

PUBLIC PROMTPRESS REPORT

Channel audit

TBK



@tbcbusnews

TBK - info news resource in economics & finance. Collaboration:
@tbc_manager @Spiral_Miya Buy ads: <https://telega.in/c/tbcbusnews> RKN: <https://goo.su/lk1Bm>

SUBSCRIBERS

45 648

-684 per month

ERR (% SEE POSTS)

46.0%

last 24 hrs **33.4%**

REACH/POST

20.6K

ad reach **15.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

SUBSCRIBERS 45 648 —	SUBS REACH 45.14% avg % subs see post	VIEWS/POST 20.6K median 21.1K · 28 days	POSTS/WEEK 11.9 for the period
7D TREND -1.5% vs prev week	REACTIONS/POST 242.5 total 11,883 reactions, 1,979 reposts, 0 comments	POST LENGTH 310 chars median 266 · 28 days	POSTS ANALYZED 49 28 days
AD REACH 15.3K 24h avg	CHURN / MONTH -684 last month	CITATION RATE 11 citation index · 676 channels mentioned ever	CHANNEL AGE 1 yr 10 mo created 31.08.2024

AI EDITOR SUMMARY

Channel «TBK» — 45 648 subs. Each post averages 20.6K people (45% of subs), wide reach for a channel this size. Publishes 12 posts/week (~2/day) — regular pace. Week of Jul 6–12 reach stable (-1.5% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 49 posts over 28 days.
- 02 Dominant format: Photo (30/49 posts).
- 03 Avg post length – 310 chars (median 266).
- 04 Audience peak – Monday, 15:00 MSK.
- 05 Top posts get 1x more views than the weakest (22.5K avg top vs 19.3K worst) – among 49 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 12:03 PHOTO Lil Pump to give first big solo concert in Russia – Moscow, Aug 22 Ticket prices not yet disclosed, but...	VIEWS 22 658 REPOSTS 31	REACTIONS 254 ER 49.6%
Nº2 30.06 · 12:30 PHOTO The current geopolitical situation and tech development worldwide lead to the «planning horizon approaching zero» – we will...	VIEWS 22 510 REPOSTS 41	REACTIONS 266 ER 49.3%
Nº3 01.07 · 15:57 VIDEO Sri Lanka officially invites remote workers to live by the sea The country launched a digital nomad visa with minimal bureaucracy. Under this visa...	VIEWS 22 336 REPOSTS 43	REACTIONS 253 ER 48.9%

Nº4

03.07 · 18:22

PHOTO

State Duma urges Ministry of Digital to unblock Telegram
Deputies have sent a request. They argue that blocking...

VIEWS

22 315

REPOSTS

28

REACTIONS

231

ER

48.9%

Nº5

23.06 · 18:31

TEXT

250K RUB/month is enough for 60% of Russians to be happy.
Yet only 14.05% earn that much. Most...

VIEWS

22 293

REPOSTS

34

REACTIONS

255

ER

48.8%

WORST 3

↓ 16.07 · 10:24 TEXT Greece blocked the 21st sanctions package against Russia It included a ban on Russian LNG transport to third countries. Athens...	VIEWS 19 827 REPOSTS 35 REACTIONS 246 ER 43.4%
↓ 17.07 · 16:51 PHOTO Apple overtakes Nvidia to become world's most valuable company	VIEWS 19 079 REPOSTS 41 REACTIONS 256 ER 41.8%
↓ 17.07 · 11:48 PHOTO Five days of paid leave should be given to fathers of newborns, State Duma believes According to deputies, this would allow men...	VIEWS 19 051 REPOSTS 54 REACTIONS 249 ER 41.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.

