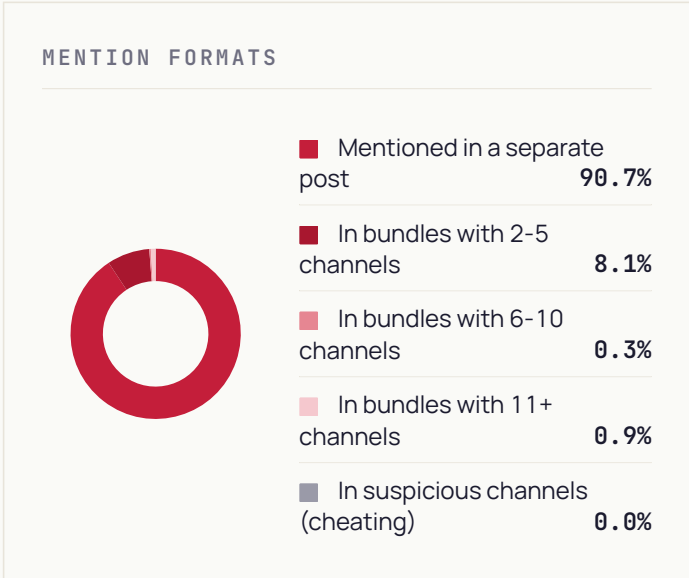
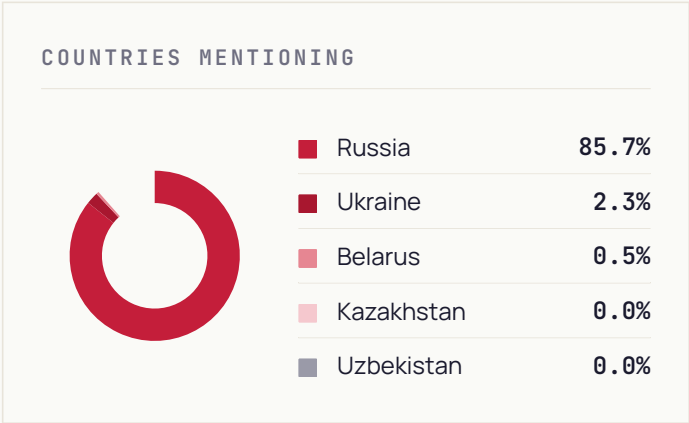
Subscriber growth chart for the year. Key months show exact sub count. Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

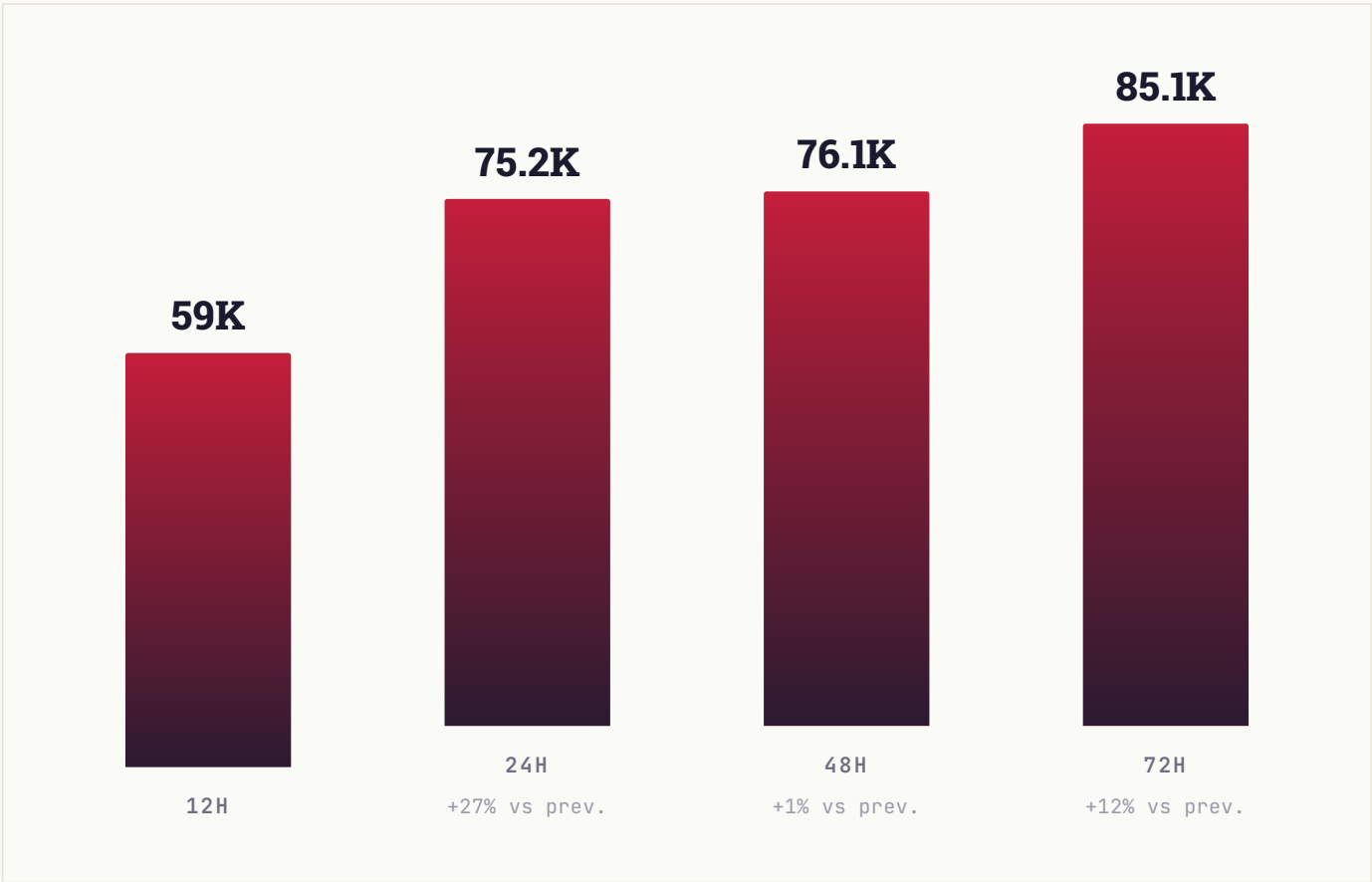
Citation index **2 573** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **4 784** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over 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. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
DS Uncle Slava YOU	465.2K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#89 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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **19 873**, they brought **22 076** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	3 108	280	491
Nov 2025	3 221	282	445
Oct 2025	3 250	263	0
September 2025	3 426	274	0
August 2025	3 481	318	20 687
July 2025	3 387	329	453

