

PROMTPRESS PUBLIC REPORT

Channel audit

TASS



@tass_agency

Main news of TASS agency <https://tass.ru> Registered in RKN list:
[https://knd.gov.ru/license?](https://knd.gov.ru/license?id=673f0f77290fef0e012d86a9&istryType=bloggersPermission)
[id=673f0f77290fef0e012d86a9&istryType=bloggersPermission](https://knd.gov.ru/license?id=673f0f77290fef0e012d86a9&istryType=bloggersPermission)

SUBS

564 898

-446 per month

ERR (% SEE POSTS)

7.0%

daily 5.9%

REACH/POST

29.7K

ad reach 33.3K/24h

— CONTENTS · 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 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your place

06 Mention dynamics

6 months · monthly

07 Niche Comparison

Rank in News & Media

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 564 898 —	 SUBSCRIBER REACH 5.26% avg % of subs see post	 VIEWS/POST 29.7K median 28.6K · 5 days	 POSTS/DAY 182.1 ~1,275/week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 214 chars median 174 · 5 days	 POSTS ANALYZED 932 5 days
 AD REACH 33.3K 24h average	 CHURN / MONTH -446 last month	 CITATIONS 14 306 citation index · 35,069 channels mentioned all time	 CHANNEL AGE 9 years 11 months created 12.06.2016

AI EDITOR SUMMARY

Channel «TASS» – 564 898 subs. Each post averages 29.7K people (5% from subs), reach is low – consider expanding audience. Publishes 1275 posts per week (~182 per day) – very active posting schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **932** posts over 5 days.
- 02 Dominant format — **Text** (515/932 posts).
- 03 Avg post length — **214** chars (median 174).
- 04 Peak audience activity — **Sunday**, 20:00 MSK.
- 05 Top posts get **7x 7x** more views than the weakest (121.6K avg top vs 18.2K worst) — among 932 posts over 5 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 12:50 VIDEO ► Dmitriev and Novak talked at SPIEF with the Prince, Saudi Arabia's Energy Minister Abdulaziz bin Salman. Video...	VIEWS 216 911 REPOSTS 182	REACTIONS — ER 38.4%
Nº2 05.06 · 15:49 VIDEO ► Full comment from Putin on Zelensky's letter. Video: Raptly/TASS #SPIEF2026 ✓ Subscribe to TASS on "Max"	VIEWS 74 284 REPOSTS 678	REACTIONS — ER 13.1%
Nº3 05.06 · 15:19 TEXT ☒Putin, responding to Zelensky's letter, addressed Russian troops: "Work, brothers."	VIEWS 73 629 REPOSTS 616	REACTIONS — ER 13.0%

Nº4 03.06 · 18:37 PHOTO Messenger app "Max" unavailable in App Store, TASS reported. "Max" sent Apple a request for...	VIEWS 67 772 REPOSTS 715	REACTIONS — ER 12.0%
---	--	--

Nº5 04.06 · 18:09 PHOTO ✂Putin said the constitution allows him to run in 2030, but it's "too early to talk about it."	VIEWS 66 031 REPOSTS 950	REACTIONS — ER 11.7%
---	--	--

|

WORST 3

↓ 05.06 · 13:55 TEXT ✂Russia preserved the foundations of macroeconomic policy, "forward and upward movement will be ensured," said Vladimir Putin. ✓ Subscribe to...	VIEWS 18 516 REPOSTS 37	REACTIONS — ER 3.3%
↓ 05.06 · 14:01 TEXT ✂Putin noted Wildberries platform's opportunities for suppliers, including foreign ones, to access a large market.	VIEWS 18 506 REPOSTS 74	REACTIONS — ER 3.3%
↓ 05.06 · 13:48 TEXT Putin named 3 key modern technologies that can change lives: AI, autonomous systems, and platform solutions	VIEWS 17 573 REPOSTS 55	REACTIONS — ER 3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

