

— PUBLIC PROMTPRESS REPORT

Channel audit

Syrmedia.kz – News of Kazakhstan and world



@syrmediakz

Syrmedia.kz – information-analytical portal created by journalist Syrym Itkulov. If you have news, photo or video materials, or a topic you want to cover - write here...

SUBSCRIBERS

10 532

ERR (% SEE POSTS)

18.0%

REACH/POST

1.9K

-250 per month

in 24 hours 5.8%

ad reach 607/24h

— CONTENTS · 2026

What's inside the report

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How long a post brings reach

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09 Strategy

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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 was calculated for.

 SUBSCRIBERS 10 532 —	 SUBS REACH 18.18% avg % subs see post	 VIEWS/POST 1.9K median 643 · 29 days	 POSTS/DAY 12.0 ~84 per week
 7D TREND -39.5% vs previous week	 REACTIONS/POST 6.5 total 2,341 reactions, 1,959 reposts, 283 comments	 POST LENGTH 682 chars median 684 · 29 days	 POSTS ANALYZED 360 29 days
 AD REACH 607 24h avg	 CHURN / MONTH -250 last month	 CITATION RATE 28 citation index · 61 channels mentioned ever	 CHANNEL AGE 1 year 19 days created Jun 15, 2025

AI EDITOR SUMMARY

Channel «Syrmedia.kz – News of Kazakhstan and the world» – 10 532 subs. Each post avg views 1.9K people (18% of subs), avg reach – room to grow. Publishes 84 posts/week (~12/day) – very active. Week Jun 22–28 reach dropped -39.5% by week Jun 15–21 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **360** posts in 29 days.
- 02 Dominant format – **Video** (170/360 posts).
- 03 Avg post length – **682** chars (median 684).
- 04 Peak audience activity – **Sunday**, 00:00 ALMT.
- 05 Top posts get **19x** more views than the weakest (9.4K avg for top vs 488 for worst) – among 360 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 05:00 PHOTO New system for entering Vietnam. Kazakhstanis get easier entry Kazakhstan's MFA announced a pilot launch in Vietnam...	VIEWS 10 472 REP. 43	REACTIONS 3 ER 99.4%
Nº2 04.06 · 16:30 POLL (post without caption – poll)	VIEWS 9 106 REP. 4	REACTIONS — ER 86.5%
Nº3 19.06 · 06:14 PHOTO Zhanabylov family cars put up for auction. Astana State Property Department auctioned eight Hyundai Elantra cars...	VIEWS 8 723 REP. 10	REACTIONS — ER 82.8%

Nº4 18.06 • 16:30 VIDEO Video of the day! Uzbek boy cried after conceding a goal to Colombia. Then Colombia fans started chanting “Uzbekistan!...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>8 406</td><td>6</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>18</td><td>79.8%</td></tr> </table>	VIEWS	REACTIONS	8 406	6	REP.	ER	18	79.8%
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8 406	6								
REP.	ER								
18	79.8%								
Nº5 20.06 • 12:13 VIDEO Iranian singer sentenced to 74 lashes for singing without hijab 29-year-old Parastu Ahmadi and eight other team members...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>8 396</td><td>—</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>19</td><td>79.7%</td></tr> </table>	VIEWS	REACTIONS	8 396	—	REP.	ER	19	79.7%
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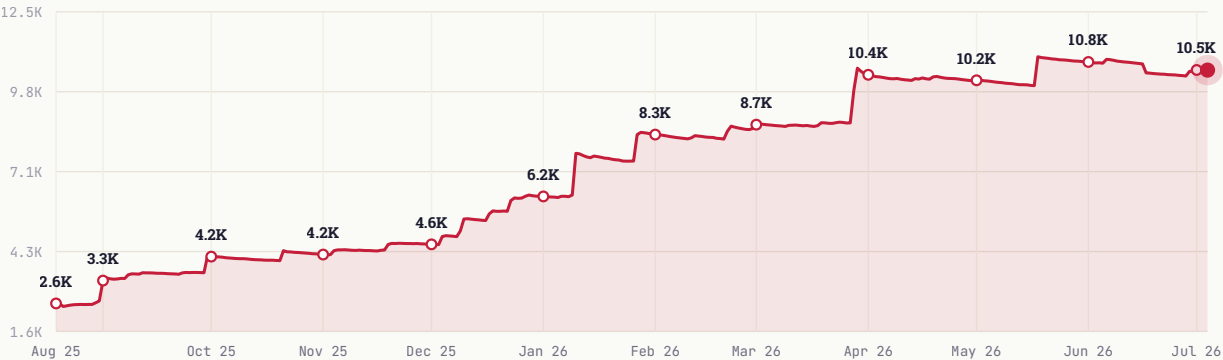
WORST 3

