

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow News • TOP24



@top24_moscow

Russian news online media, daily news on various topics. Our site:
<https://top24.news>

SUBSCRIBERS

10 672

+10124 per month

ERR (% SEE POSTS)

1.0%

last day 0.1%

REACH/POST

17

ad reach 16/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 10 672 —	SUBSCRIBER REACH 0.16% avg % subs see post	VIEWS/POST 17 median 17 · 28 days	POSTS/WEEK 35.5 for period
7D TREND -34.8% vs previous week	REACTS./POST 0.2 34 reactions, 6 reposts, 0 comments	POST LENGTH 914 chars median 999 · 28 days	POSTS ANALYZED 147 28 days
AD REACH 16 24h avg	CHURN / MONTH +10124 last month	CITATION RATE 6 citation index · 37 channels mentioned ever	CHANNEL AGE 4 years 1 day created 10.07.2022

AI EDITOR SUMMARY

Channel «Moscow News · TOP24» — 10 672 subs. Avg post views 17 people (0% of subs), low reach — expand audience. Publishes 36 posts/week (~5/day) — active. Week Jun 29–Jul 5 reach dropped -34.8% by week Jun 22–28 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 147 posts in 28 days.
- 02 Dominant format — Text (141/147 posts).
- 03 Avg post length — 914 chars (median 999).
- 04 Peak audience activity — Sun, 14:00 MSK.
- 05 Top posts get 5x more views than the weakest (38 avg for top vs 7 for worst) — among 147 posts in 28 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 06.07 · 09:02 TEXT «Единая Russia» filed documents with the CEC to participate in the State Duma elections The party was represented at the meeting by Vladislav Golovin and Evgeny...	VIEWS 48 REP. —	REACTS. 20 ER 0.4%
Nº2 18.06 · 08:52 TEXT In Moscow at VDNKh the interactive exhibition 'Factory of Miracles' opened for the 90th anniversary of 'Soyuzmultfilm' Guests can go through the path of creating...	VIEWS 35 REP. —	REACTS. — ER 0.3%
Nº3 21.06 · 11:10 TEXT «Единая Russia» demanded a check of unreasonable restrictions on admission to 10th grades The party stated that schools have no right...	VIEWS 31 REP. —	REACTS. — ER 0.3%