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
19 873	6	22 076

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

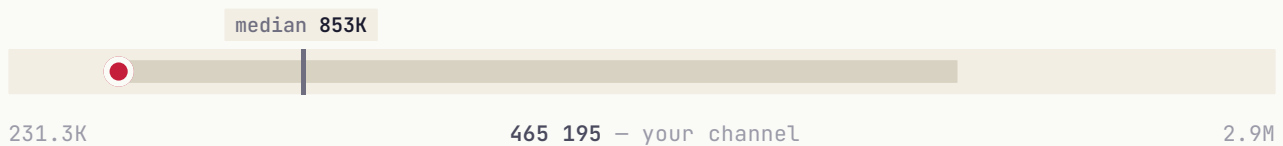
Took top-100 channels in category "News & Media» (Russia) and saw how your channel compares. Gray bar — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#86 /100

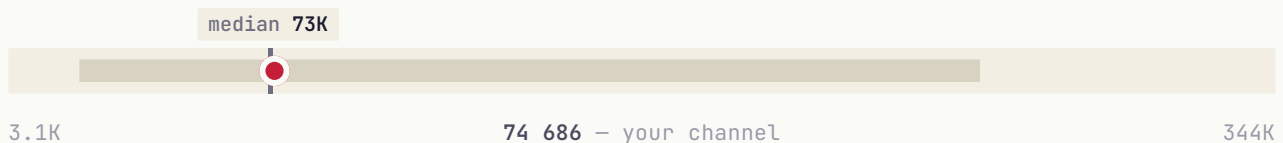
POSITION IN NICHE

Channel in the bottom half of the ranking

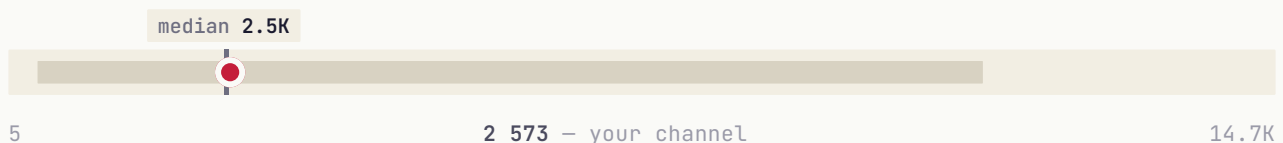
SUBS

45% below median

AVG REACH / POST

better than 50% of niche

CITATION INDEX

better than 50% of niche

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

Audience is most active on this day and at 00:00 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 give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. If you want to go further — run ads through us and hit 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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