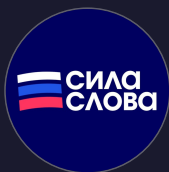


PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Sila Slova: Russian News



@ssrossiiskiinovosti

Objectivity, relevance, accessibility of information are our core principles. Partnership: @vi\_adv Registered with Roskomnadzor: <https://gosuslugi.ru/snet/69ce71f83b354c81f85703af>

SUBSCRIBERS

**238 734**

+25610 per month

ERR (% SEE POSTS)

**42.0%**

last 24h **39.7%**

REACH/POST

**100.2K**

ad reach **89.3K**/24h

— CONTENT · 2026

# What's inside the report

## 01 Channel snapshot

12 key metrics · AI summary

## 02 Content analysis

Top 5 posts · worst 3 · insights

## 03 Subscriber dynamics

Year chart · growth

## 04 Quote rate

Who mentions the channel and how

## 05 Ad potential

How long a post generates reach

## 06 Competitors

Niche neighbors · your rank

## 07 Mention dynamics

6 months · monthly

## 08 Niche comparison

Rank in «News & Media»

## 09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                        |                                                                                              |                                                                                                                          |                                                                                                          |
|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>238 734</div> <div>—</div>           | <div><div></div><div>SUBS REACH</div></div> <div>41.99%</div> <div>avg % subs see post</div> | <div><div></div><div>VIEWS/POST</div></div> <div>100.2K</div> <div>median 96.8K · 29 days</div>                          | <div><div></div><div>POSTS/WEEK</div></div> <div>32.7</div> <div>for period</div>                        |
| <div><div></div><div>7D TREND</div></div> <div>+6.0%</div> <div>vs previous week</div> | <div><div></div><div>REACTS/POST</div></div> <div>—</div> <div>MTPROTO only</div>            | <div><div></div><div>POST LENGTH</div></div> <div>417 chars.</div> <div>median 388 · 29 days</div>                       | <div><div></div><div>POSTS ANALYZED</div></div> <div>137</div> <div>29 days</div>                        |
| <div><div></div><div>AD REACH</div></div> <div>89.3K</div> <div>24h avg</div>          | <div><div></div><div>CHURN / MONTH</div></div> <div>+25610</div> <div>last month</div>       | <div><div></div><div>QUOTE RATE</div></div> <div>280</div> <div>citation index · 2,497 channels mentioned all time</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>4 years 8 months</div> <div>created Oct 28, 2021</div> |

AI EDITOR SUMMARY

Channel «Sila Slova: Russian News» — 238 734 subs. Each post averages 100.2K people (42% of subs), wide reach for a channel this size. Publishes 33 posts/week (~5/day) — active posting. For week Jun 29–Jul 5, reach grew +6.0% to week Jun 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 137 posts over 29 days.
- 02 Dominant format – Photo (95/137 posts).
- 03 Avg post length – 417 chars (median 388).
- 04 Peak audience activity – Friday, 18:00 MSK.
- 05 Top posts get 3x more views than the weakest (256.8K avg for top vs 89.5K for worst) – among 137 posts in 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

|                                                                                                                                                                                                                                                     |                                                                       |                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|----------------------------------------------------------------|
| <div><div>Nº1</div><div>03.07 · 15:11</div><div>PHOTO</div></div> <div><div>⚡</div><div>Child swept away by current during mass rafting trip in Irkutsk region, – media. Group of 49 people, including 23 children...</div></div>                   | <div>VIEWS</div> <div>404 066</div> <div>REPOSTS</div> <div>196</div> | <div>REACTS</div> <div>—</div> <div>ER</div> <div>169.3%</div> |
| <div><div>Nº2</div><div>07.07 · 16:38</div><div>VIDEO</div></div> <div><div>⚡</div><div>Scammers forced a 19-year-old from Sochi to cut himself with a knife and brought him to intensive care, – media. Phone scammers for ten days...</div></div> | <div>VIEWS</div> <div>198 372</div> <div>REPOSTS</div> <div>265</div> | <div>REACTS</div> <div>—</div> <div>ER</div> <div>83.1%</div>  |
| <div><div>Nº3</div><div>26.06 · 11:04</div><div>TEXT</div></div> <div><div>⚡</div><div>Five human heads found in freezer of Moscow medical center, – media. They were discovered in a private training medical center on...</div></div>             | <div>VIEWS</div> <div>168 039</div> <div>REPOSTS</div> <div>324</div> | <div>REACTS</div> <div>—</div> <div>ER</div> <div>70.4%</div>  |

