

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Today



@today_msc

📍 Top Moscow news, city events, new places, transport, infrastructure and everything happening in the capital right now For collaboration: @omni_sync_support

SUBS

16 274

398 posts 29 days

ERR (% SEE POSTS)

11.0%

per day 19.4%

REACH/POST

1.7K

ad reach 3.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card = a channel health indicator. Subtitle shows the period.

 SUBS 16 274 —	 SUB REACH 10.34% avg % subs see post	 VIEWS/POST 1.7K median 1.5K · 29 days	 POSTS/DAY 13.6 ~95/week
 7D TREND +100.3% vs previous week	 REACTS/POST 7.2 only 2,860 reactions, 99 reposts, 0 comments	 POST LENGTH 300 chars median 270 · 29 days	 POSTS ANALYZED 398 29 days
 AD REACH 3.2K 24h avg	 CITATION RATE 0 citation index (cumulative)	 CHANNEL AGE 1 year 17 days created 24.06.2025	

AI EDITOR SUMMARY

Channel «Moscow Today» — 16 274 subs. Each post gets avg 1.7K people (10% of subs), reach is low — consider expanding audience. Publishes 95 posts/week (~14/day) — very active. Week Jun 29 – Jul 5 reach grew by +100.3% by week 22–28 June — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **398** posts in 29 days.
- 02 Dominant format – **Photo** (177/398 posts).
- 03 Avg post length – **300** chars (median 270).
- 04 Audience activity peak – **Wed**, 18:00 MSK.
- 05 Top posts drive **924 times** more views than the weakest (3.7K avg for top vs 4 for worst) – among 398 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 16:13 VIDEO  Video of dancing 'dinosaurs' goes viral in Moscow A clip showing dancing dinosaurs is spreading on social media...	VIEWS 3 740 REP. —	REACTS 9 ER 23.0%
Nº2 04.07 · 16:03 PHOTO  Russia may start selling 'diluted' gasoline: law signed to support refineries. Under the new law, producers get...	VIEWS 3 687 REP. —	REACTS 6 ER 22.7%
Nº3 02.07 · 16:18 PHOTO  Free film screenings in the skyscraper on Kotelnicheskaya  Jul 3 – 'The Lost Expedition'  Jul 6 – 'The Rescuer'  Jul 8 – 'Stepmother'  Jul 9...	VIEWS 3 658 REP. —	REACTS 9 ER 22.5%

Nº4

02.07 · 15:33

PHOTO

 Thailand Festival at Hermitage Garden — three days of exotic in central Moscow For three days, Hermitage Garden becomes a real corner of...

VIEWS

3 615

REACTS

7

REP.

—

ER

22.2%

Nº5

28.06 · 16:18

PHOTO

 Free admission to the Museum of the East until end of summer The exhibition includes collections of peoples of the Near and Far East, Central Asia...

VIEWS

3 588

REACTS

14

REP.

—

ER

22.0%

WORST 3

↓

12.06 · 07:59

PHOTO

For the 90th anniversary of Soyuzmultfilm, an interactive exhibition «Factory of Miracles» opens at the southern entrance of VDNKh. From June 15 to 22, visitors can...

VIEWS

4

REACTS

—

REP.

—

ER

0.0%

↓

12.06 · 11:39

PHOTO

Free concerts called «Homeless Music» started in the courtyard of Moscow's Yeltsin Center — no stage, no tickets, and...

VIEWS

4

REACTS

—

REP.

—

ER

0.0%

↓

12.06 · 12:12

TEXT

 A parking spot in Moscow can cost as much as an apartment According to Mash Money, prices in Moscow residential complexes reach 3.3 million rubles...

VIEWS

4

REACTS

—

REP.

