

PUBLIC PROMTPRESS REPORT

# Channel audit

## Sputnik Kazakhstan



@sputnikKZ

Only important & interesting about Kazakhstan and beyond. Our site: <https://ru.sputnik.kz/> Send photos, videos & info to our bot @sputnikKZadm\_bot Registry RKN:...

SUBSCRIBERS

**42 546**

-307 per month

ERR (% SEE POSTS)

**10.0%**

per day 8.8%

REACH/POST

**4K**

ad reach 3.7K/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.

|                                                                                        |                                                                                                                                 |                                                                                                                               |                                                                                                         |
|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>42 546</div> <div>—</div>            | <div><div></div><div>SUBS REACH</div></div> <div>9.5%</div> <div>avg % subs see post</div>                                      | <div><div></div><div>VIEWS/POST</div></div> <div>4K</div> <div>median 4K · 23 days</div>                                      | <div><div></div><div>POSTS/DAY</div></div> <div>39.2</div> <div>~275 per week</div>                     |
| <div><div></div><div>7D TREND</div></div> <div>-0.7%</div> <div>vs previous week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>130.0</div> <div>total 118,592 reactions, 10,235 reposts, 0 comments</div> | <div><div></div><div>POST LENGTH</div></div> <div>517 chars</div> <div>median 488 · 23 days</div>                             | <div><div></div><div>POSTS ANALYZED</div></div> <div>912</div> <div>23 days</div>                       |
| <div><div></div><div>AD REACH</div></div> <div>3.7K</div> <div>24h avg</div>           | <div><div></div><div>CHURN / MONTH</div></div> <div>-307</div> <div>over the last month</div>                                   | <div><div></div><div>CITATION RATE</div></div> <div>1 442</div> <div>citation index · 3,748 channels mentioned all time</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>6 years 10 months</div> <div>created 22.07.2019</div> |

AI EDITOR SUMMARY

Channel «Sputnik Kazakhstan» — 42 546 subs. Each post averages 4K people (10% from subs), reach is low — consider expanding audience. Publishes 275 posts per week (~39 per day) — very active posting. Week of May 25–31 reach stable (-0.7% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **912** posts over 23 days.
- 02 Dominant format – **Text** (422/912 posts).
- 03 Avg post length – **517** chars (median 488).
- 04 Peak audience activity – **Tuesday**, 10:00 ALMT.
- 05 Top posts get **28x** more views than the weakest (18.8K avg for top vs 662 for worst) – among 912 posts over 23 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                      |                                                                     |                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>19.05 · 05:14</div><div>TEXT</div></div> <div>✈️➡️🇰🇿Direct flights to Tokyo from Kazakhstan to launch in Q4 2026 Kazakhstan's Transport Minister Nurlan announced...</div>                                   | <div>VIEWS</div> <div>23 507</div> <div>REPOSTS</div> <div>80</div> | <div>REACTIONS</div> <div>58</div> <div>ER</div> <div>55.3%</div>  |
| <div><div>Nº2</div><div>28.05 · 09:42</div><div>VIDEO</div></div> <div>🇰🇿Kazakhstan's KNB commented on drone fall incidents in the republic Border guards transmit data on spotted drones to...</div>                                | <div>VIEWS</div> <div>17 758</div> <div>REPOSTS</div> <div>31</div> | <div>REACTIONS</div> <div>258</div> <div>ER</div> <div>41.7%</div> |
| <div><div>Nº3</div><div>27.05 · 15:57</div><div>VIDEO</div></div> <div>✈️➡️🇰🇿How Kazakhstan Air Force fighters escorted Russia's presidential IL-96 – in press service video of Kassym-Jomart Tokayev Sputnik Kazakhstan in...</div> | <div>VIEWS</div> <div>15 136</div> <div>REPOSTS</div> <div>85</div> | <div>REACTIONS</div> <div>471</div> <div>ER</div> <div>35.6%</div> |