Nº4

22.06 · 10:41

PHOTO

⚡ Russian man caused a disturbance on a plane, then died. On June 21, a strange incident occurred on a Moscow-Omsk flight: a 37-year-old...

VIEWS

156 011

REPOSTS

607

REACTS

—

ER

65.3%

Nº5

28.06 · 19:11

PHOTO

500 points on the Unified State Exam for the first time in Russian history scored by a schoolgirl from Moscow Katya Malkova She aced 5 subjects: Russian language...

VIEWS

104 090

REPOSTS

197

REACTS

—

ER

43.6%

WORST 3

|                                                                                                                                                                                                                                |                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>↓</div><div>22.06 · 16:02</div><div>VIDEO</div></div> <div><div>Russian woman burned apartment on scammer's orders – he watched live to ensure she burned alive A Chelyabinsk resident transferred 40...</div></div> | <div><div>VIEWS</div><div>90 101</div><div>REPOSTS</div><div>249</div><div>REACTS</div><div>—</div><div>ER</div><div>37.7%</div></div> |
| <div><div>↓</div><div>11.06 · 14:14</div><div>VIDEO</div></div> <div><div>Phones are causing severe nervous tics in young children. A striking case occurred in Kazan. A three-year-old boy after...</div></div>               | <div><div>VIEWS</div><div>89 563</div><div>REPOSTS</div><div>228</div><div>REACTS</div><div>—</div><div>ER</div><div>37.5%</div></div> |
| <div><div>↓</div><div>15.06 · 17:00</div><div>PHOTO</div></div> <div><div>⚡ Svetlana Loboda sold her suburban mansion of about 1200 m² in the cottage village 'Knyazhye Ozero' for 850 million rubles, —...</div></div>        | <div><div>VIEWS</div><div>88 980</div><div>REPOSTS</div><div>534</div><div>REACTS</div><div>—</div><div>ER</div><div>37.3%</div></div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

