

PROMTPRESS PUBLIC REPORT

Channel audit

Telecom



@telecommunal

Kitchen of Russian telecom communal. 🚀 - 📡 - 🖱️ - 📱 - 📞 - 💰 -
📖 - 👤 Insights: @alexey_telecommunal Ads & collab: @id_nom ID
NOM idnom.ru MAX <https://max.ru/telecommunal> RKN...

SUBSCRIBERS

43 017

-101 per month

ERR (% SEE POSTS)

24.0%

per day 17.9%

REACH/POST

9.9K

ad reach 7.7K/24h

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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.

 SUBSCRIBERS 43 017 —	 SUBS REACH 22.94% avg % subs see post	 VIEWS/POST 9.9K median 9.9K · 29 days	 POSTS/WEEK 30.1 over period
 7D TREND -0.8% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 955 chars median 1000 · 29 days	 POSTS ANALYZED 126 29 days
 AD REACH 7.7K 24h avg	 CHURN / MONTH -101 last month	 CITATION RATE 396 citation index · 2,328 channels mentioned all time	 CHANNEL AGE 5 years 8 months created 01.11.2020

AI EDITOR SUMMARY

Channel "Telekommunalka" — 43 017 subs. Each post gets avg 9.9K people (23% of subs), average reach — room to grow. Publishes 30 posts/week (~4/day) — active posting. For the week of Jul 6–12, reach stable (-0.8% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 126 posts over 29 days.
- 02 Dominant format – Text (69/126 posts).
- 03 Avg post length – 955 chars (median 1000).
- 04 Peak audience activity – Wed, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (16.1K avg for top vs 8.6K for worst) – among 126 posts over 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

№117.06 · 06:30PHOTO	VIEWS	REACTIONS
	19 558	—
▶ Satellite communication antenna slimmed down by 47%. Now satellite solutions are even more applicable on drones. Japanese researchers from...	REPOSTS	ER
	102	45.5%
№210.07 · 09:07PHOTO	VIEWS	REACTIONS
	15 121	—
▶ «Arctic Telecom» to invest over 1 billion rubles in new fiber-optic line. Our editorial team found a procurement for building a network along the directions...	REPOSTS	ER
	88	35.2%
№325.06 · 13:04TEXT	VIEWS	REACTIONS
	13 557	—
▶ Cable to be embedded in walls. The Ministry of Digital Development, together with the Research Center «Telecom» and ANO «Digital Economy», is working on a requirement: new homes and buildings...	REPOSTS	ER
	67	31.5%

Nº4 25.06 · 16:02 TEXT ⚡ MTS moved towers. The company signed documents to sell 49.9% in Tower Infrastructure Company to a closed-end mutual investment fund...	VIEWS 13 405 REPOSTS 130	REACTIONS — ER 31.2%
Nº5 19.06 · 13:56 PHOTO ▶ «Rostelecom Key» won Urban Awards 2026 for digital infrastructure of residential complexes. «Rostelecom Key» won in the nomination «Key Solution for...	VIEWS 12 530 REPOSTS 58	REACTIONS — ER 29.1%

|

WORST 3

↓ 13.07 · 14:02 TEXT ▶ Banks continue to pressure operators on labeling. The National Financial Market Council wrote to the Ministry of Digital Development and the Central Bank with a letter...	VIEWS 8 691 REPOSTS 24	REACTIONS — ER 20.2%
↓ 08.07 · 11:18 PHOTO If city networks are lacking, data centers can be switched to gas ODK Engineering at Innoprom-2026 showed what it plans to power...	VIEWS 8 639 REPOSTS 40	REACTIONS — ER 20.1%
↓ 13.07 · 09:00 PHOTO How many services to just agree? Chat, call, doc, calendar, file link. Sometimes even VPN to go from...	VIEWS 8 571 REPOSTS 12	REACTIONS — ER 19.9%

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 gained or lost subs.



START OF PERIOD	NOW	NET GROWTH
40 973	43 017	+2 044

SECTION 04 • MENTIONS

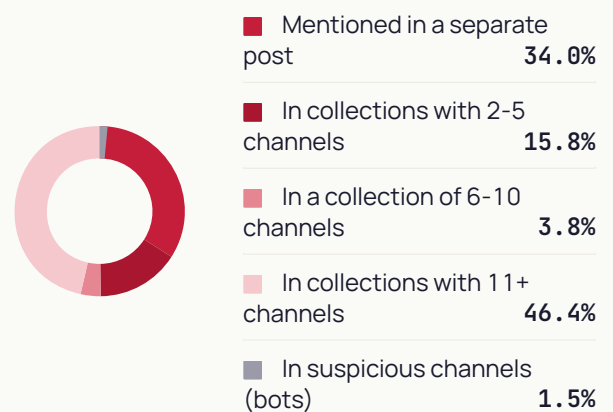
Who and how mentions the channel

Citation index **396** — 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 channel was mentioned **2 328** different channels.

