

PUBLIC REPORT PROMTPRESS

Channel audit

Sputnik Belarus



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Registry of RKN: <https://gosuslugi.ru/snet/67918d3b714103552a09d482>

SUBSCRIBERS

42 920

-188 per month

ERR (% SEE POSTS)

12.0%

last day **11.7%**

REACH/POST

4.9K

ad reach **5K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 42 920 —	 SUBSCRIBER REACH 11.45% avg % subs see post	 VIEWS/POST 4.9K median 4.9K · 13 days	 POSTS/DAY 70.6 ~494 per week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 352 chars median 312 · 13 days	 POSTS ANALYZED 938 13 days
 AD REACH 5K 24h avg	 CHURN / MONTH -188 last month	 CITATION RATE 2 026 citation index · 5,218 channels mentioned ever	 CHANNEL AGE 8 years 11 months created 10.06.2017

AI EDITOR SUMMARY

Channel «Sputnik Belarus» — 42 920 subs. Each post averages 4.9K people (11% of subs), reach is low — consider expanding audience. Posts 494 posts/week (~71/day) — very active posting.

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 **938** posts over 13 days.
- 02 Dominant format — **Photo** (324/938 posts).
- 03 Avg post length — **352** chars (median 312).
- 04 Audience peak activity — **Tue, 23:00** MSK.
- 05 Top posts get **4×** more views than the weakest (15.2K avg for top vs 3.9K for worst) — among 938 posts in 13 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 19:55 VIDEO 📺Why the West shouldn't expect regime change in Belarus and Russia, LDPB leader Oleg Gaidukevich explains using Iran as an example 📺 Read Sputnik...	VIEWS 15 697 REP. 5	REACTIONS — ER 36.6%
Nº2 03.06 · 17:26 VIDEO 📺"Germans are shocked by the level of our business and IT sector" LDPB leader Oleg Gaidukevich shared what impressed the German delegation in...	VIEWS 15 171 REP. 10	REACTIONS — ER 35.3%
Nº3 03.06 · 14:04 VIDEO 📺"Russia's opponents know they lost in Ukraine" LDPB leader Oleg Gaidukevich on how the West continues its war against Russia...	VIEWS 14 634 REP. 7	REACTIONS — ER 34.1%

Nº4

29.05 · 06:28

VIDEO

Explosion in a house in Dallas, US: casualties - CBS 3 dead, including a child, 5 injured...

VIEWS

14 437

REACTIONS

—

REP.

23

ER

33.6%

Nº5

27.05 · 10:53

VIDEO

✎Restoration of the castle hill in Novogrudok nears completion of stage five Work has been ongoing for over 14 years. During this time...

VIEWS

10 503

REACTIONS

—

REP.

24

ER

24.5%

WORST 3

↓ 05.06 · 15:12 VIDEO Putin: No isolation of Russia from the start The previous US administration initiated isolation attempts, followed by elites...	VIEWS 3 956 REACTIONS — REP. 4 ER 9.2%
↓ 05.06 · 14:03 PHOTO Putin: Eurozone govt debt rose to 81.7% of GDP Russian President cites data by country: ■ Greece — 146% ■ Italy — 137% ■ France —...	VIEWS 3 910 REACTIONS — REP. 7 ER 9.1%
↓ 05.06 · 14:00 PHOTO Each new attack by Kyiv on ZNPP becomes more massive and reckless, Zakharova said ✎ Read Sputnik Belarus in MAX	VIEWS 3 886 REACTIONS — REP. 2 ER 9.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

