

— PUBLIC REPORT BY PROMTPRESS

Channel audit

SPORT YAKUTIA | NEWS



@sport_aykutii

SPORTS NEWS EVENTS | YAKUTIA | WORLD Ads t.me/NikolayST87

SUBSCRIBERS

30 911

+11775 per month

ERR (% SEE POSTS)

10.0%

per day **10.1%**

REACH/POST

2.9K

ad reach **3.1K**/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.

 SUBSCRIBERS 30 911 —	 SUBSCRIBER REACH 9.35% avg % of subs see a post	 VIEWS/POST 2.9K median 2.4K · 29 days	 POSTS/WK 23.6 over period
 7D TREND +29.6% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 494 chars median 416 · 29 days	 POSTS ANALYZED 100 29 days
 AD REACH 3.1K 24h avg	 CHURN / MONTH +11775 over last month	 CITATION INDEX 2 citation index · 3 channels mentioned all time	 CHANNEL AGE 10 months 14 days created 03.09.2025

AI EDITOR SUMMARY

Channel «SPORT YAKUTII | NEWS» – 30 911 subs. Each post averages 2.9K people (9% from subs), reach is low – consider expanding audience. Publishes 24 posts/week (~3/day) – active posting mode. For the week of Jul 6–12 reach grew by +29.6% vs week Jun 29 – Jul 5 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 100 posts over 29 days.
- 02 Dominant format — Photo (75/100 posts).
- 03 Avg post length — 494 chars (median 416).
- 04 Audience peak activity — Sunday, 10:00 MSK.
- 05 Top posts get 205x more views than the weakest (12.7K avg for top vs 62 for worst) — among 100 posts over 29 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

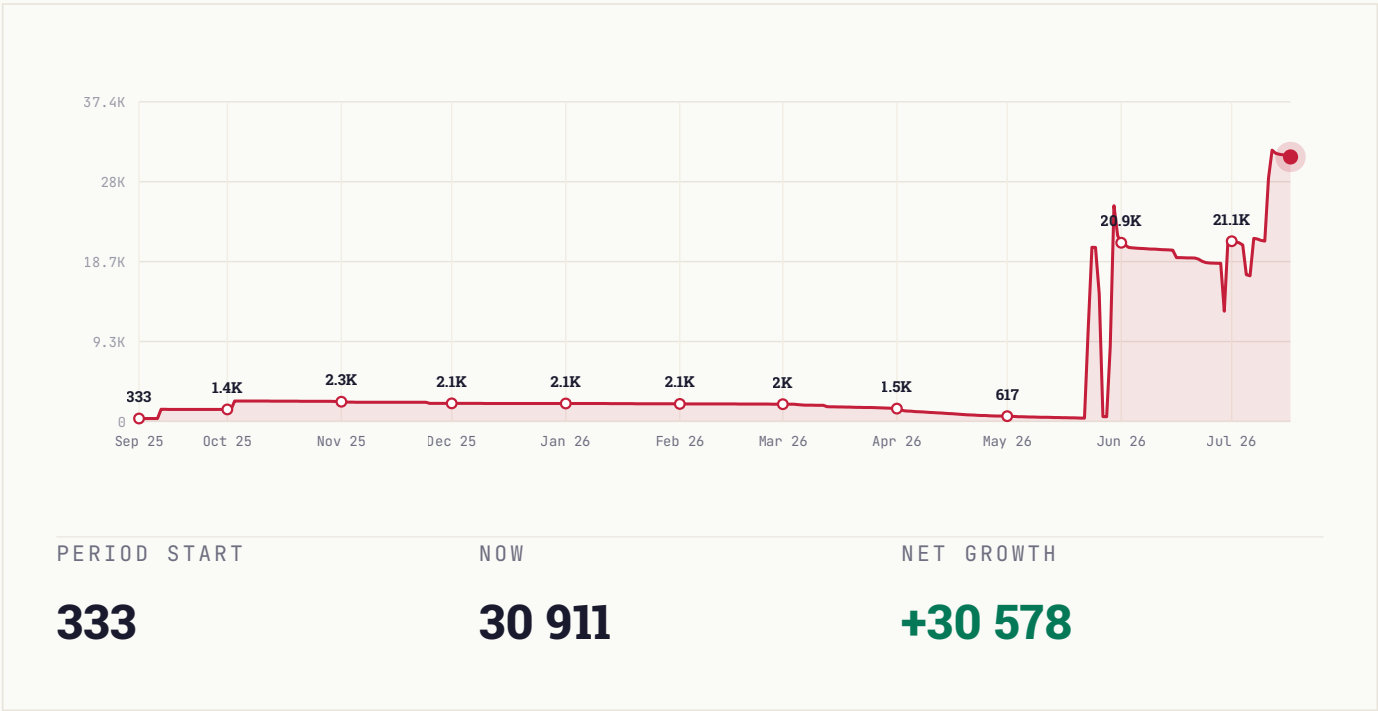
Nº1 12.07 · 07:52 VIDEO When he entered the octagon after a five-year break, fell twice and got \$30,000,000 for it:	VIEWS 21 348 REPOSTS 2	REACTIONS — ER 69.1%
Nº2 07.07 · 02:48 VIDEO Yakut esports confidently makes its mark! Yakut esports confidently makes its mark. Met with esports...	VIEWS 8 606 REPOSTS 2	REACTIONS — ER 27.8%
Nº3 04.07 · 01:44 PHOTO  For the first time at Ysyakh Olonkho in Kobyai, archers on horses will race ⚡ Competitions in horse archery - "At Saadakh" will become a real...	VIEWS 8 117 REPOSTS 1	REACTIONS — ER 26.3%