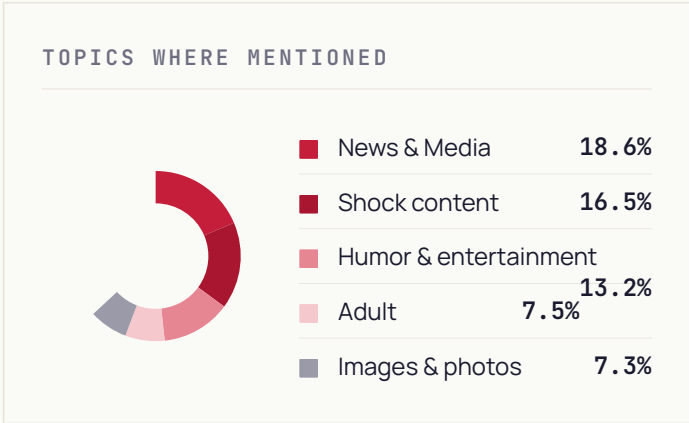
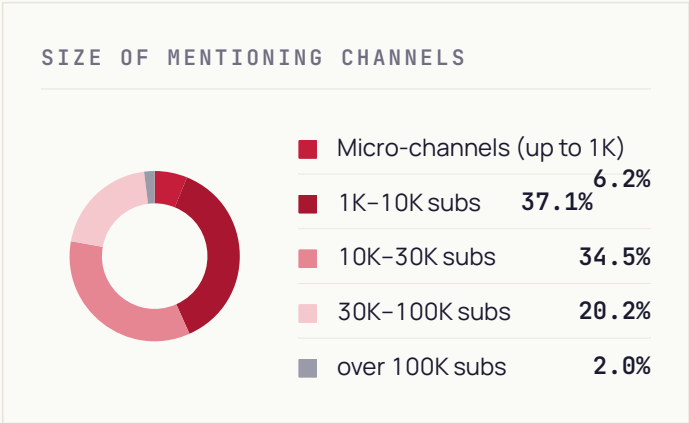
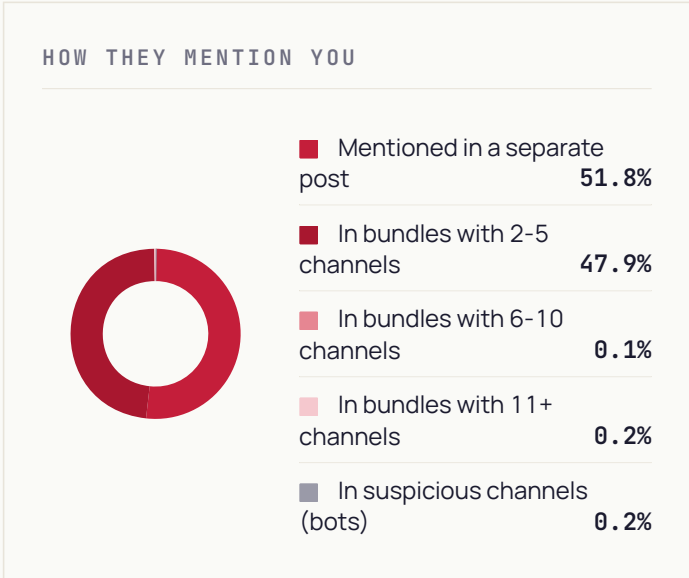
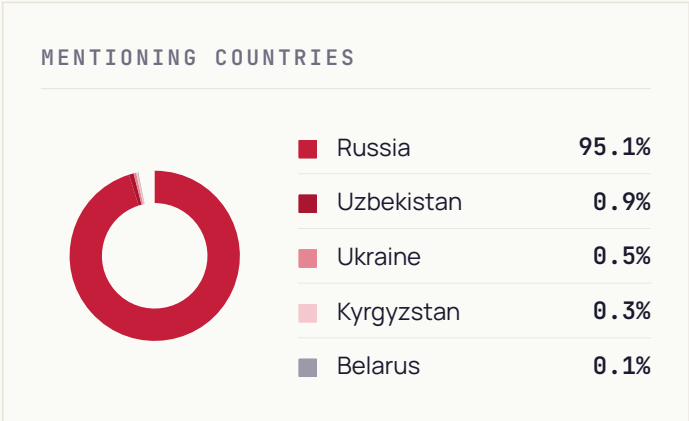