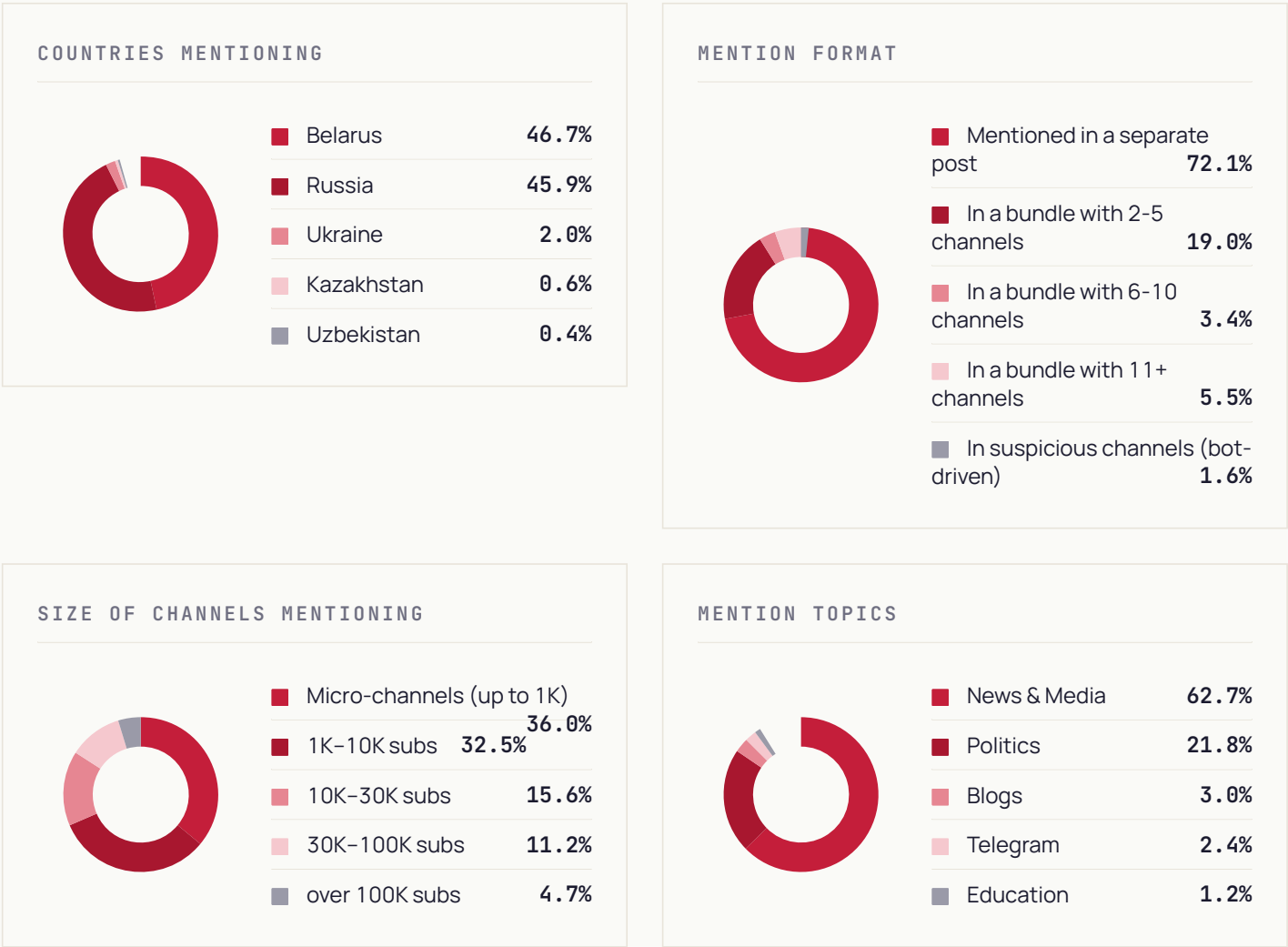
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

Citation index **2 026** — 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: **5 218** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Podslushano Belarus	58.2K
BG Belarus Main	56.8K
GG Gomel. Main!	56K
SB Sputnik Belarus YOU	42.9K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#18 of 97). Leader — NEXTA Live (764.9K). Goal for coming months: enter niche top-10 via systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **4 758**, they brought **2 070** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	452	178	67
November 2025	526	154	141
October 2025	421	135	0
Sep 2025	1 205	260	33
August 2025	1 147	220	756
July 2025	1 007	221	1 073

