

PUBLIC REPORT BY PROMTPRESS

Channel audit

Piter Now



@spbLive

News, places & people of St. Petersburg. Collaboration: @denmins

Channel included in RKN list: <https://rkn.link/rh5>

SUBSCRIBERS

540 775

-14594 per month

ERR (% SEE POSTS)

7.0%

daily **6.0%**

REACH/POST

33.9K

ad reach **32.8K**/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 540 775 —	 SUBSCRIBER REACH 6.27% avg % subs see post	 VIEWS/POST 33.9K median 33.9K · 29 days	 POSTS/DAY 15.0 ~105 per week
 7D TREND -2.4% vs previous week	 REACTIONS/POST 351.3 157K reactions, 140.8K reposts, 9.8K comments	 POST LENGTH 198 chars median 170 · 29 days	 POSTS ANALYZED 447 29 days
 AD REACH 32.8K 24h avg	 CHURN / MONTH -14594 last month	 QUOTABILITY 1 038 citation index · 1,442 channels mentioned ever	 CHANNEL AGE 1 year 5 months created 31.12.2024

AI EDITOR SUMMARY

Channel “Piter Now” — 540 775 subs. Each post avg views 33.9K people (6% from subs), low reach — need to grow audience. Publishes 105 posts/week (~15/day) — very active. Week May 25–31 reach stable (-2.4% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **447** posts in 29 days.
- 02 Dominant format — **Photo** (253/447 posts).
- 03 Avg post length — **198** chars (median 170).
- 04 Peak audience activity — **Tue, 22:00 MSK**.
- 05 Top posts get **2×** more views than weakest (top avg 50.9K vs worst 25.4K) — among 447 posts in 29 days. Find common traits: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 21:02 VIDEO  Amazing sky over St. Petersburg	VIEWS 54 334 REP. 266	REACTIONS 879 ER 10.0%
Nº2 02.06 · 19:22 PHOTO  Washing every day destroys health, — doctors It kills the natural fat layer of skin that protects against bacteria, moisture, and...	VIEWS 51 812 REP. 450	REACTIONS 458 ER 9.6%
Nº3 10.05 · 21:02 PHOTO  Delicate cherry blossoms in Primorsky Victory Park	VIEWS 46 483 REP. 419	REACTIONS 746 ER 8.6%

