

PROMTPRESS PUBLIC REPORT

Channel audit

Currant | Russian Media



@smorodina_russia

Digital media of the Russian Federation. Informational channel.
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CPffM

SUBSCRIBERS

202 153

+32017 per month

ERR (% SEE POSTS)

47.0%

per day 40.8%

REACH/POST

92.9K

ad reach 82.9K/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 202 153 —	 SUBSCRIBER REACH 45.97% avg % of subs see post	 VIEWS/POST 92.9K median 88.8K · 29 days	 POSTS/WEEK 17.0 over period
 7D TREND +2.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 271 chars median 253 · 29 days	 POSTS ANALYZED 71 29 days
 AD REACH 82.9K 24h avg	 CHURN / MONTH +32017 over last month	 CITATION RATE 2 citation index · 601 channels mentioned all time	 CHANNEL AGE 2 years 5 months created 26.01.2024

AI EDITOR SUMMARY

Channel «Currant | Russian Media» — 202 153 subs. Each post averages 92.9K people (46% from subs), wide reach for a channel this size. Publishes 17 posts/week (~2/day) — steady pace. For the week Jun 29 – Jul 5, reach stable (+2.0% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 71 posts over 29 days.
- 02 Dominant format – Photo (48/71 posts).
- 03 Avg post length – 271 chars (median 253).
- 04 Peak audience activity – Monday, 17:00 MSK.
- 05 Top posts get 3x more views than the weakest (215.3K avg for top vs 84.3K for worst) – among 71 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 14:59 PHOTO Morgenshtern* appeal increased his fine to 8.2M rubles, says his lawyer. He’s also banned from administering websites...	VIEWS 458 853 REPOSTS 337	REACTIONS — ER 227.0%
Nº2 22.06 · 05:19 PHOTO ☀ Yesterday was the longest day of the year – June 21 marks the summer solstice. Daylight lasted about 17.5 hours, and...	VIEWS 93 539 REPOSTS 241	REACTIONS — ER 46.3%
Nº3 23.06 · 13:32 PHOTO Putin orders annual 'Defenders of the Fatherland Cup' sports competitions starting 2027.	VIEWS 93 431 REPOSTS 337	REACTIONS — ER 46.2%

Nº4

01.07 · 12:44

PHOTO

🥲

In Russia, demand for books on anxiety management grew 85% in a year — interest keeps rising. Among the most popular...

VIEWS

93 222

REACTIONS

—

REPOSTS

113

ER

46.1%

Nº5

24.06 · 11:23

PHOTO

Engines failed on two passenger Sukhoi Superjets of Rossiya Airlines 35 minutes apart, per media. The first plane was to fly from...

VIEWS

93 070

REACTIONS

—

REPOSTS

200

ER

46.0%

|

WORST 3

↓ 23.06 · 11:15 VIDEO "I couldn't refuel myself... Everyone fills canisters": Kaluga Mayor Denisov calls panic-buying of gasoline pointless and...	VIEWS 84 314	REACTIONS —
	REPOSTS 835	ER 41.7%
↓ 17.06 · 17:33 PHOTO Russian woman 'roasts' legs from long laptop work. Woman from Yekaterinburg complained of spots and peeling on...	VIEWS 84 266	REACTIONS —
	REPOSTS 172	ER 41.7%
↓ 23.06 · 12:03 TEXT Parents with two kids exempt from mortgage payments. After birth or adoption of second child, borrowers can at any time...	VIEWS 84 184	REACTIONS —
	REPOSTS 433	ER 41.6%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