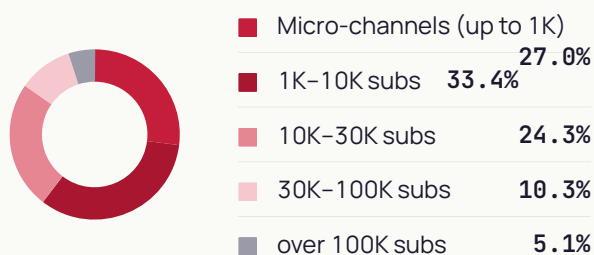
COUNTRIES MENTIONING



MENTION FORMAT



WHAT SIZE CHANNELS MENTION



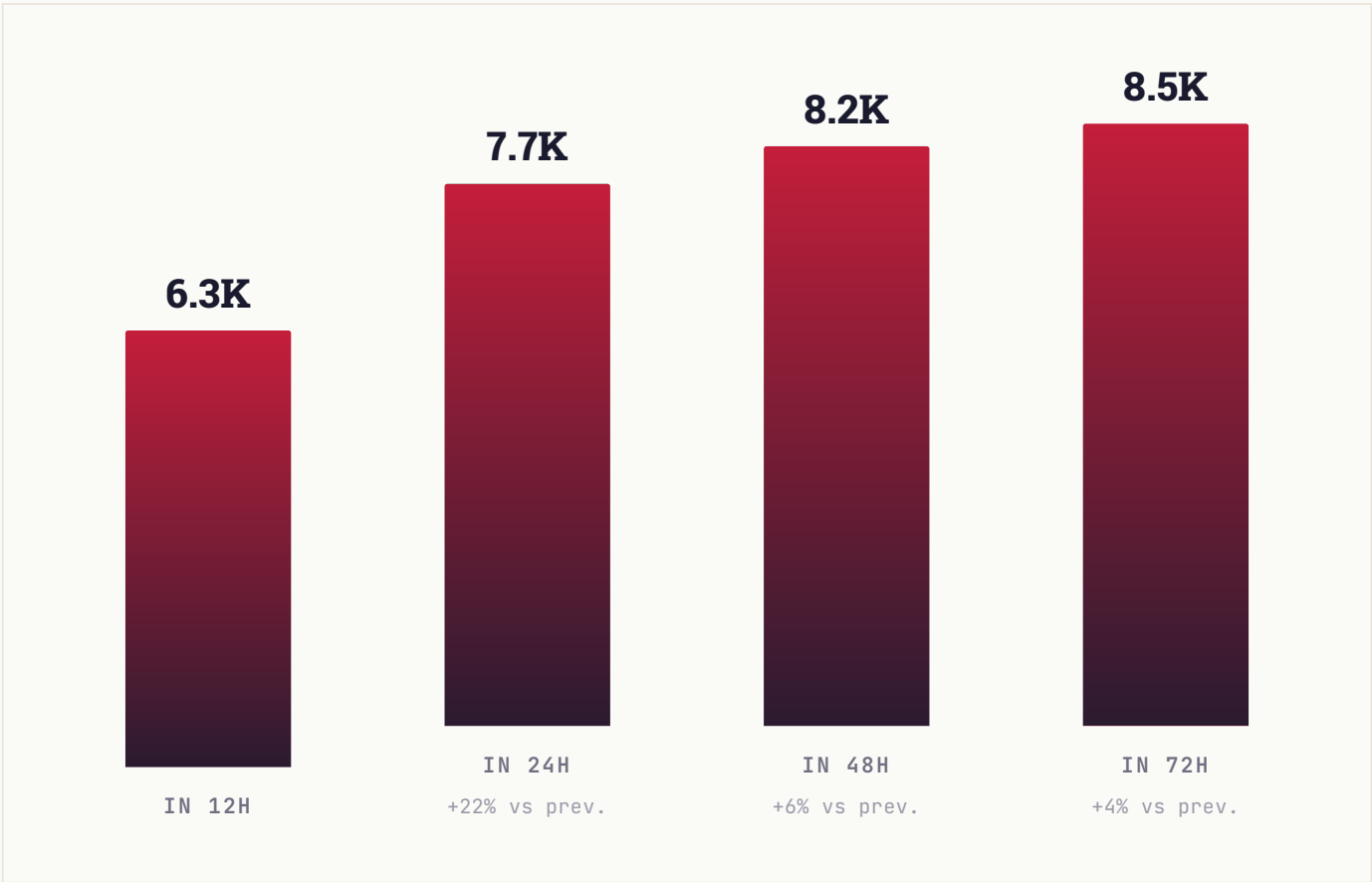
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by 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
HI hitvpn_blog	4.6M
MT Trends world	3.3M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت زَاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI & Tech	2M
TE Telecom YOU	43K

COMPARATIVE INSIGHT

Channel yet outside top 100 niche — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal — enter top-100 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **868**, they brought **2 028** new subs.