Nº4 25.06 · 09:53 TEXT Apple removed VK apps without explanation or any reason Apple groundlessly removes apps not under...	VIEWS 29 REP. —	REACTS. — ER 0.3%
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Nº5 06.07 · 14:17 TEXT Rostec debuts new engine for civilian UAVs at INNOPROM APD-13 with 13 hp passed ground and...	VIEWS 29 REP. 1	REACTS. — ER 0.3%
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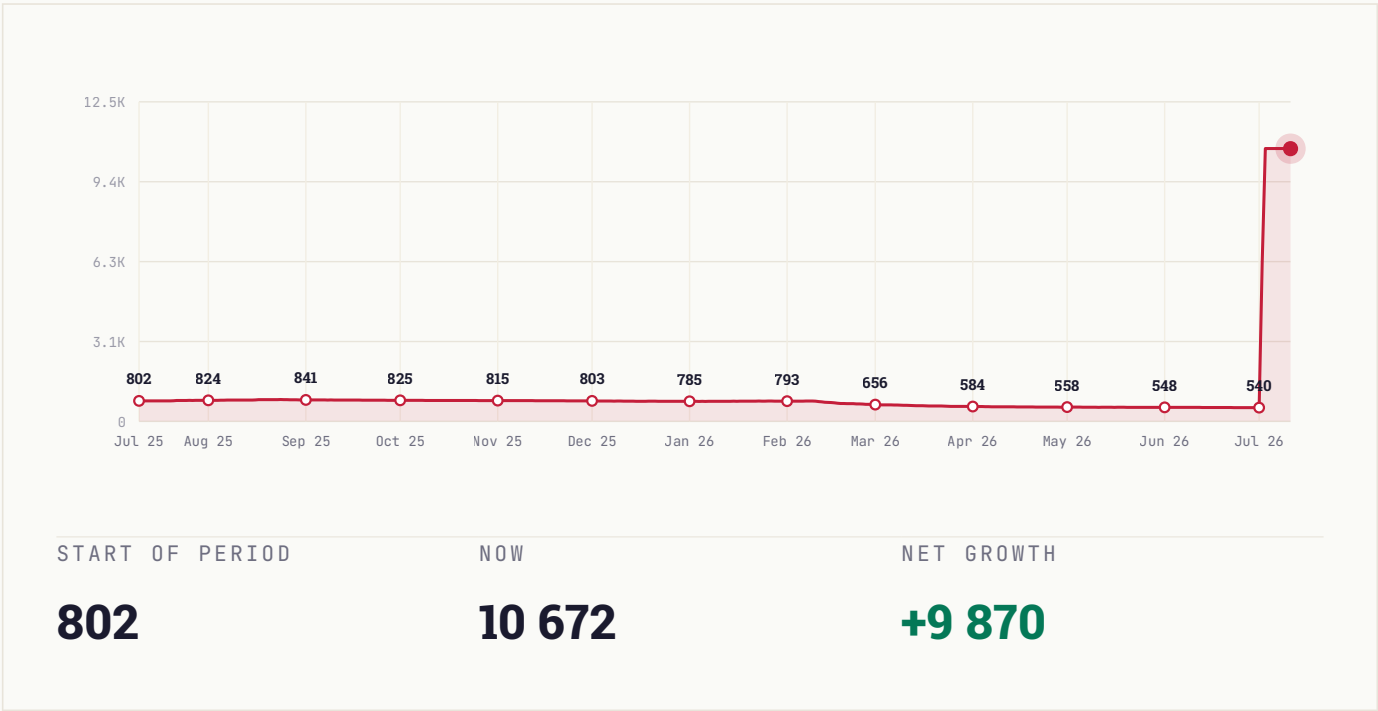
WORST 3

↓ 01.07 · 07:08 TEXT Putin discussed Kursk region development and border aid with governor Alexander Khinshtein reported to the president on growth...	VIEWS 8 REP. —	REACTS. — ER 0.1%
↓ 05.07 · 10:00 TEXT Putin congratulated Trump on 250th US Independence Day The Russian leader noted Moscow and Washington's responsibility for global...	VIEWS 8 REP. —	REACTS. — ER 0.1%
↓ 05.07 · 10:00 TEXT Russians face two short work weeks in H2 2026 November and December will have reduced work weeks due to...	VIEWS 7 REP. —	REACTS. — ER 0.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