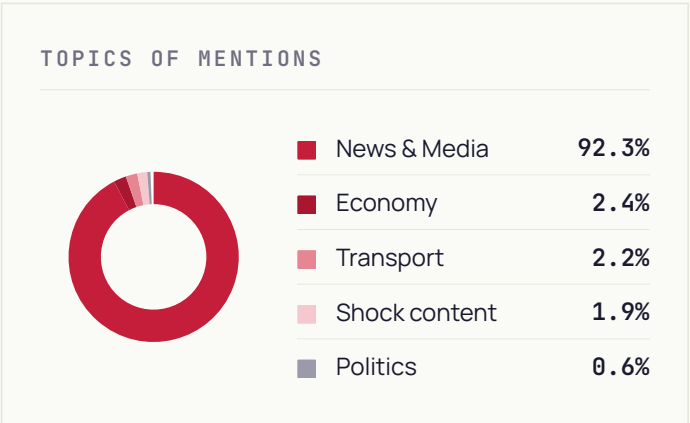
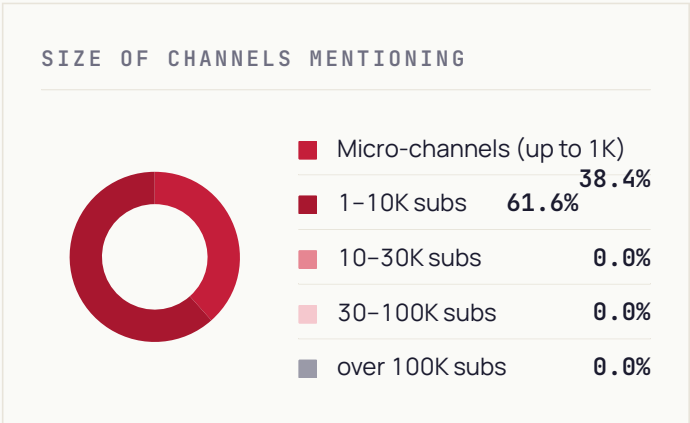
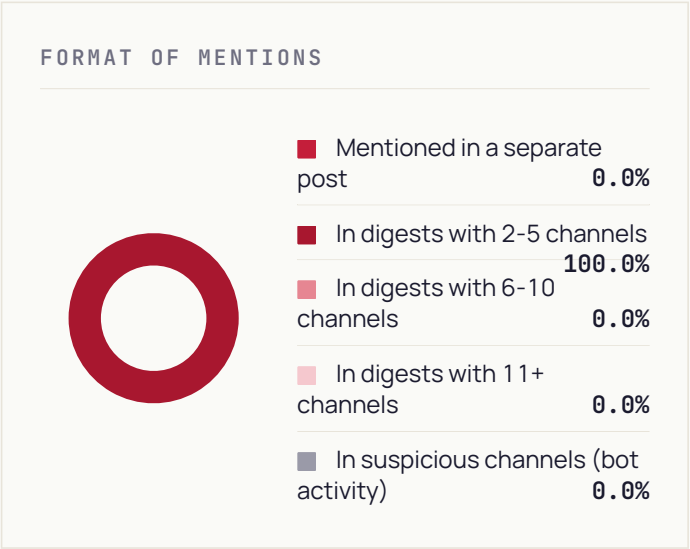
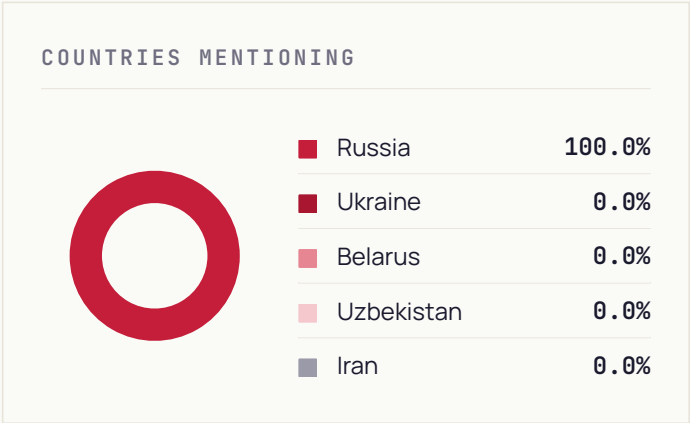
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