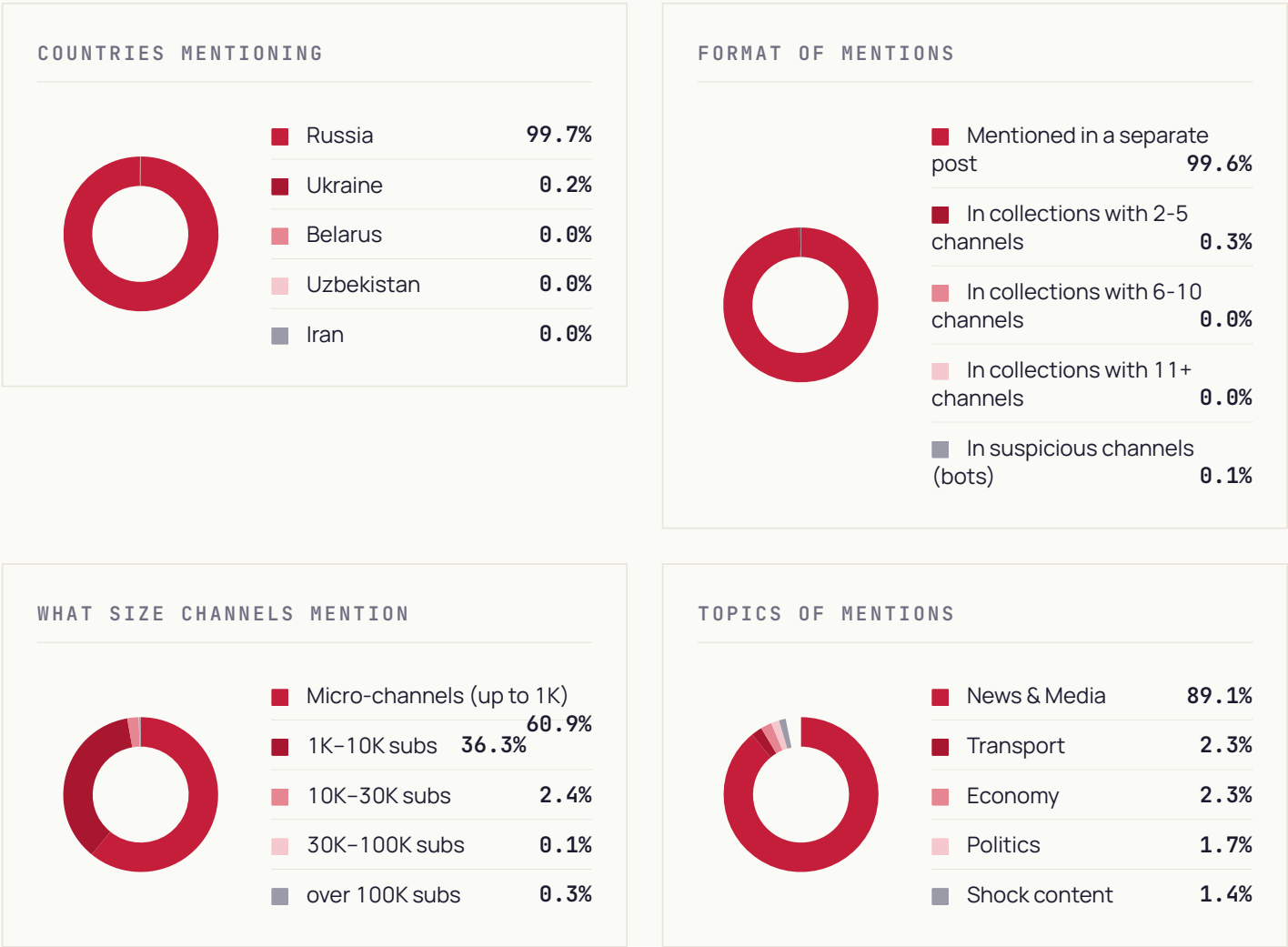
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