—

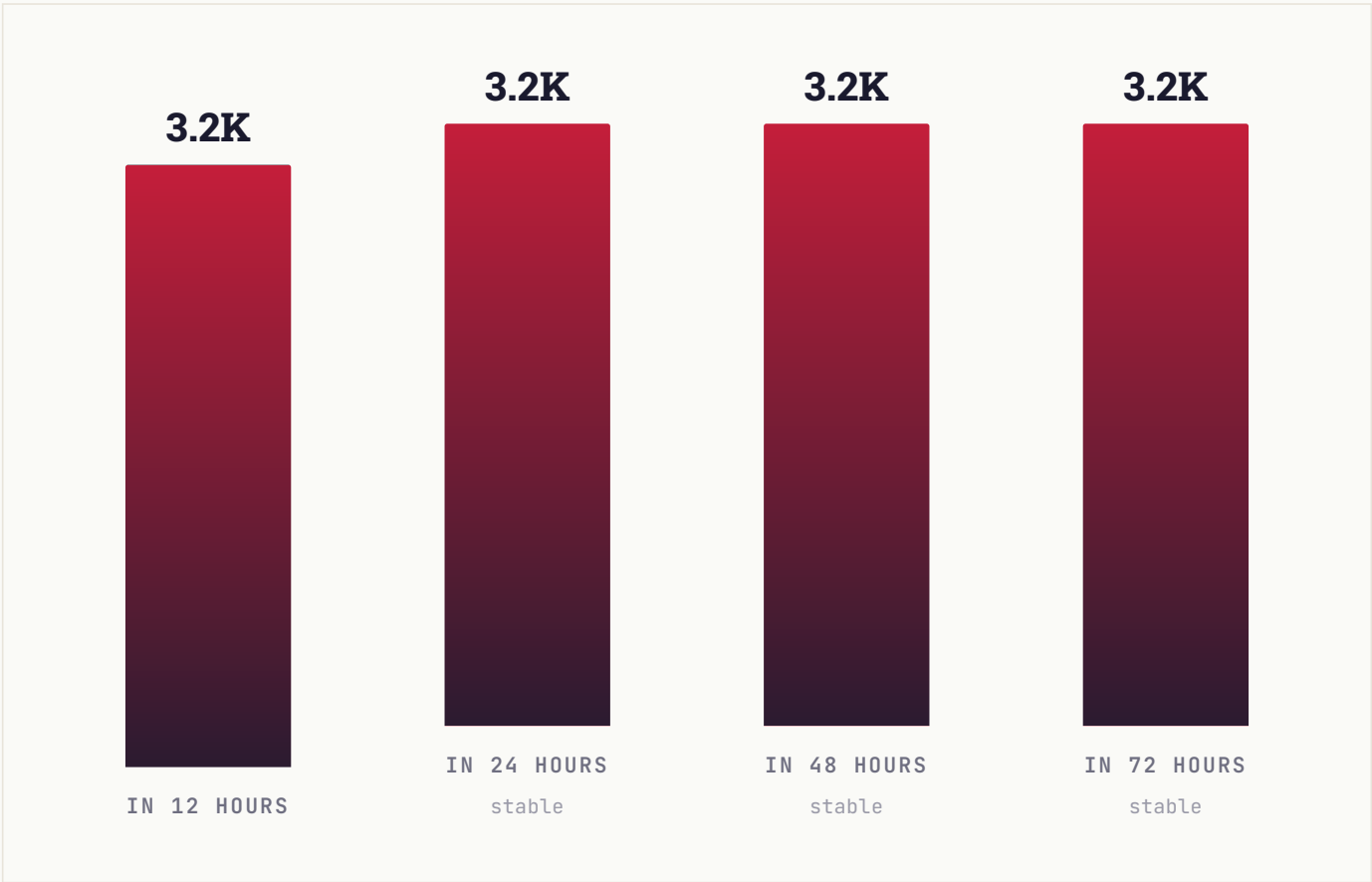
ER

0.0%

— SECTION 03 · AD POTENTIAL

How long a post drives reach

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



SECTION 04 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.5M
ک ا کانال اخبار فوری خبر فوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Труха ⚡ Україна	3.1M
MS Moscow Today YOU	16.3K

COMPARATIVE INSIGHT

Channel yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

SECTION 05 · NICHE COMPARISON

Where the channel stands 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–p90). Black vertical = median. Red dot = your channel.



— SECTION 06 · STRATEGY

What to do right now

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

- 01

Best post day — Wednesday
 Audience most active on this day at 18:00 MSK.

EFFECT
Best window for an important post
- 02

System traffic buy
 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 boost ER by 5-15%.
 One weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Exchange posts 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 — it's a source of organic traffic.

EFFECT
Source of organic traffic

★ NEXT STEPS

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further — run ads through us and hit 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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