Nº4 22.06 · 01:28 PHOTO Winners of "Togus Tomtor Oonnuyulara-2026" determined Over two days, the strongest all-round athletes of the republic competed for the title of the best...	VIEWS 7 257 REACTIONS — REPOSTS 1 ER 23.5%
Nº5 21.06 · 03:07 PHOTO Yakutsk hosts All-Russian checkers tournament in memory of honored coach Nikolai Kychkin Program includes tournaments in...	VIEWS 6 762 REACTIONS — REPOSTS 1 ER 21.9%
WORST 3	
↓ 27.06 · 13:22 PHOTO Nikolai Matannanov leads after Day 1 of "Dygyn Games" Today at Ysyakh Tuymaady the "Dygyn Games" kicked off. According to results...	VIEWS 100 REACTIONS — REPOSTS 1 ER 0.3%
↓ 27.06 · 13:15 PHOTO Victory in horse racing for the Prize of the Head of Yakutia was won by the horse Atomic Boy from Verkhnevilyuysky District Horse racing for the Prize of the Head...	VIEWS 80 REACTIONS — REPOSTS — ER 0.3%
↓ 24.06 · 01:20 PHOTO Cristiano Ronaldo scored a brace against Uzbekistan and broke two records: He became the first footballer in history to score on...	VIEWS 8 REACTIONS — REPOSTS — ER 0.0%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