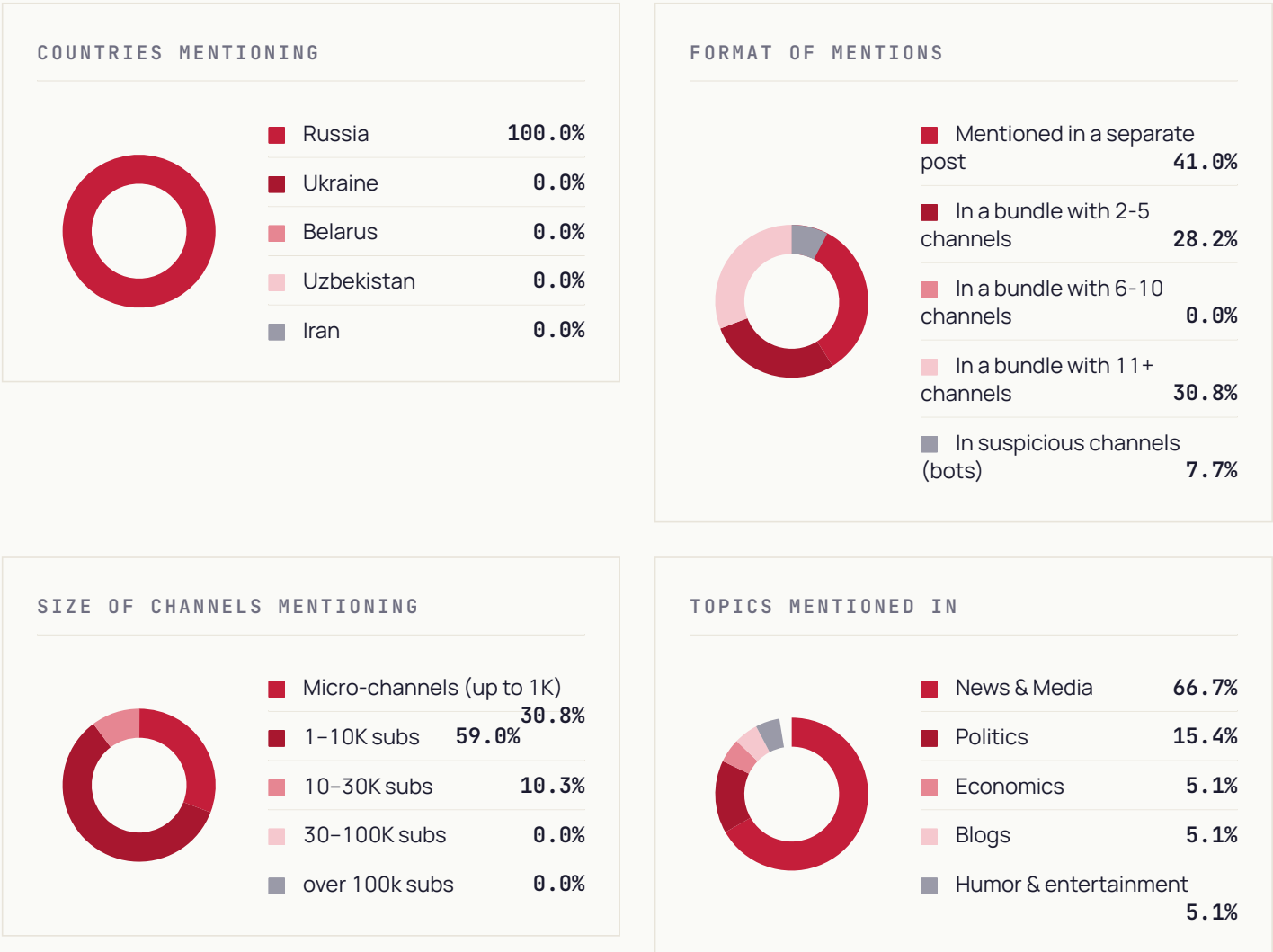
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

