

PUBLIC PROMTPRESS REPORT

Channel audit

Sputnik

Ближнее

зарубежье



@sputniklive

Main for near abroad. Latest news without info noise. Feedback —
@SputnikLIVEbz_bot © Media Group «Russia Today» RK Registry:
<https://clck.ru/3Ftieh>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
161 598	9.0%	14K
-891 per month 16.07.2026	in 24 hrs 6.0% HTTPS: // PROMTPRESS.COM/AUDIT/SPUTNIKLIVE	ad reach 9.7K/24h

— CONTENTS · 2026

What's Inside the Report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 Posts · Bottom 3 · Insights

03 Subscriber dynamics

Year chart · growth

04 Citation Rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in «News & Media» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 161 598 —	 SUBSCRIBER REACH 8.64% avg % subs see post	 VIEWS/POST 14K median 11.4K · 19 days	 POSTS/DAY 50.7 ~355 per week
 7D TREND — no data for period	 REACTIONS/POST 127.5 total 123,081 reactions, 42,098 reposts, 3,893 comments	 POST LENGTH 426 chars median 393 · 19 days	 POSTS ANALYZED 965 19 days
 AD REACH 9.7K 24h avg	 CHURN / MONTH -891 last month	 CITATION RATE 4 735 citation index · 11,219 channels mentioned all time	 CHANNEL AGE 7 years 3 months created 26.03.2019

AI EDITOR SUMMARY

Channel «Sputnik Near Abroad» – 161 598 subs. Each post averages 14K people (9% from subs), reach is low – consider expanding audience. Publishes 355 posts per week (~51/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 **965** posts in 19 days.
- 02 Dominant format — **Text** (629/965 posts).
- 03 Avg post length — **426** chars (median 393).
- 04 Audience peak time — **Saturday, 06:00 MSK**.
- 05 Top posts get **17x** more views than the weakest (143.4K avg for top vs 8.5K for bottom) — among 965 posts over 19 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 11.07 · 03:01 VIDEO "Bloody Sunday" — under this name July 11, 1943 went down in history. This date is considered the peak of the Volyn massacre, which...
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Nº4 03.07 • 17:41 VIDEO Will last a long time. About 50% of Russian diesel fuel went for export, energy expert Boris Martsinkevich said. According to him...	VIEWS 77 979 REPOSTS 113 REACTIONS 91 ER 48.3%
Nº5 10.07 • 19:25 VIDEO  China may invest in "Trump route" for Armenian iron ore, energy expert Boris told @SputnikLive...	VIEWS 70 353 REPOSTS 58 REACTIONS 98 ER 43.5%

WORST 3

↓ 02.07 • 16:20 PHOTO  Mikheil Kavelashvili awarded President of Uzbekistan the Order of the Golden Fleece. It is given to foreign nationals who made special contribution to...	VIEWS 9 289 REPOSTS 11 REACTIONS 66 ER 5.7%
↓ 08.07 • 14:57 TEXT  Nearly 5 million foreigners registered on Gosuslugi, Russian Deputy PM Dmitry Grigorenko said. "Foreigners are very actively..."	VIEWS 9 058 REPOSTS 18 REACTIONS 43 ER 5.6%
↓ 02.07 • 16:18 VIDEO ⚡ Victims of drone attack on bus in Bryansk region received medical aid in Gomel and were discharged, chief doctor told @SPUTNIKBY...	VIEWS 7 142 REPOSTS 8 REACTIONS 69 ER 4.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