|                                                                                                                                                                                                                               |                                                                     |                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº4</div><div>29.05 · 11:06</div><div>VIDEO</div></div> <div>Tokayev expressed condolences to Iran rep at EAEU summit<br/>"Taking the opportunity, I would like to express condolences over...</div>                | <div>VIEWS</div> <div>15 028</div> <div>REPOSTS</div> <div>32</div> | <div>REACTIONS</div> <div>104</div> <div>ER</div> <div>35.3%</div> |
| <div><div>Nº5</div><div>26.05 · 06:53</div><div>VIDEO</div></div> <div>🇷🇺🇰🇿 Training flights of military aircraft continue over Kazakhstan's capital ahead of Russian President Vladimir Putin's state visit Sputnik...</div> | <div>VIEWS</div> <div>14 958</div> <div>REPOSTS</div> <div>49</div> | <div>REACTIONS</div> <div>177</div> <div>ER</div> <div>35.2%</div> |

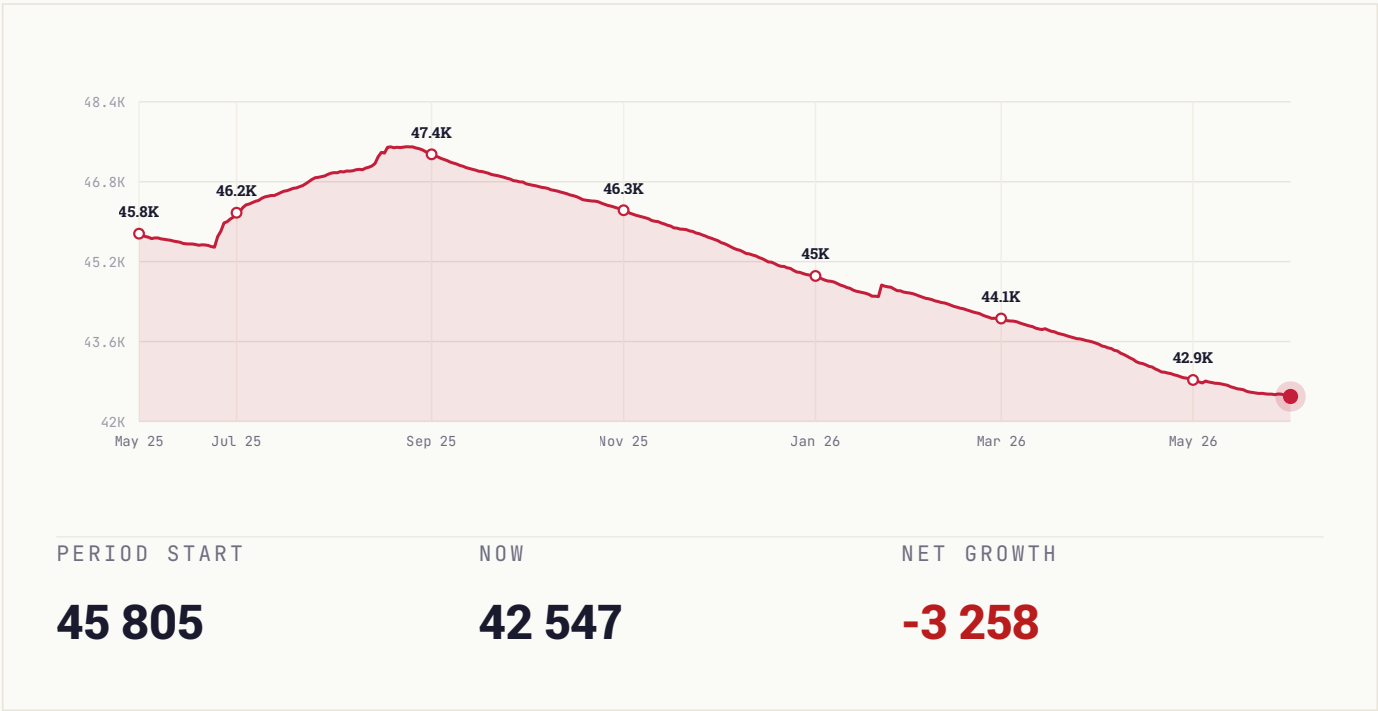
WORST 3