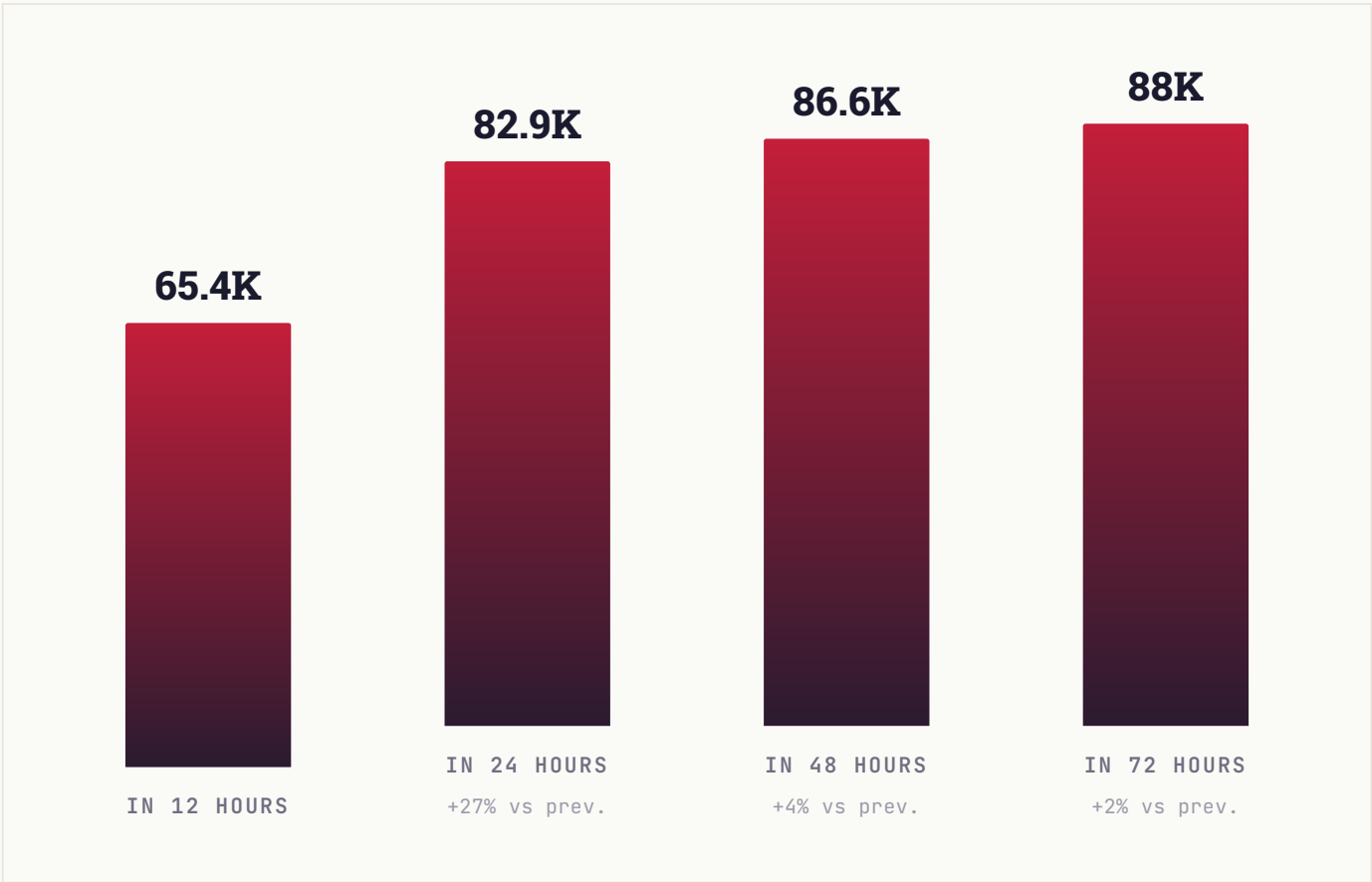
Citation index 2 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **601** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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 peers.