↓ 17.06 • 09:26 VIDEO Will AMANAT deputies join the new party? Today in the Majilis hallways our journalist asked deputies if they are ready to join...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>494</td><td>—</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>2</td><td>4.7%</td></tr> </table>	VIEWS	REACTIONS	494	—	REP.	ER	2	4.7%
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494	—								
REP.	ER								
2	4.7%								
↓ 17.06 • 11:11 VIDEO Military department graduates are being massively drafted. Defense Ministry explains why In the Majilis hallways journalists asked the Deputy Minister...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>486</td><td>—</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>6</td><td>4.6%</td></tr> </table>	VIEWS	REACTIONS	486	—	REP.	ER	6	4.6%
VIEWS	REACTIONS								
486	—								
REP.	ER								
6	4.6%								
↓ 17.06 • 09:51 VIDEO This summer in Kazakhstan vegetables and fruits may get cheaper Trade Minister Arman Shakkaliev said authorities expect to keep inflation...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>484</td><td>3</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>1</td><td>4.6%</td></tr> </table>	VIEWS	REACTIONS	484	3	REP.	ER	1	4.6%
VIEWS	REACTIONS								
484	3								
REP.	ER								
1	4.6%								

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 the channel grew and which it lost subs.

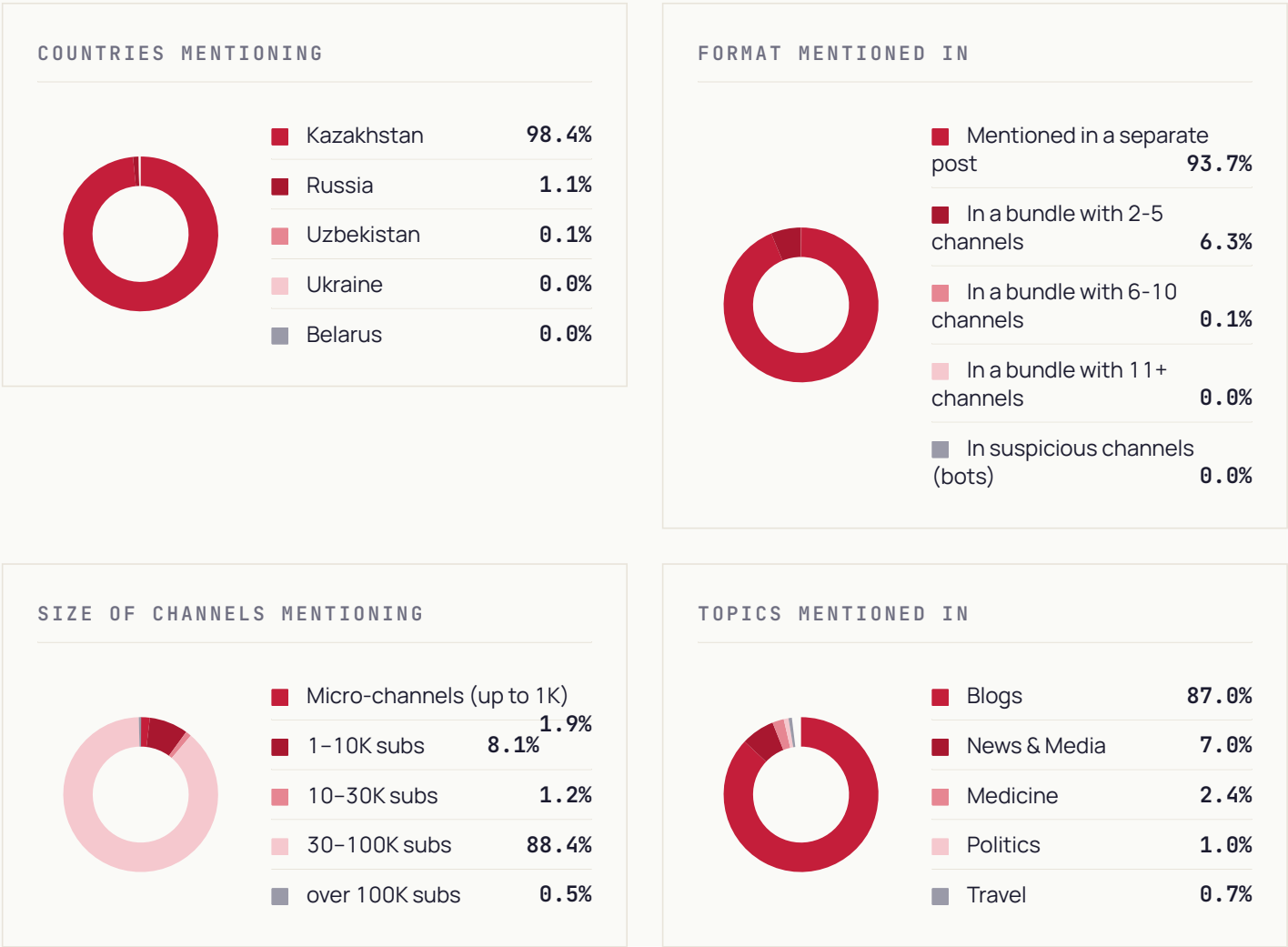


PERIOD START	NOW	NET GROWTH
2 570	10 532	+7 962

SECTION 04 · MENTIONS

Who mentions the channel & how

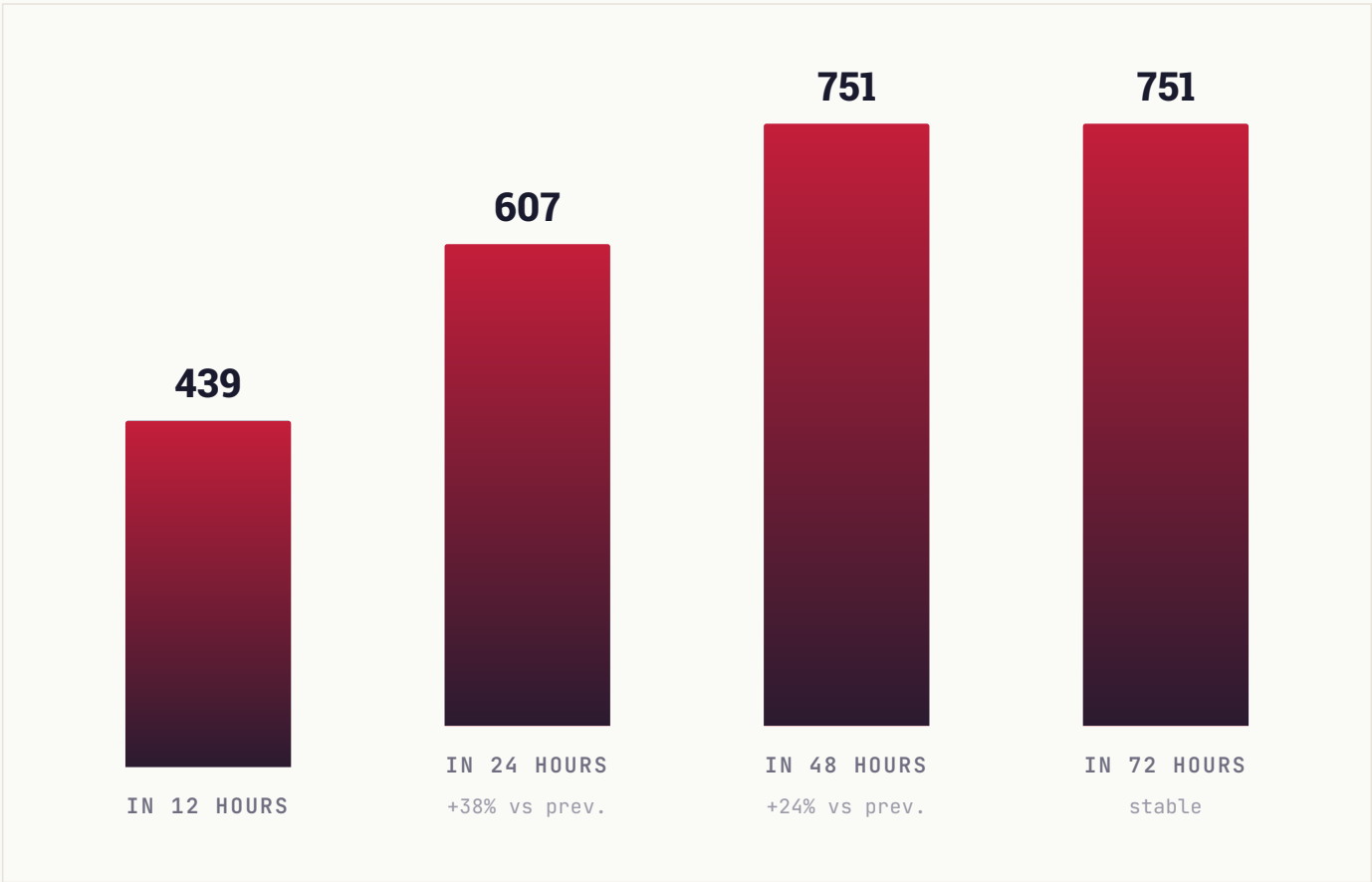
Citation index **28** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **61** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
DA Daletten	342.4K
T- Tengrinews.kz - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and world	204.1K
ZN ZTB NEWS - News of Kazakhstan	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Daletten.kz	80.1K
NOT NOT Khabar	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
S- Syrmedia.kz – News of Kazakhstan and world YOU	10.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#96 of 99). Niche median — 20.2K subs. First growth KPI — reach the median. Leader: Daletten (342.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **439**, they brought **7 060** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	99	11	2 569
December 2025	84	10	1 818
Nov 2025	93	13	457
Oct 2025	69	11	338
September 2025	39	4	1 691
August 2025	55	13	187