|                                                                                                                                                                                                                      |                                                                 |                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>01.06 · 14:42</div><div>TEXT</div></div> <div>🇰🇿➔ Astana airport completed repairs, operating normally since June 1 Runway repairs were carried out from April 15. It...</div>                 | <div>VIEWS</div> <div>964</div> <div>REPOSTS</div> <div>2</div> | <div>REACTIONS</div> <div>9</div> <div>ER</div> <div>2.3%</div>  |
| <div><div>↓</div><div>01.06 · 14:52</div><div>TEXT</div></div> <div>🇰🇿🇰🇿 Creation of a complex for producing medical and industrial radioisotopes of a new generation discussed by the Atomic Energy Agency...</div> | <div>VIEWS</div> <div>813</div> <div>REPOSTS</div> <div>3</div> | <div>REACTIONS</div> <div>14</div> <div>ER</div> <div>1.9%</div> |
| <div><div>↓</div><div>01.06 · 15:26</div><div>TEXT</div></div> <div>🇰🇿🇰🇿 In May, tenge weakened 5.1% to 486 per dollar, Kazakhstan's National Bank reported On June 1, dollar is 489 tenge after evening...</div>    | <div>VIEWS</div> <div>211</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>2</div> <div>ER</div> <div>0.5%</div>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

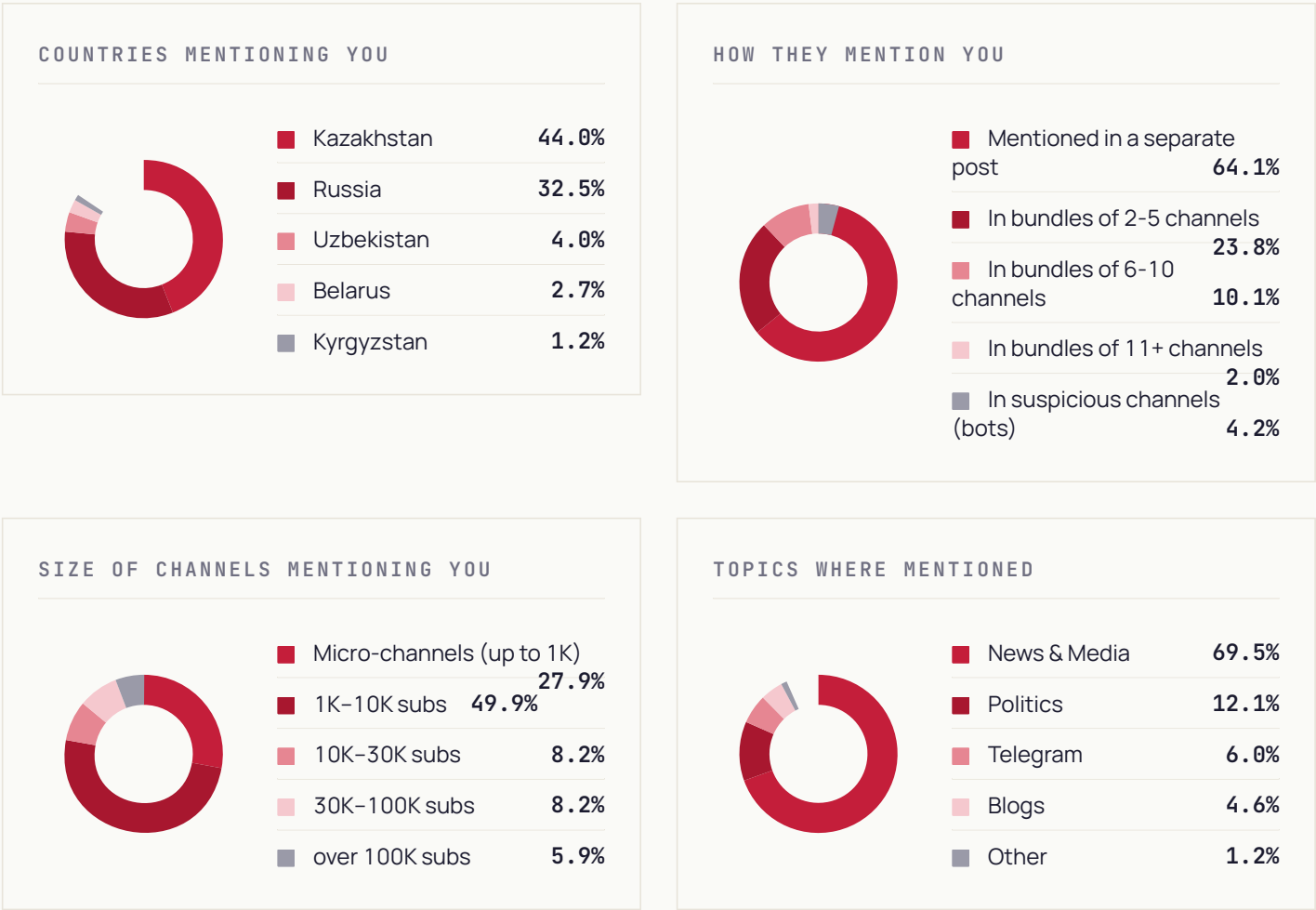
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