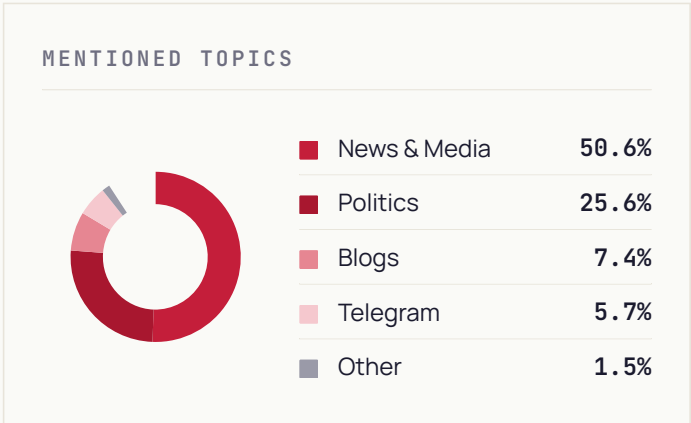
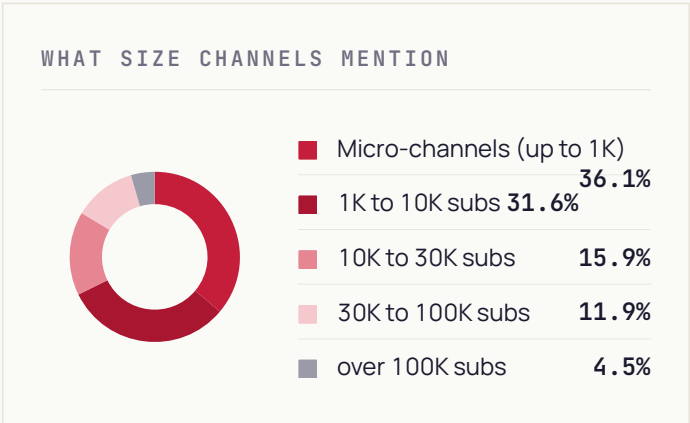
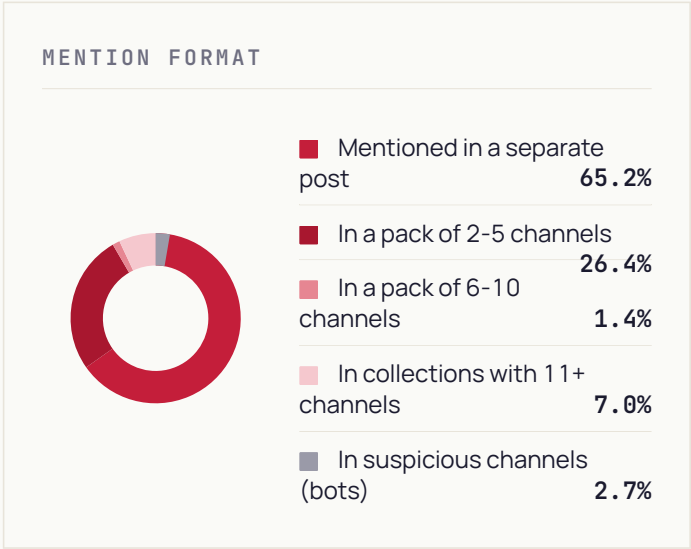
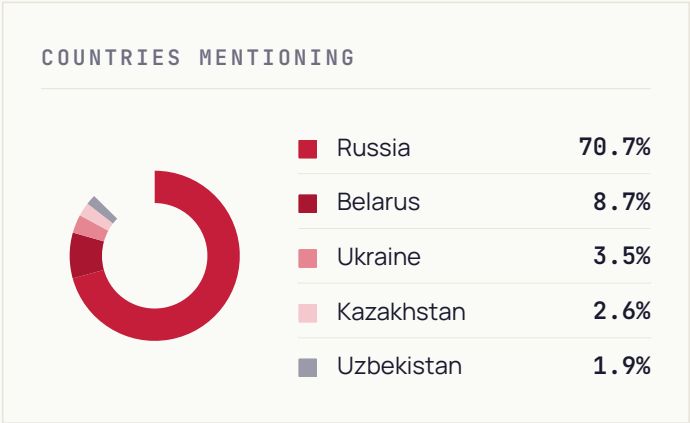
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