Nº4 03.06 · 05:27 TEXT ✂ 59 drones shot down overnight over Leningrad region, — governor Drozdenko Due to falling drone debris, 4 private homes in Luga district...	VIEWS 46 246 REP. 430	REACTIONS 451 ER 8.6%
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Nº5 02.06 · 18:56 PHOTO ☒ St. Petersburg residents start facing gasoline purchase limits, — Fontanka Some gas stations introduced a limit of 50 liters per receipt, and some stations...	VIEWS 46 207 REP. 432	REACTIONS 264 ER 8.5%
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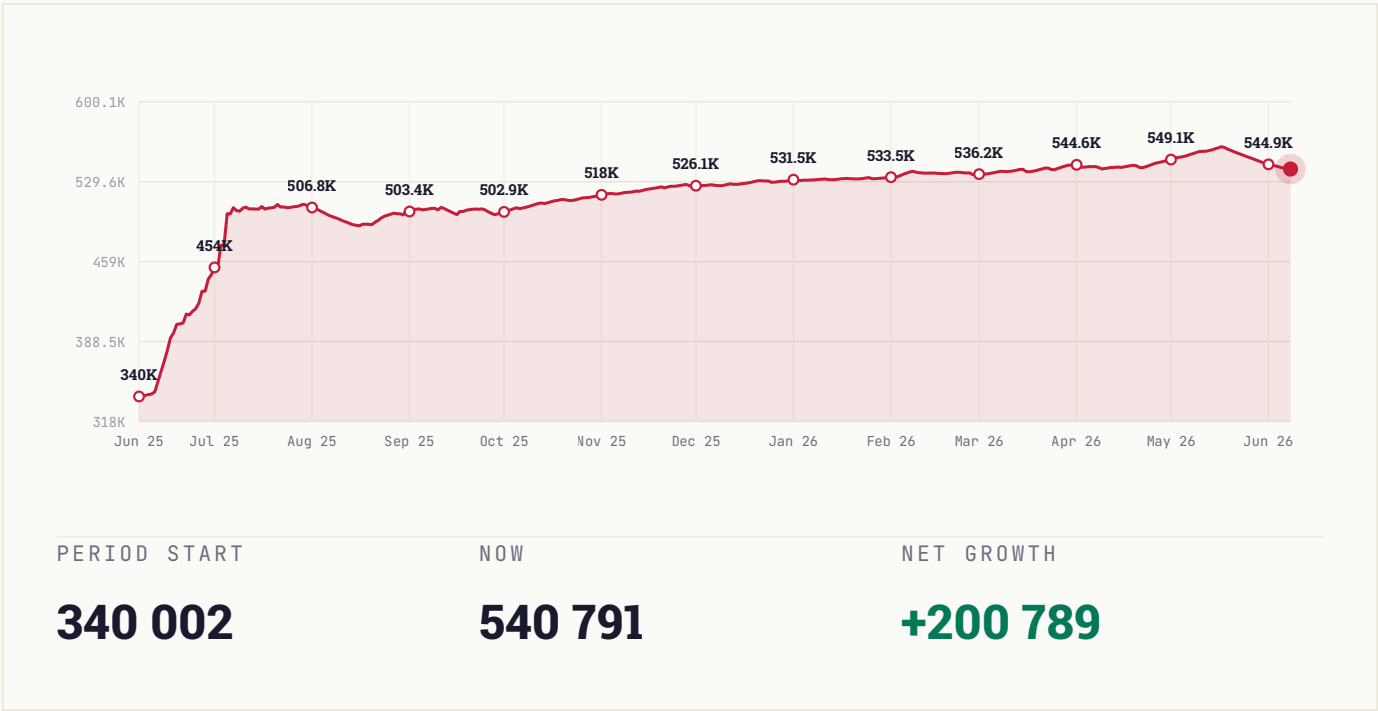
WORST 3

↓ 05.06 · 10:31 TEXT ☒ The term “elderly primipara” may be banned in Russia According to activists, women who become mothers after 35 are better...	VIEWS 25 738 REP. 144	REACTIONS 442 ER 4.8%
↓ 05.06 · 10:53 VIDEO ☒ “The world has stopped drinking, that's a big problem,” — said the owner of Abrau-Durso at SPIEF	VIEWS 25 624 REP. 262	REACTIONS 439 ER 4.7%
↓ 05.06 · 09:52 PHOTO ☒ Yandex Market invites local brands from St. Petersburg with home, fashion, and beauty products to the annual festival Original brands...	VIEWS 24 811 REP. 15	REACTIONS 36 ER 4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