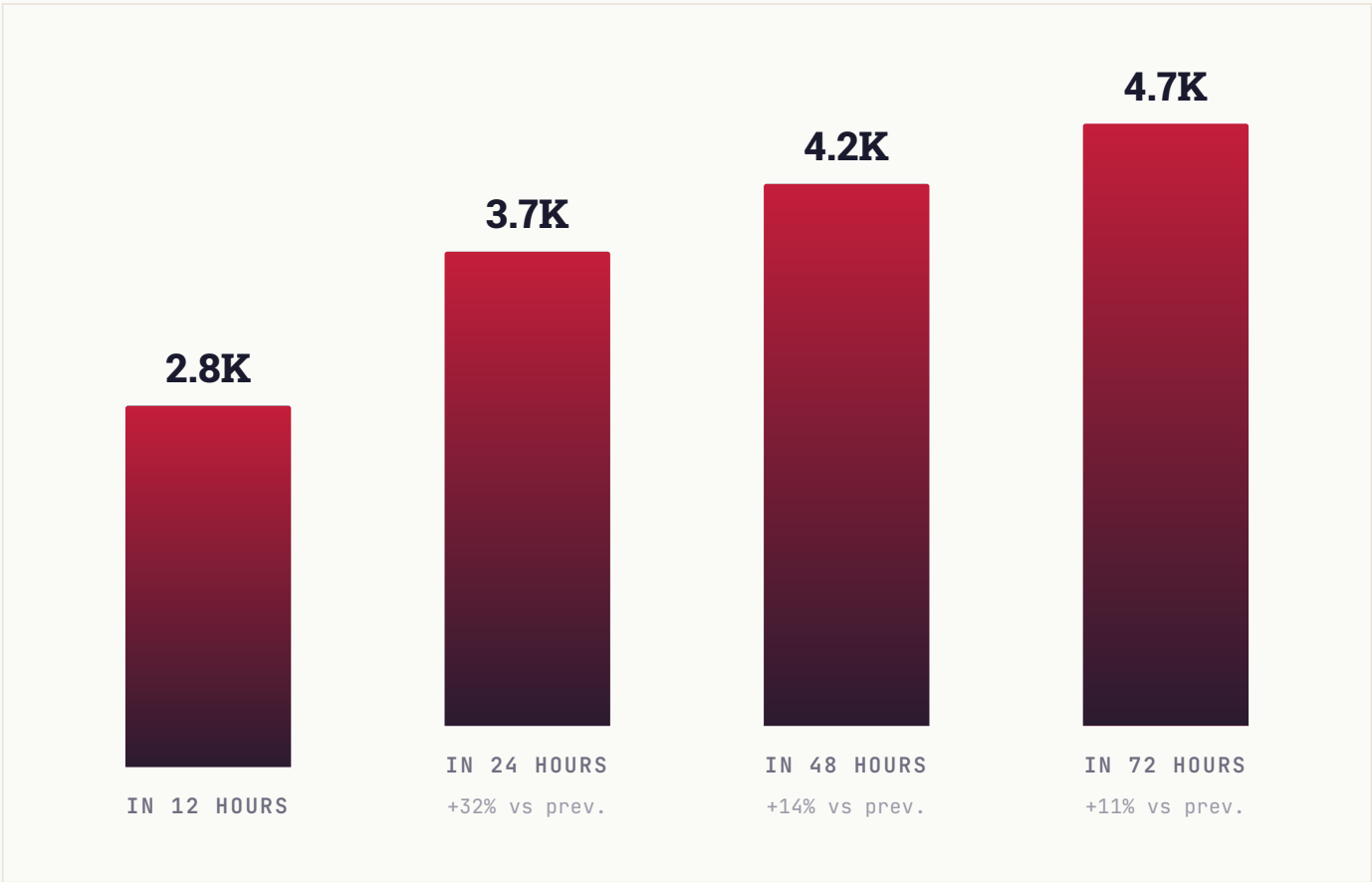
Citation index **1 442** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel 'weighs' more than from a 1k subs channel. All time the channel was mentioned **3 748** different channels.



