

PUBLIC PROMTPRESS REPORT

Channel audit

Tina Kandelaki



@tikandelaki

Director of TV channel "TNT" For PR and advertising inquiries -
@Oleg_Knyazev_TK, Performances - @EmpireOfMusic_Tabriz The
channel cooperates with @Tgpodbor_official Registered with
Roskomnadzor: clck.ru/3HNq4o

SUBSCRIBERS

319 880

+390 per month

ERR (% SEE POSTS)

22.0%

per day 13.2%

REACH/POST

99.7K

ad reach 41.5K/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 319 880 —	 SUBSCRIBER REACH 31.17% avg % of subs see post	 VIEWS/POST 99.7K median 88.3K · 29 days	 POSTS/WEEK 27.0 for the period
 7D TREND +0.9% vs previous week	 REACTIONS/POST 120.5 total 13,613 reactions, 4,889 reposts, 2,371 comments	 POST LENGTH 657 chars median 709 · 29 days	 POSTS ANALYZED 113 29 days
 AD REACH 41.5K 24h avg	 CHURN / MONTH +390 last month	 CITATION RATE 2 665 citation index · 6,832 channels mentioned all time	 CHANNEL AGE 8 years 10 months created 31.08.2017

AI EDITOR SUMMARY

Channel «Tina Kandelaki» — 319 880 subs. Each post averages 99.7K people (31% of subs), good reach. Publishes 27 posts per week (~4/day) — active posting. Week of Jun 15–21 reach stable (+0.9% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 113 posts over 29 days.
- 02 Dominant format – Photo (56/113 posts).
- 03 Avg post length – 657 chars (median 709).
- 04 Audience peak activity – Monday, 15:00 MSK.
- 05 Top posts get 35x more views than the weakest (276.4K avg top vs 7.9K worst) – among 113 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 12:42 PHOTO Today is a terrible, tragic and at the same time very instructive day. Terrible and tragic because 85 years ago the Great...	VIEWS 335 675 REP. 854	REACTIONS 731 ER 104.9%
Nº2 12.06 · 06:04 TEXT When everything collapses and there is no hope left, faith always remains. Faith in your people, faith in the God-given land, faith in the righteousness of the path always...	VIEWS 250 695 REP. 420	REACTIONS 357 ER 78.4%
Nº3 24.06 · 10:16 VIDEO When talking about future technologies, most people imagine robots, autonomous vehicles, another startup from Silicon Valley...	VIEWS 242 861 REP. 16	REACTIONS 61 ER 75.9%

Nº4 22.06 · 16:31 TEXT As I predicted, friends, on the stage of the British puppet theater they are again replacing old Petrushka with a new one. Keir Starmer has resigned...	VIEWS 239 535 REP. 106	REACTIONS 89 ER 74.9%
Nº5 03.06 · 09:57 VIDEO (captionless post – video)	VIEWS 216 903 REP. 29	REACTIONS 133 ER 67.8%

|

WORST 3

↓ 22.06 · 16:31 PHOTO Keir Starmer is a natural mainstream scoundrel, completely controlled by the English 'deep state'. He was put in the premiership to...	VIEWS 8 819 REP. 4	REACTIONS 62 ER 2.8%
↓ 23.06 · 07:47 PHOTO Short video feed today is like a candy machine: pull the lever – and your brain gets a new dose of bright, loud, simple...	VIEWS 7 933 REP. 26	REACTIONS 83 ER 2.5%
↓ 10.06 · 11:46 PHOTO In those summer days of 1842, readers first saw the first volume of 'Dead Souls', which has long lived beyond the Russian language. This...	VIEWS 6 993 REP. 24	REACTIONS 326 ER 2.2%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