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.5M
ک ا کانال اخبارفوری خبرفوری	4.4M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trukha ⚡Ukraina	3.1M
CJ Currant Russian Media YOU	202.2K

COMPARATIVE INSIGHT

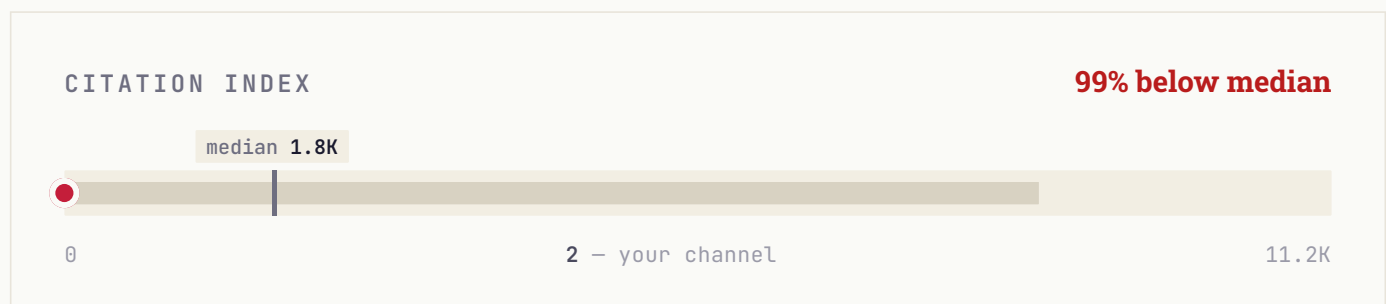
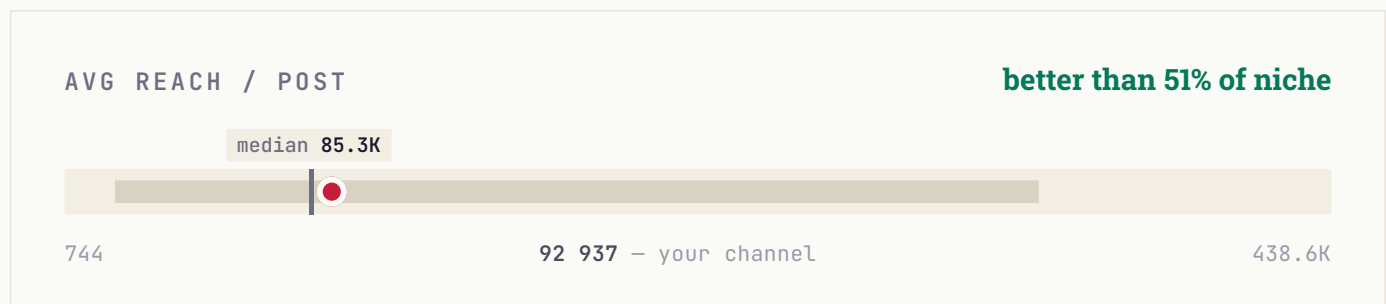
Channel not yet outside top-97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal: enter top-97 via systematic traffic & content work.

Where the channel ranks in its league

SUBSCRIBERS 84% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 501K, 202 153, and 4.1M. A light beige bar represents the range from 501K to 4.1M. A vertical line marks the median at 1.3M. A red dot on the left indicates the channel's current position at 202 153. A text box above the median line reads 'median 1.3M'. The text '84% below median' is displayed in red at the top right.

Metric	Value
Channel Subscribers	202 153
Median Subscribers	1.3M
Range (Min-Max)	501K - 4.1M



— SECTION 08 · 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 Monday
Audience most active on this day at 17:00 MSK.

EFFECT
**Best window
for an
important post**
- 02

Increase share of video posts
Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25%.

EFFECT
**Video holds
audience
better**
- 03

Systematic traffic buying
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 growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Exchange posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT
**Relevant
audience
growth**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data.
To go further — run ads with us and hit your growth target in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

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