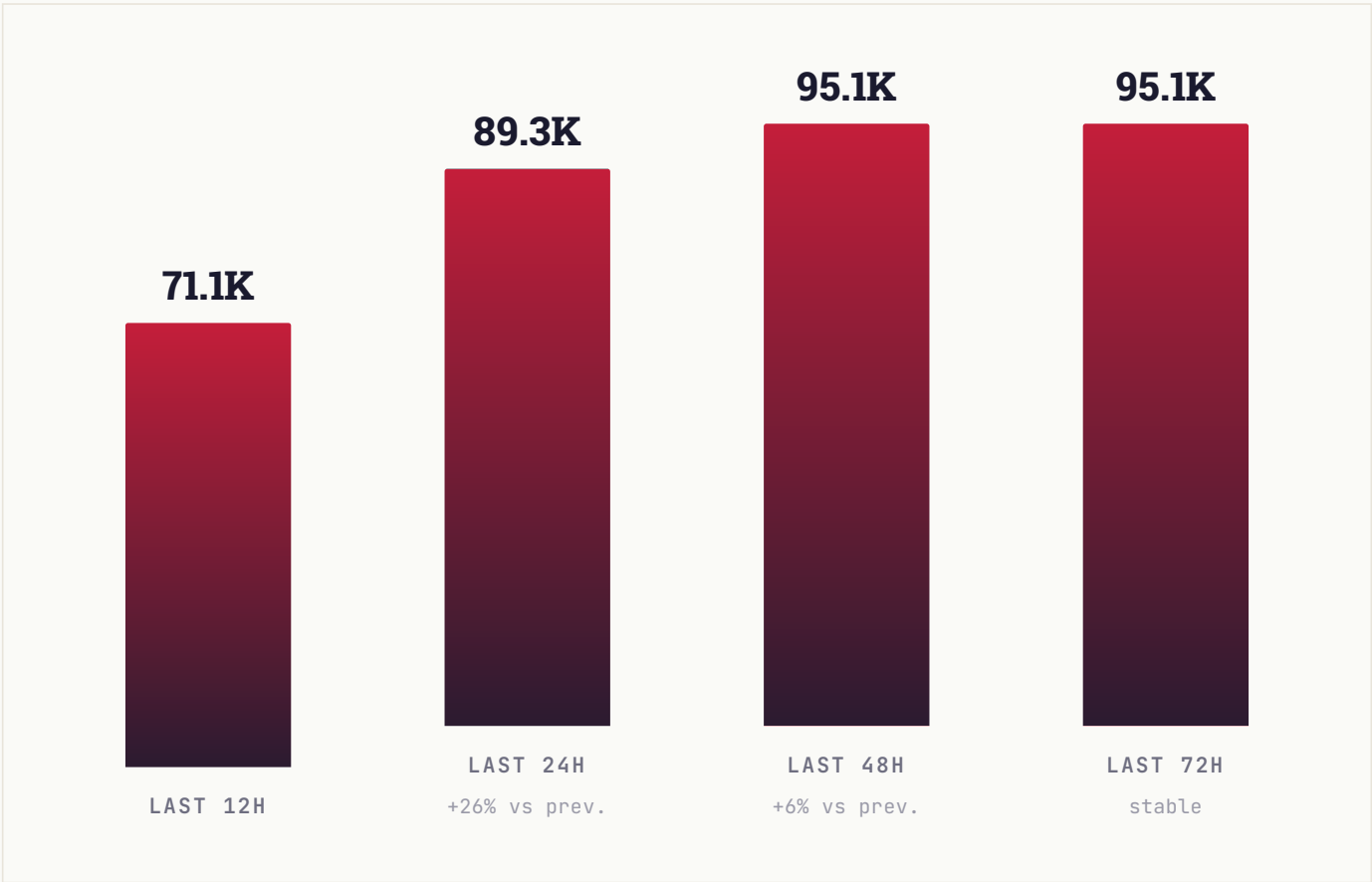
Citation index **280** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time the channel was mentioned **2 497** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 • COMPETITORS

# Who you compete with

11 nearest channels by topic & 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                                | 4.5M        |
| کانال اخبار فوری   خبر فوری             | 4.4M        |
| PE Live Broadcast • News                | 4.1M        |
| TL Topor Live                           | 4.1M        |
| M• Moskvach • Moscow News               | 3.8M        |
| M- Moscow is interesting                | 3.4M        |
| PM Perviy Moskovskiy                    | 3.2M        |
| TP Trukha ⚡ Ukraine                     | 3.1M        |
| SS Sila Slova: Russian News YOU         | 238.7K      |