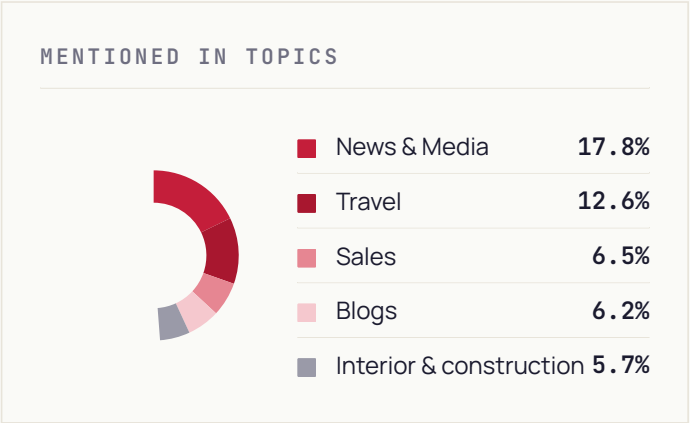
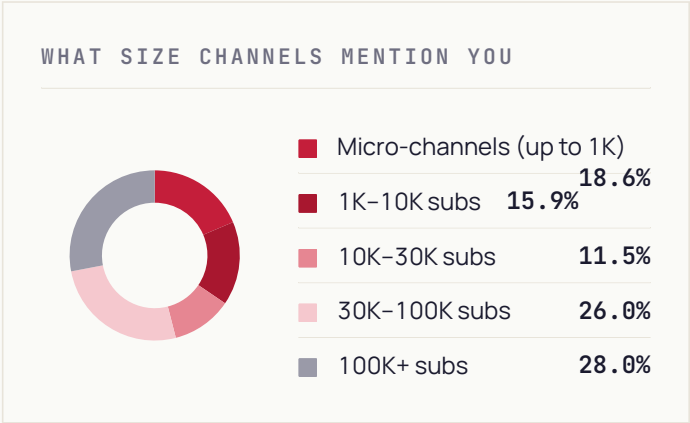
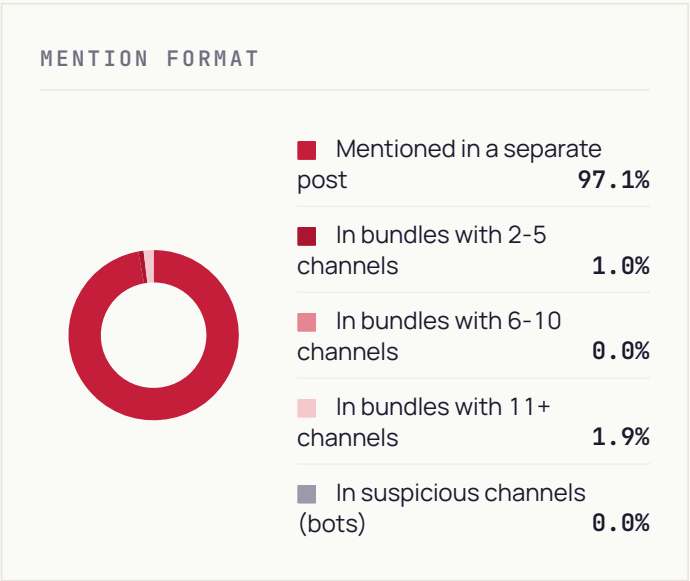
Yearly subscriber growth chart. Key months show exact subs count. Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

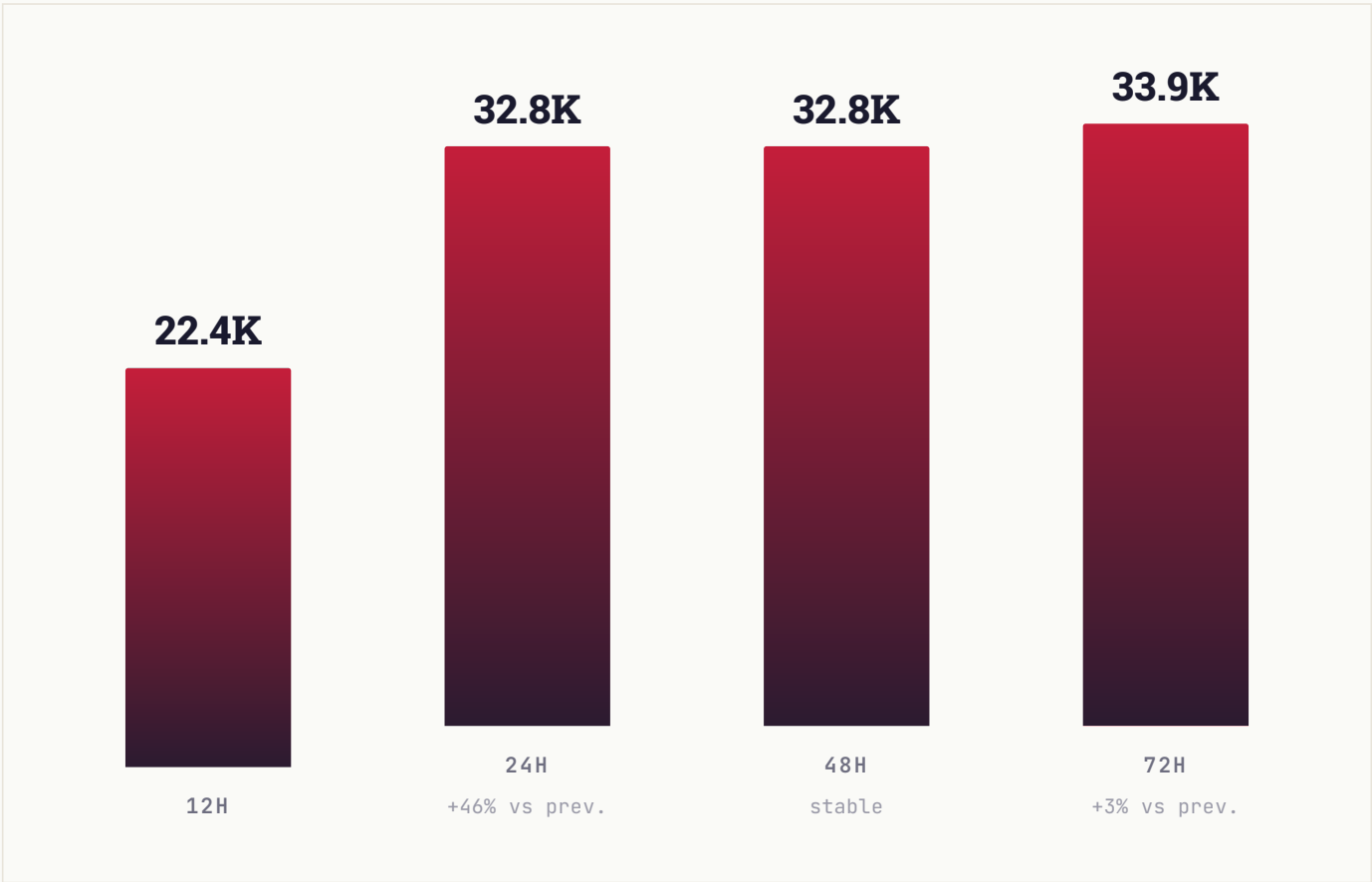
Citation index **1 038** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 442** different channels.