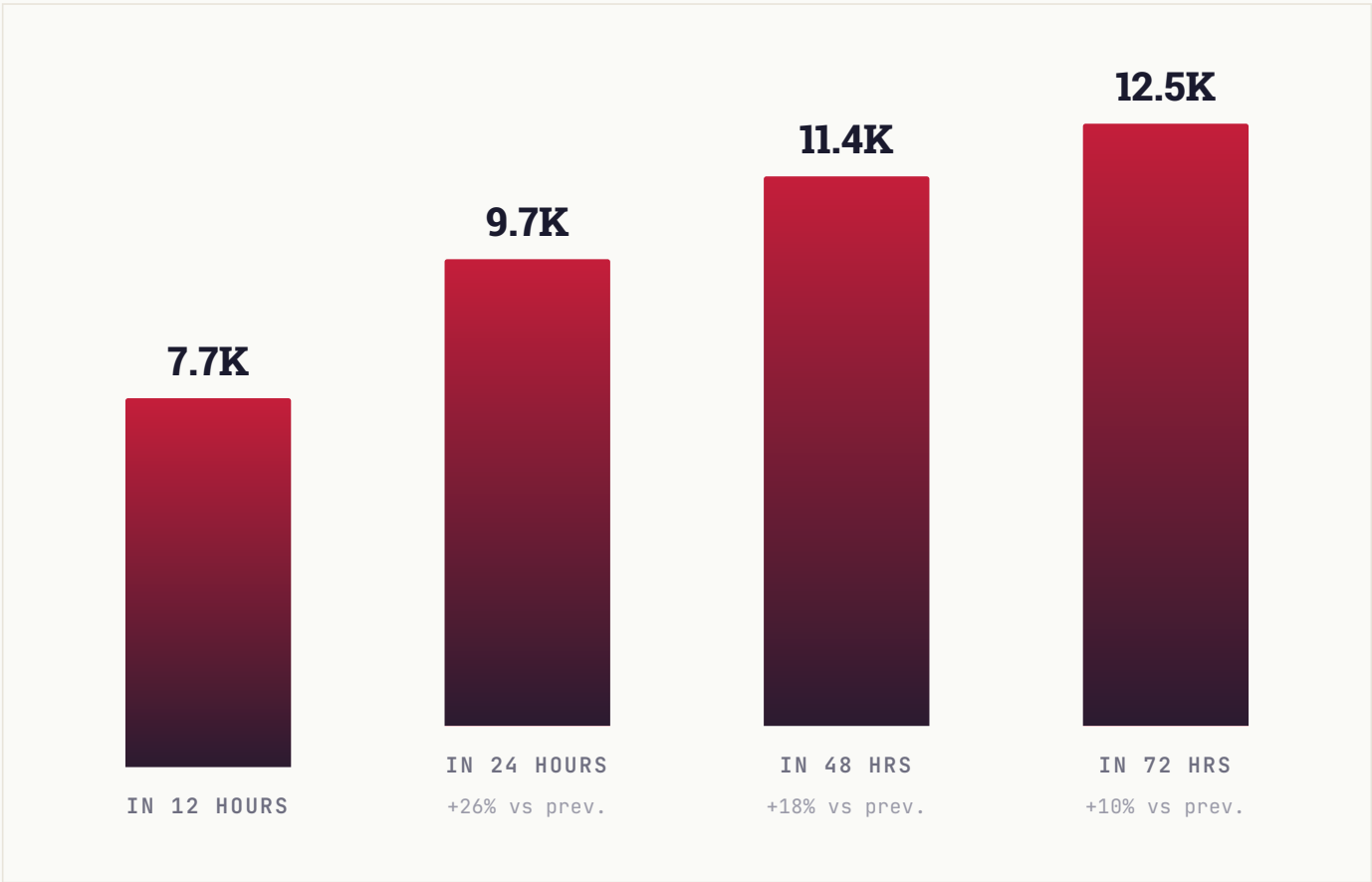
Citation index **4 735** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **11 219** different channels.



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 relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its place among niche neighbors.

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 Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
SB Sputnik Ближнее зарубежье YOU	161.6K

COMPARATIVE CONCLUSION

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

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 **12 610**, they brought **6 120** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	1 999	624	1 161	
December 2025	2 153	539	1 963	
November 2025	2 161	563	201	
October 2025	1 987	535	1 260	
September 2025	1 895	533	756	
August 2025	2 415	664	779	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
12 610	6	6 120

Where channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar indicating the range of other channels. A vertical line marks the median, and a red dot marks the channel's performance. The channel's value is also displayed as text.

SUBSCRIBERS

88% below median

median 1.3M

498.9K 161 598 — your channel 4.1M

AVG REACH / POST

85% below median

median 93.7K

733 13 963 — your channel 443.8K

CITATION INDEX

better than 67% of niche

median 1.9K

0 4 735 — your channel 11.2K

Metric	Channel Value	Median	Comparison
Subscribers	161,598	1.3M	88% below median
Avg Reach / Post	13,963	93.7K	85% below median
Citation Index	4,735	1.9K	better than 67% of niche

— SECTION 09 · STRATEGY

What to Do Right Now

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

- 01

Top post of the week — on Saturday
Audience most active on this day at 06:00 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). PromtPress finds sources for your niche.

EFFECT
+1000-3000 subs
- 03

Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Cross-post with same-segment channels once a quarter. 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 — organic traffic source.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth target in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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