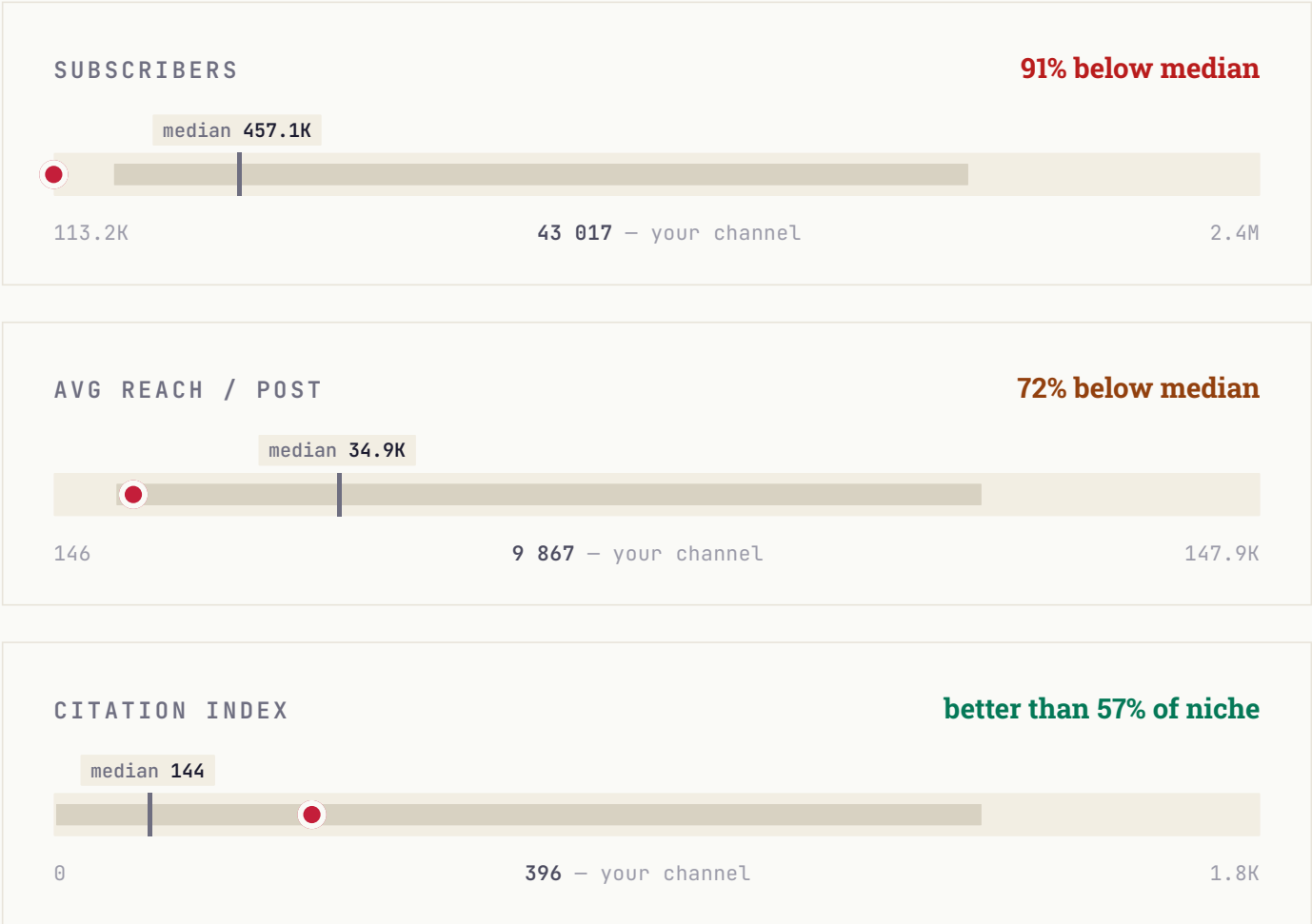
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
Jan 2026	98	83	326	
December 2025	139	128	147	
November 2025	160	148	353	
Oct 2025	158	136	368	
Sep 2025	171	156	331	
August 2025	142	128	503	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
868	6	2 028

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Technology» (Russia) and compared your channel. Gray band shows the range for 80% of niche channels (p10 to p90). Black vertical line is median. Red dot is 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

Top post of the week — on Wednesday
On this day at 09:00 MSK audience is most active.

EFFECT
Best window for an important post
- 02

Increase share of video posts
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 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 growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes using public data. Want to go further? Run ads with 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