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 stays relevant.



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	SUBSCRIBERS
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
CPM Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
PS Piter Now YOU	540.8K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#74 of 99). Niche median — 843.7K subs.
First growth KPI — reach the 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 **342**, they brought **138 918** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	4	4	7 727
November 2025	19	19	11 833
October 2025	4	4	17 453
Sep 2025	8	7	12 716
August 2025	51	26	16 310
July 2025	256	227	72 879

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
342	6	138 918

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and compared your channel. Gray band shows the range for 80% of niche channels (p10 to p90). Black vertical line is the median. Red dot is your channel.

#86/100

POSITION IN NICHE

Channel in the bottom half of the ranking

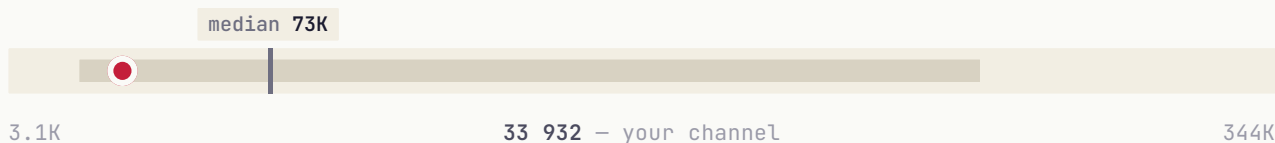
SUBSCRIBERS

37% below median



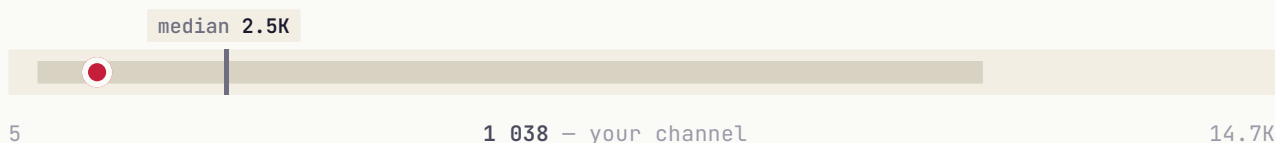
AVG REACH / POST

53% below median



CITATION INDEX

59% below median



— 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**Main post of the week — on Tuesday**

Audience is most active on this day and at 22:00 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 picks 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 is an easy win.

EFFECT

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

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 with 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