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
4 758	6	2 070

SECTION 08 · NICHE COMPARISON

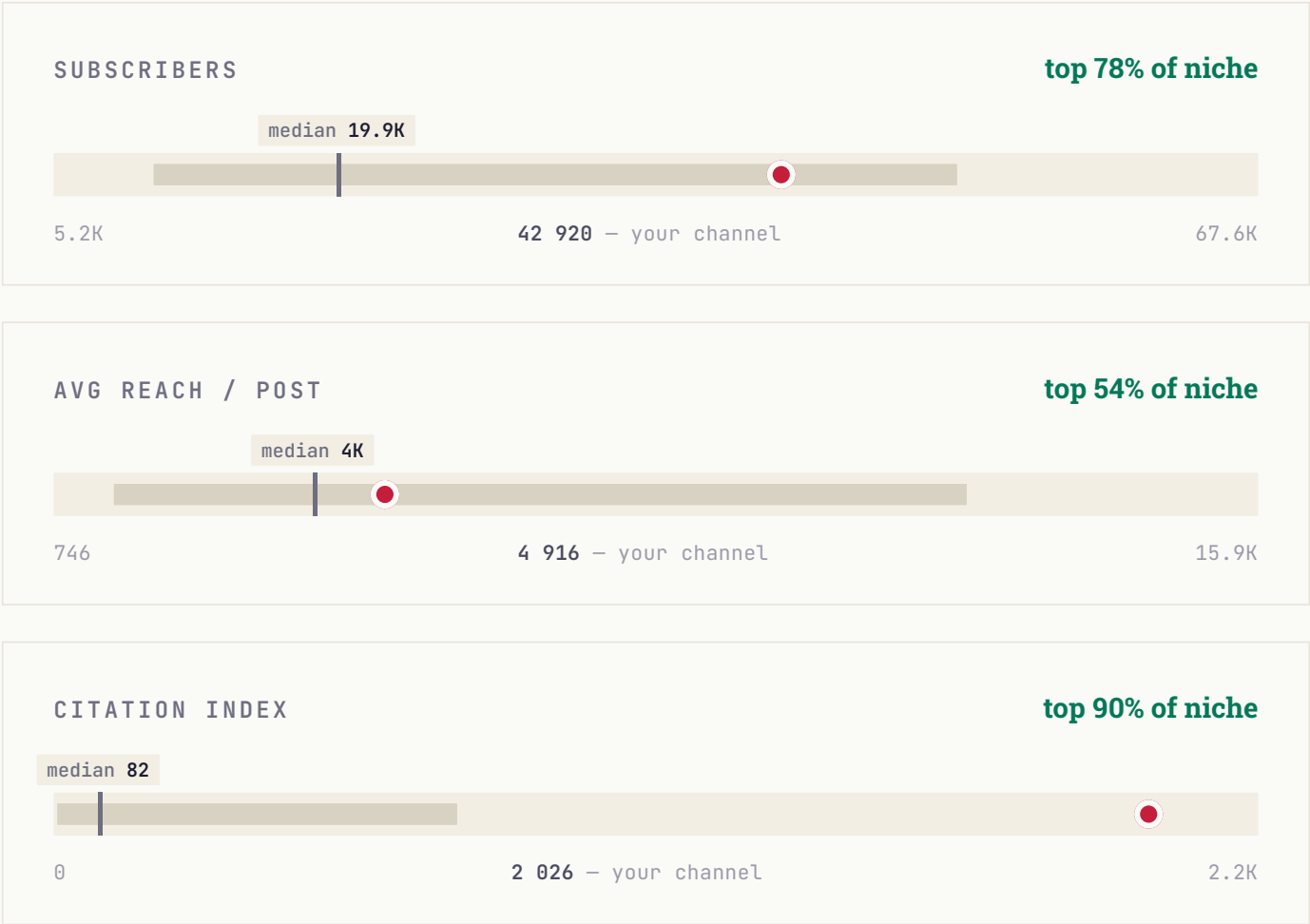
Where the channel stands in its league

Took top-100 channels in «News & Media» (Belarus) and compared your channel against them. Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

#18/100

POSITION IN NICHE

Channel in top 18% – strong position



— 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

Top post of the week — on Tuesday
 On this day at 23:00 MSK audience is most active.

EFFECT

Best window for a key 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 growth lever.

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 looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

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

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