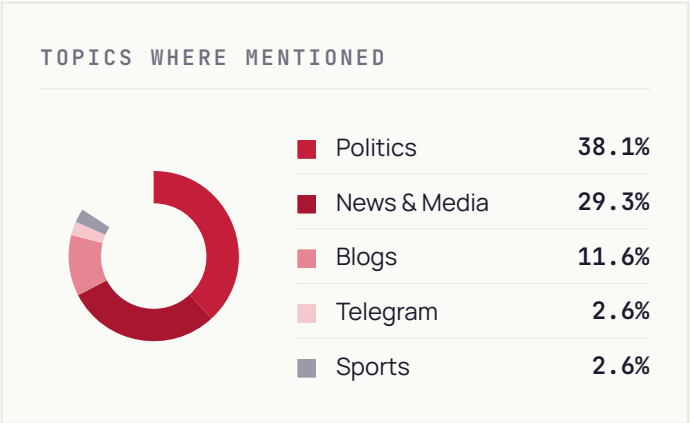
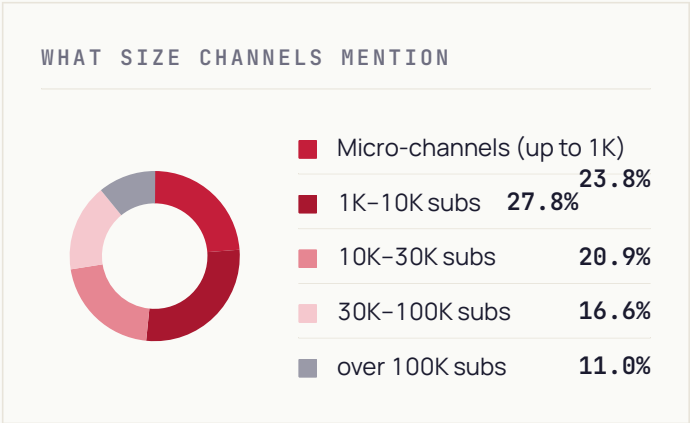
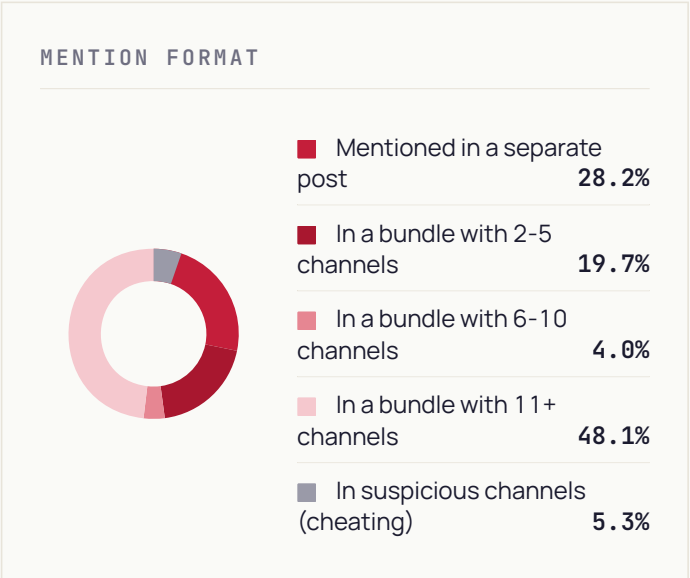
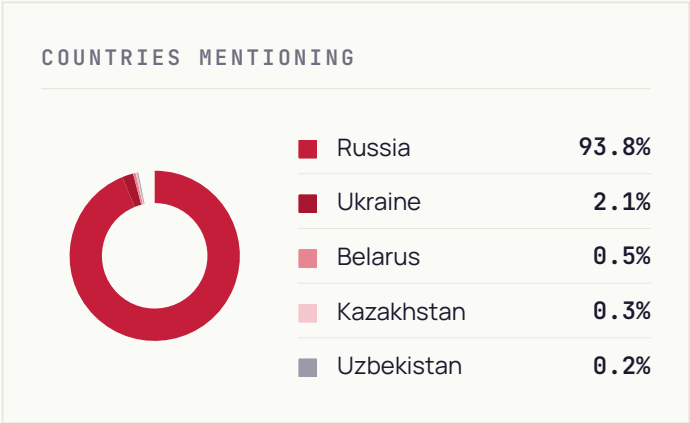
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