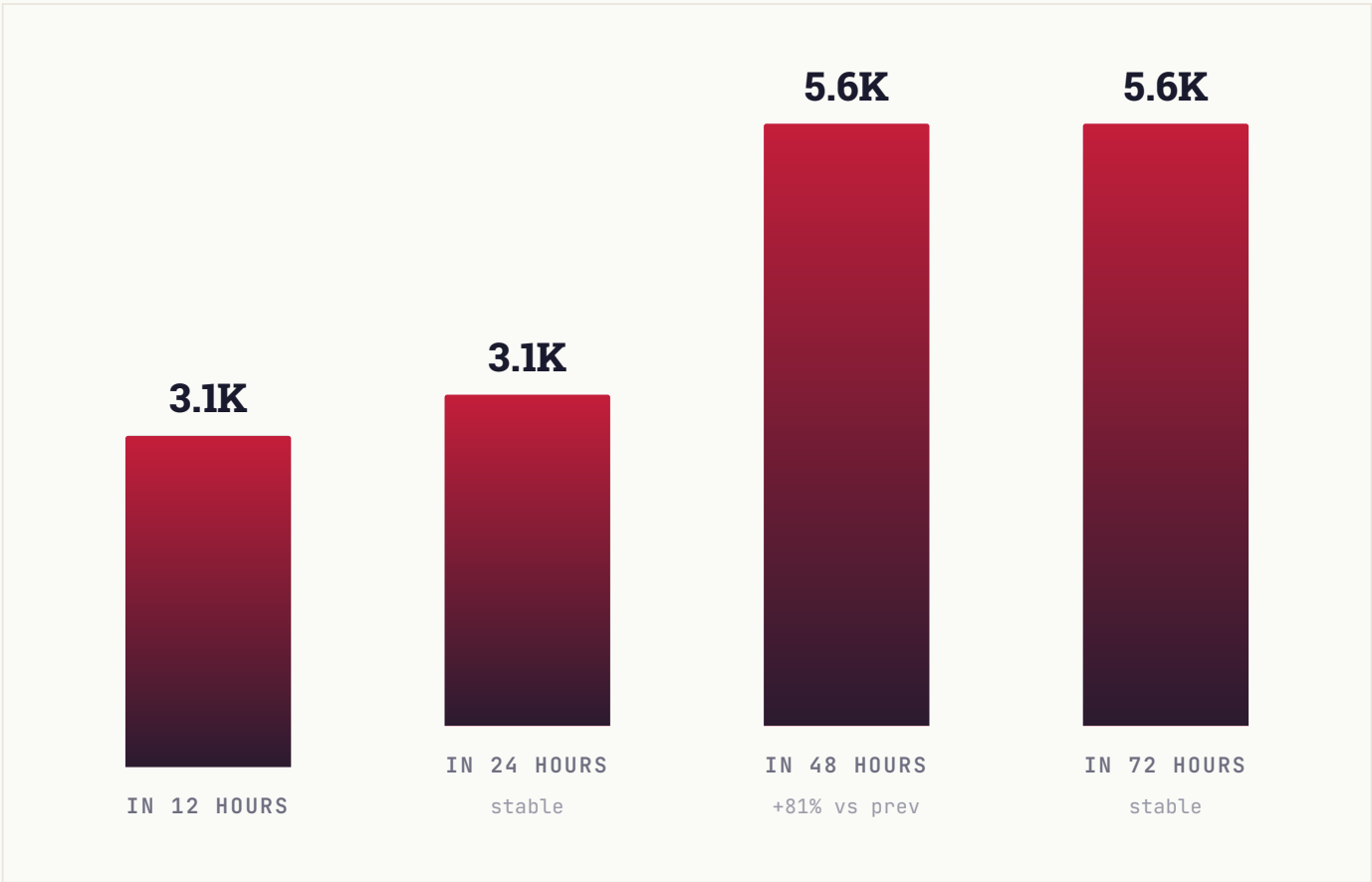
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
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
TP Труха ⚡ Україна	3.1M
SY SPORT YAKUTIA NEWS YOU	30.9K

COMPARATIVE INSIGHT

Channel yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **5 months** such mentions occurred **12**, they brought **2 081** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	0
December 2025	0	0	0
November 2025	0	0	0
October 2025	0	0	992
September 2025	12	2	1 089
TOTAL MENTIONS	12	MONTHS OF DATA	5
		GAINED SUBS	2 081

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — Sunday

Audience most active on this day at 10:00 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 and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same niche. 2-3 collabs give relevant growth — no need daily.

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

★ NEXT STEPS

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want more? Run ads with us and hit your growth target in a month.

01

Launch Telegram ad

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