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
439	6	7 060

SECTION 08 · NICHE COMPARISON

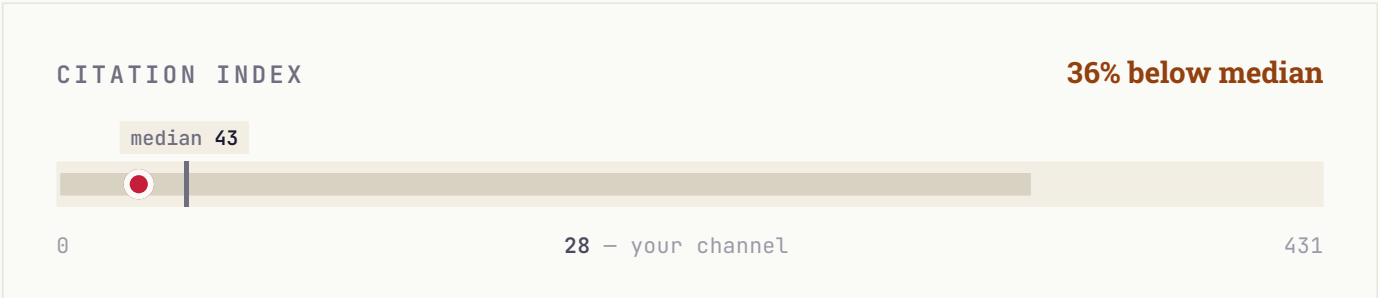
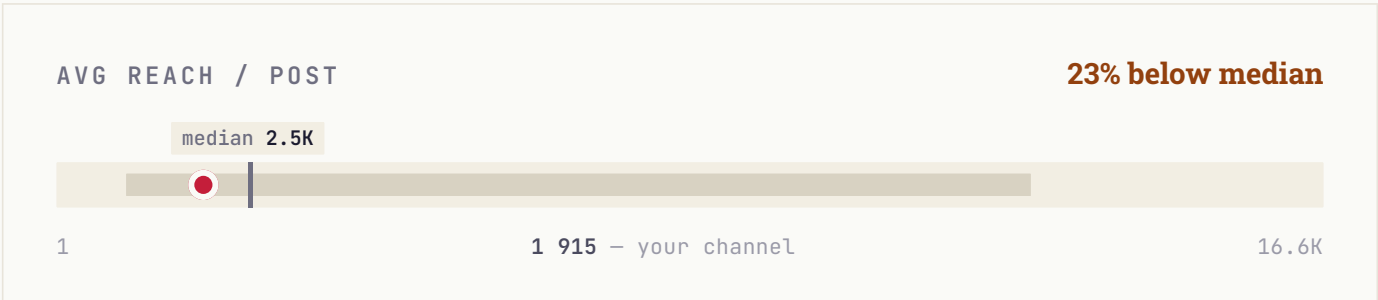
Where the channel stands in its league

Top-100 channels in category «News & Media» and compared your channel against them. Gray bar — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#96/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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 Sunday

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

EFFECT

**Best time for
key posts**

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

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 this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and close your growth plan in a month.

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