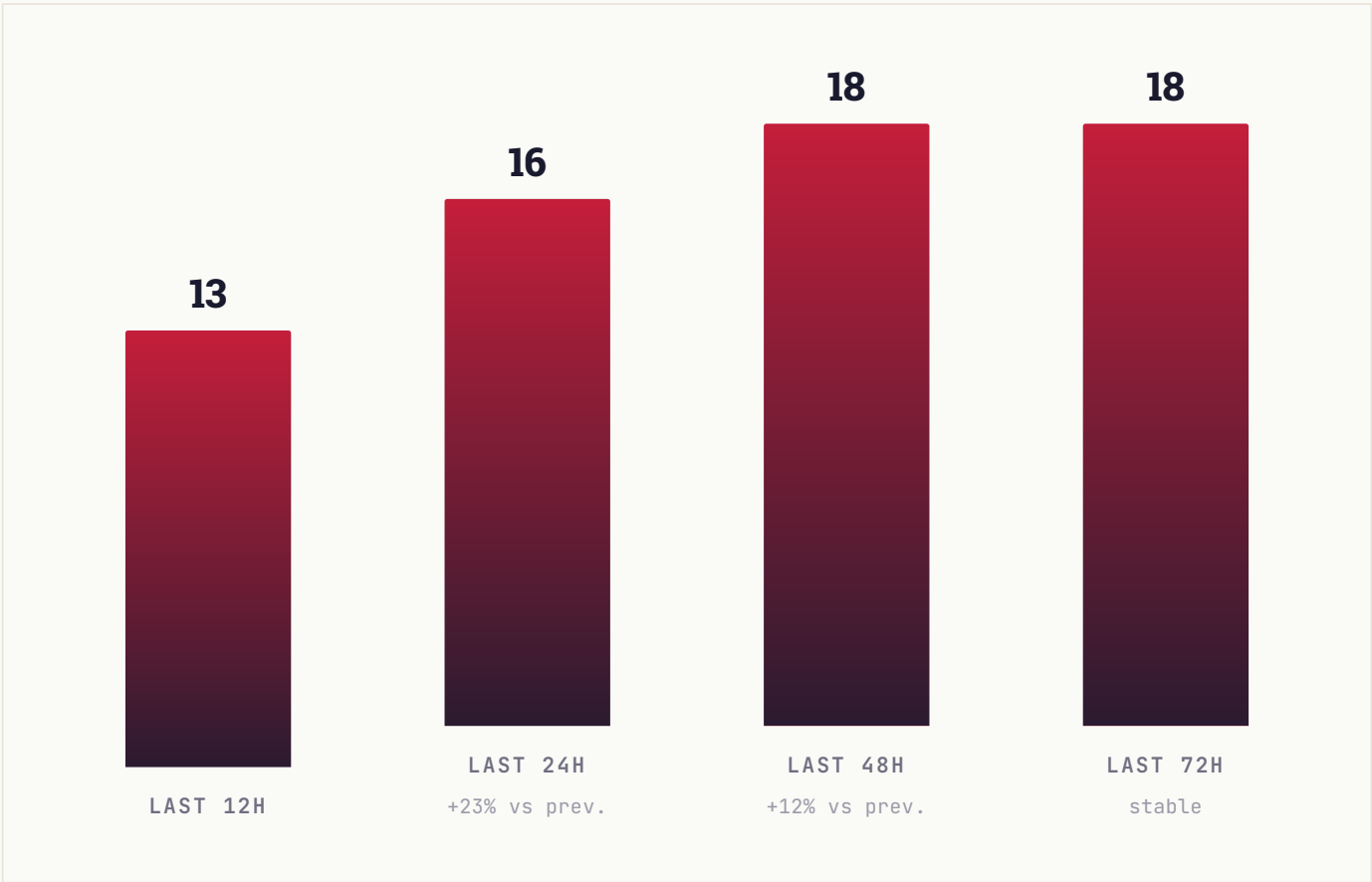
Citation index 6 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel 'weighs' more than from a 1k subs channel. All time the channel was mentioned 37 different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.5M
ک ا کانال اخبارفوری خبرفوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
NM Moscow News • TOP24 YOU	10.7K

COMPARATIVE CONCLUSION

Channel not yet outside top-97 niche — early growth stage. Niche leader — اخبارفوری (6M), median top-97: 1.3M. First goal — enter top-97 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **89** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	24
December 2025	0	0	5
Nov 2025	0	0	8
Oct 2025	0	0	7
Sep 2025	0	0	6
August 2025	0	0	39
TOTAL MENTIONS	MONTHS OF DATA		ACQUIRED SUBSCRIBERS
0	6		89

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and saw how your channel looks against them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Sunday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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

EFFECT

**Video holds
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 0.16% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+5.3pp ER

04

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**

05

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a 'hot' topic — an easy growth point.

EFFECT

+5-15% ER

★ 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 with us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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