SECTION 05 · 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 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                           | SUBSCRIBERS |
|-----------------------------------|-------------|
| اخبارفوری خبرفوری جنگ امریکا فوری | 5.5M        |
| کانال اخبارفوری خبرفوری           | 4.4M        |
| خبرفوری اخبارفوری جنگ فوری امریکا | 4.4M        |
| خبرفوری                           | 4.2M        |
| Direct • News                     | 4.1M        |
| Topor Live                        | 4.1M        |
| Moscowach • Moscow News           | 3.9M        |
| Moscow is interesting             | 3.5M        |
| Mash                              | 3.1M        |
| Trukha < Ukraine                  | 3.1M        |
| SK Sputnik Kazakhstan YOU         | 42.5K       |

COMPARATIVE INSIGHT

Channel not yet outside niche top-98 — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (5.5M), top-98 median: 1.3M. First goal — enter top-98 via systematic traffic & content 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 **4 121**, they brought **1 468** new subs.

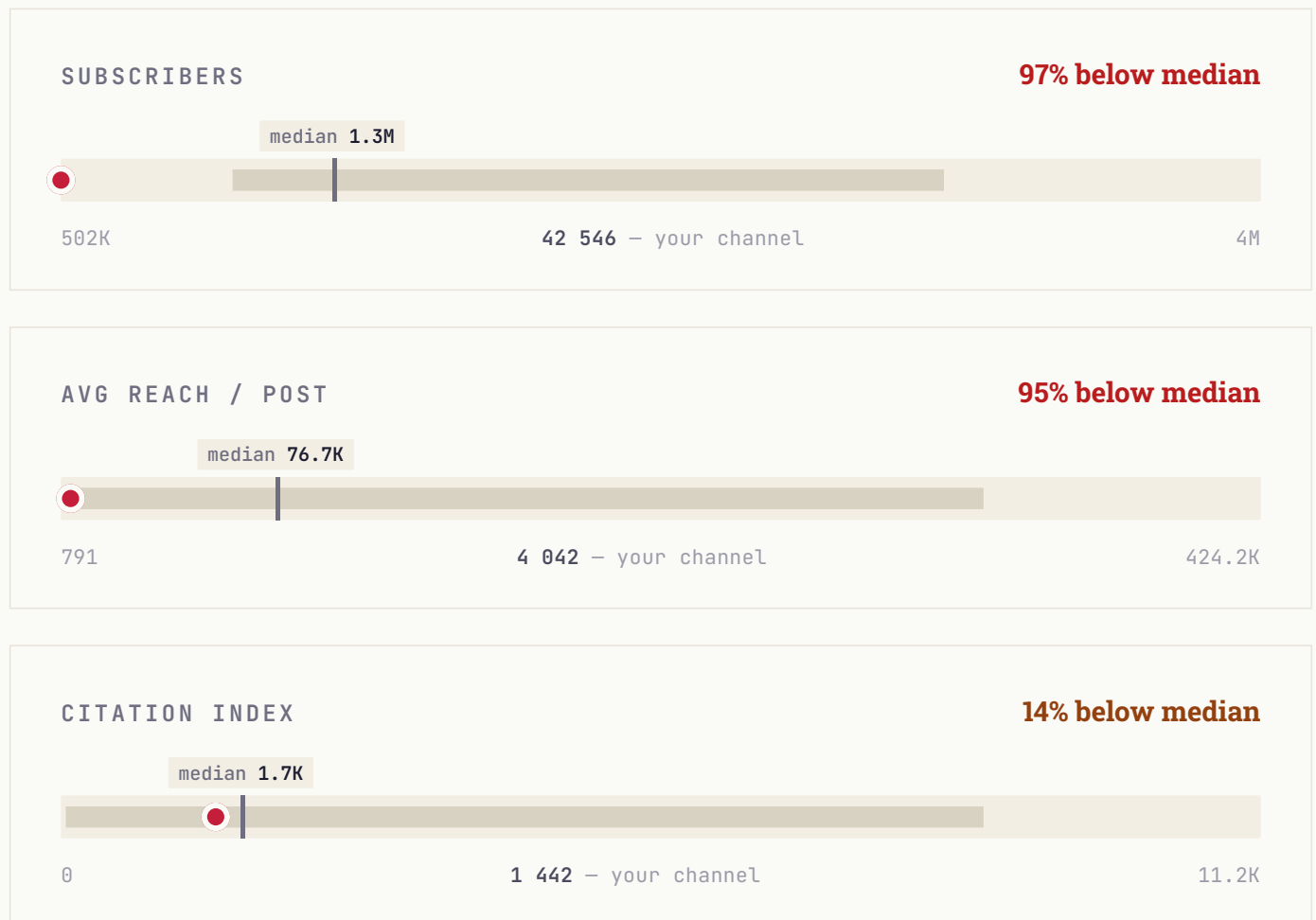
| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBS |             |
|---------------|----------|----------|--------------|-------------|
| December 2025 | 923      | 131      | 0            | <div></div> |
| Nov 2025      | 1 129    | 188      | 0            | <div></div> |
| Oct 2025      | 755      | 155      | 0            | <div></div> |
| Sep 2025      | 466      | 117      | 0            | <div></div> |
| August 2025   | 449      | 127      | 588          | <div></div> |
| July 2025     | 399      | 135      | 880          | <div></div> |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |
| 4 121          | 6              | 1 468          |

## SECTION 08 • NICHE COMPARISON

# Where your channel ranks in its league

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



## — 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

Audience is most active on this day at 10:00 ALMT.

EFFECT

**Best window  
for an  
important post**

02

## System 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 — easy growth point.

EFFECT

**+5-15% ER**

04

## Cross-promo with neighboring channels

Swap 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 — that's 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 through us and hit your growth plan in a month.

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

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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