START OF PERIOD	NOW	NET GROWTH
52 551	45 648	-6 903

SECTION 04 · CITATIONS

Who mentions the channel and how

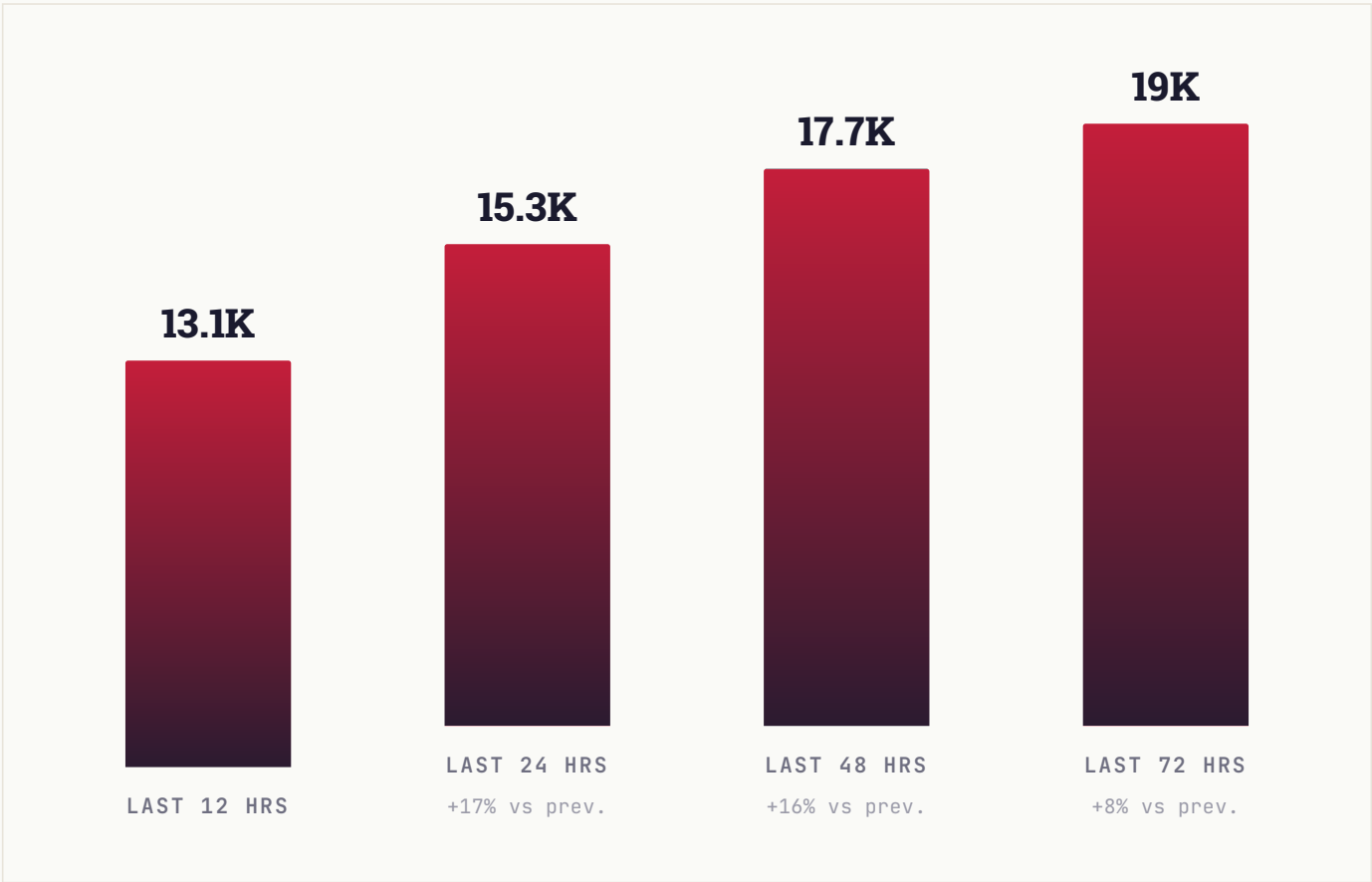
Citation index **11** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **676** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long 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
آقای تحلیلگر آت	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه قد	3.7M
اخبار فوری خبر فوری جنگ امریکا بندرعباس اخ	3.7M
Sharif شریف اش	2.8M
Trade Watcher TW	2.5M
قیمت لحظه ای دلار طلا خودرو قل	2M
KING EL GOLD 🏆 KE	1.8M
The Economist TE	1.3M
Topor. Economics. TE	1.2M
QUBTAN EL GOLD QE	1.1M
TBK YOU TB	45.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 349.1K. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **10**, they brought **3 950** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	0	
December 2025	1	1	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	9	9	3 950	
TOTAL MENTIONS		MONTHS OF DATA		ACQUIRED SUBSCRIBERS
10		6		3 950

Where the 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 bar representing the median, a darker beige bar representing the peer group, and a red dot representing the channel's performance. The channel's performance is consistently below the median and the peer group.

Metric	Channel Value	Median	Peer Group Range	Performance Gap
SUBSCRIBERS	45,648	345.4K	122.7K - 1.4M	87% below median
AVG REACH / POST	20,606	21.8K	84 - 153.4K	5% below median
CITATION INDEX	11	46	0 - 3.7K	76% below median

SUBSCRIBERS 87% below median

median 345.4K

122.7K 45 648 — your channel 1.4M

AVG REACH / POST 5% below median

median 21.8K

84 20 606 — your channel 153.4K

CITATION INDEX 76% below median

median 46

0 11 — your channel 3.7K

— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day: Monday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better**

03

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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