COMPARATIVE SUMMARY

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

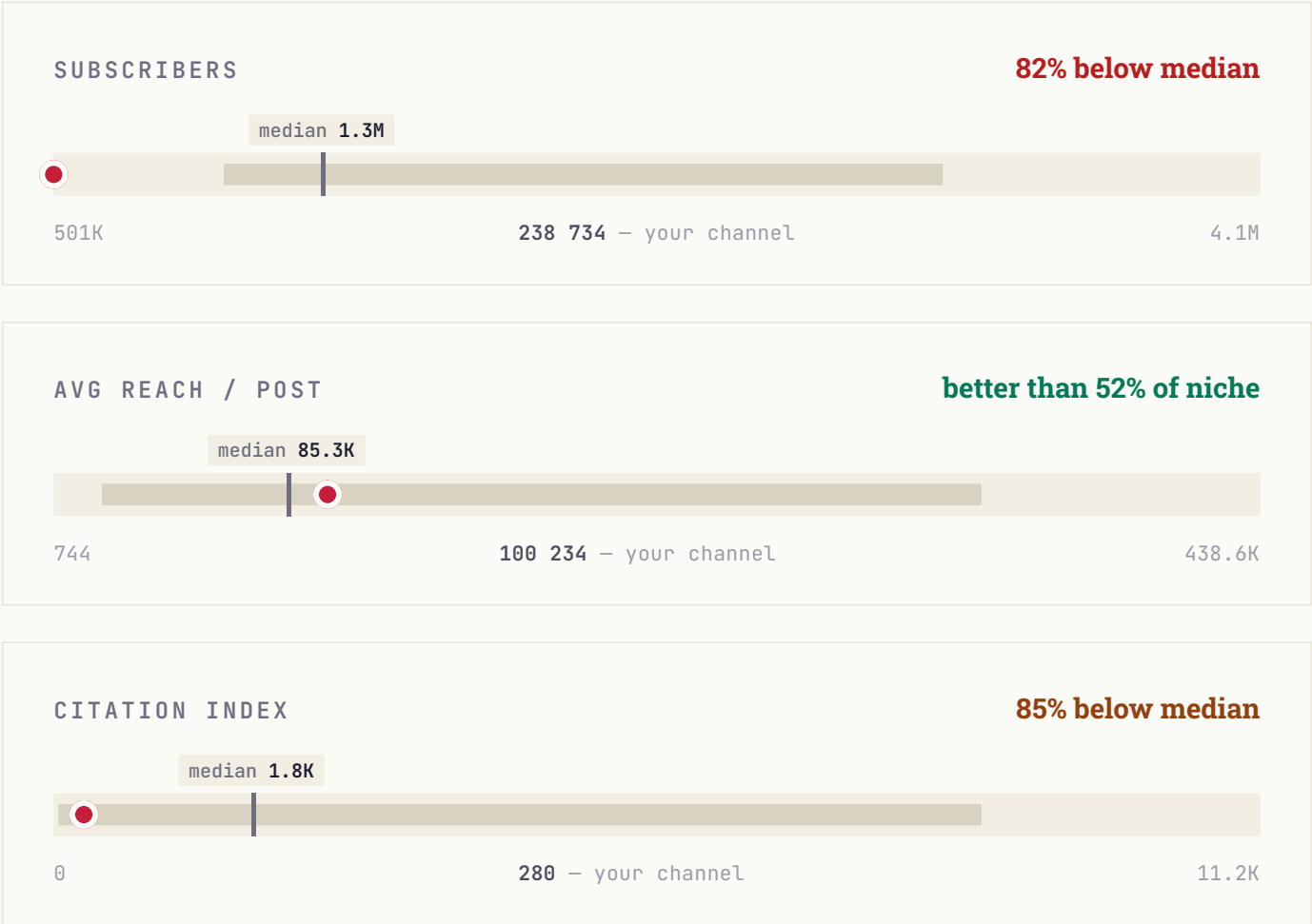
Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **571**, they brought **84 160** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |
|----------------|----------|----------|--------------|
| January 2026   | 0        | 0        | 6 439        |
| December 2025  | 458      | 141      | 53 193       |
| November 2025  | 113      | 66       | 24 528       |
| October 2025   | 0        | 0        | 0            |
| September 2025 | 0        | 0        | 0            |
| August 2025    | 0        | 0        | 0            |
| TOTAL MENTIONS |          |          | 571          |
| MONTHS OF DATA |          |          | 6            |
| ACQUIRED SUBS  |          |          | 84 160       |

SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) 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

## Main post of the week — on Friday

On this day at 18:00 MSK audience is most active.

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 give +5-15% to ER.  
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 niche.  
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 — it's a source of organic traffic.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is 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 ads on Telegram**      <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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