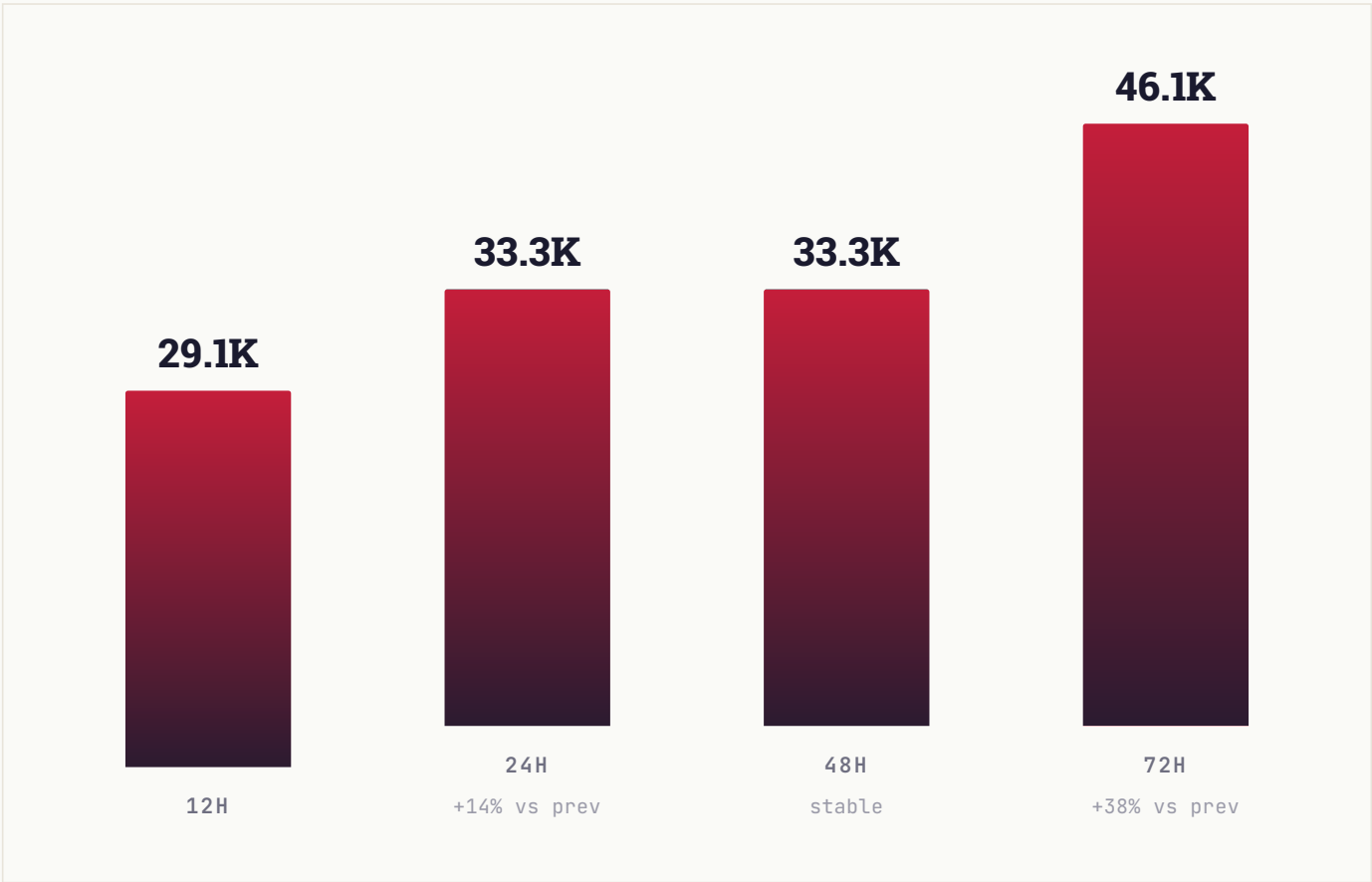
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement should live.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
TA TASS YOU	564.9K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#71 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live • News (4.1M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **32 085**, they brought **25 697** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
December 2025	5 282	1 545	3 204
November 2025	4 907	1 474	1 235
October 2025	5 376	1 404	946
September 2025	5 335	1 316	5 442
August 2025	6 094	1 616	8 344
July 2025	5 091	1 526	6 526

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
32 085	6	25 697

— SECTION 07 · NICHE COMPARISON

Where your channel ranks in its league

Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#86/100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBS

34% below median



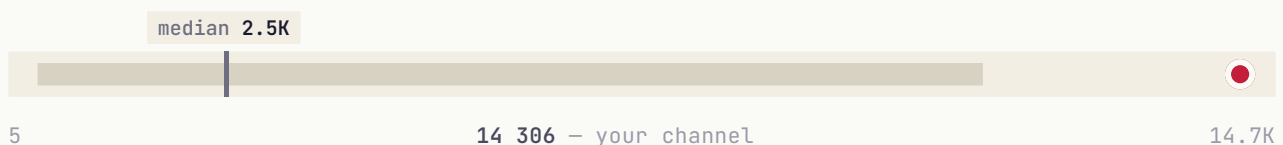
AVG REACH / POST

59% below median



CITATION INDEX

top 90% of niche



— SECTION 08 · STRATEGY

What to do right now

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

01**Best post of the week — Sunday**

Audience most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 5.26% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.2pp ER**03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

+1K-3K subs**04****Test polls and interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts with same-niche channels quarterly.
2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