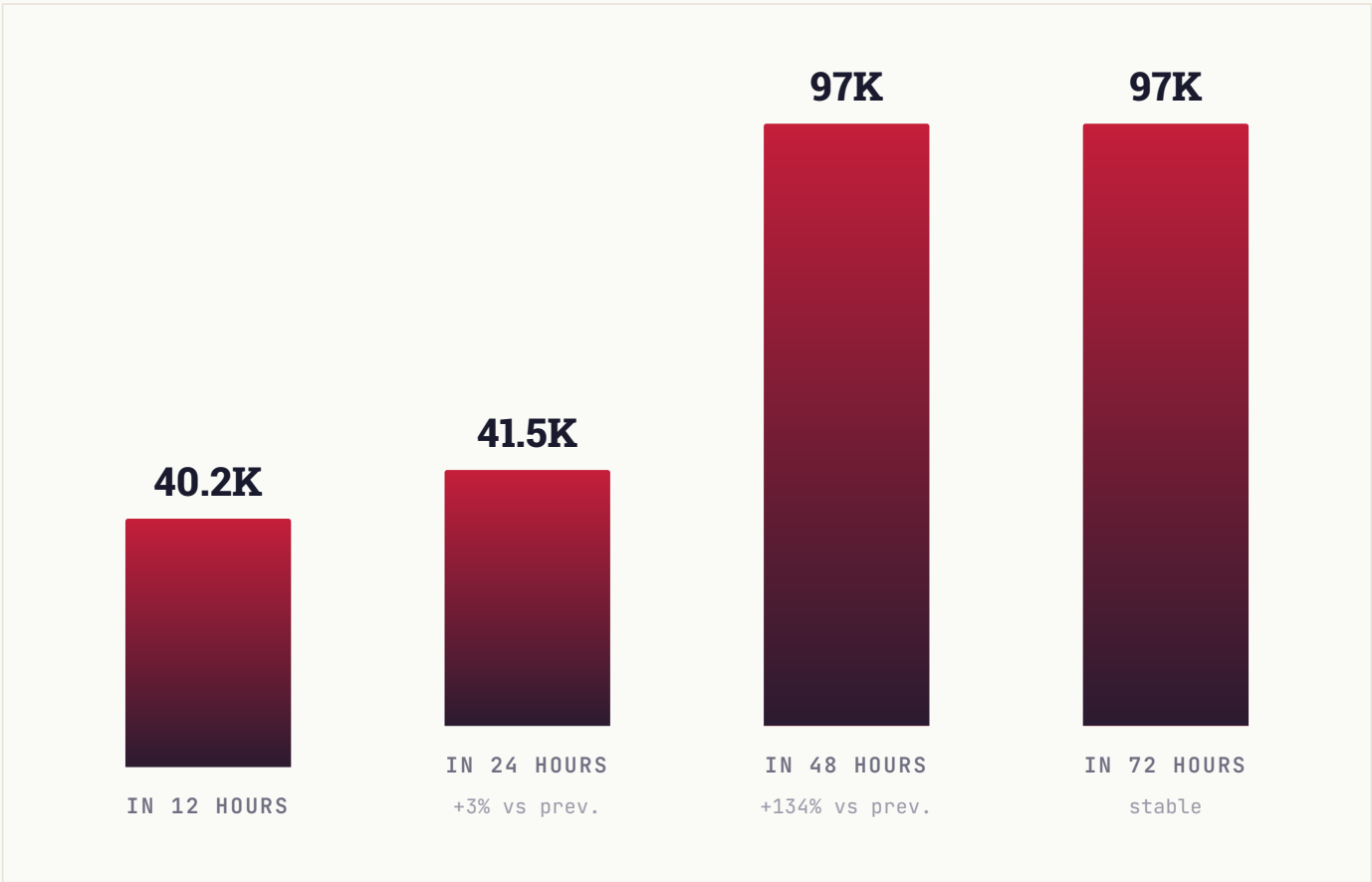
Citation index **2 665** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **6 832** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ here lives broen	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
TK Tina Kandelaki YOU	319.9K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#87 of 100). Niche median — 426.7K subs. First growth KPI — reach median. Leader: Dima Maslennikov (2.2M).

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 **807**, they brought **103 713** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	39	34	11 176
December 2025	261	229	20 214
November 2025	167	136	7 948
October 2025	155	111	25 924
September 2025	68	43	17 910
August 2025	117	100	20 541
TOTAL MENTIONS			807
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			103 713

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

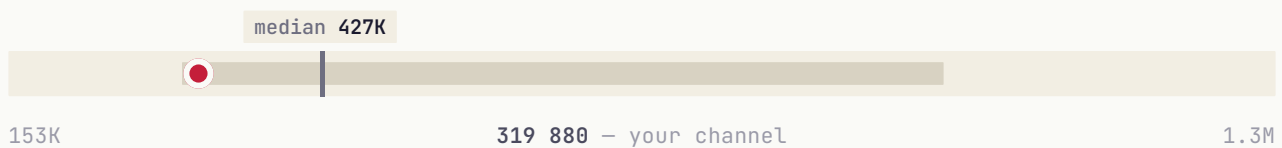
Took top-100 channels in category «Blogs» (Russia) and compared your channel.
Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.
Red dot — your channel.

#87 /100

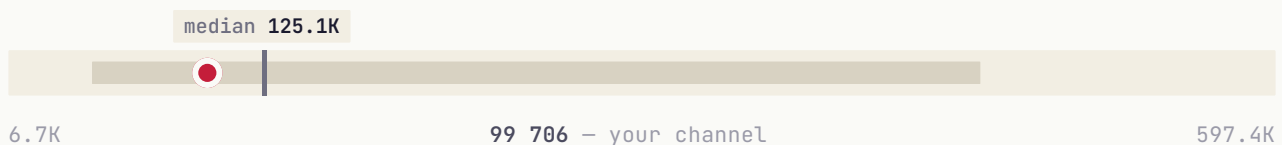
RANK IN NICHE

Channel in the bottom half of the ranking

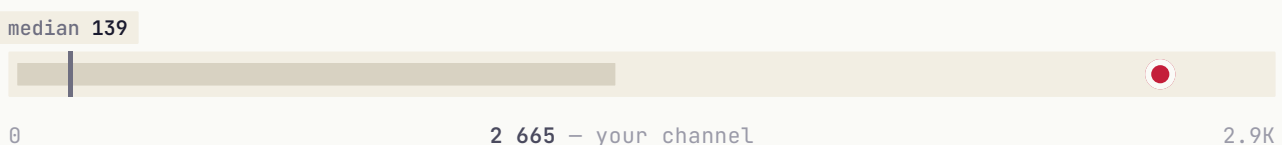
SUBSCRIBERS

25% below median

AVG REACH / POST

20% below median

CITATION INDEX

top 10% of niche

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

On this day at 15:00 MSK the audience is most active.

EFFECT

**Best window
for important
posts**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

Exchange posts with same-segment channels quarterly. 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 a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
