

PUBLIC REPORT BY PROMTPRESS

Channel audit

ТОПОР - Breaking news



@topor

Send news here: @Toporchan_Bot Our uncensored channel 18+:
<https://t.me/joinchat/ScL1FOCgJCbFNJK1> Live channel: <https://t.me/+n0B2XbLYjbMwMDEy> For all questions @toporch

SUBSCRIBERS

1 289 944

-1826 per month

ERR (% SEE POSTS)

11.0%

per day 7.7%

REACH/POST

136.5K

ad reach 99.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBSCRIBERS 1 289 944 —	 SUBSCRIBER REACH 10.58% avg % of subs see post	 VIEWS/POST 136.5K median 138.3K · 29 days	 POSTS/DAY 12.9 ~90 per week
 7D TREND -6.3% vs previous week	 REACTIONS/POST — MTProto only	 POST LENGTH 290 chars. median 286 · 29 days	 POSTS ANALYZED 386 29 days
 AD REACH 99.2K 24h avg	 CHURN / MONTH -1826 last month	 CITATION RATE 576 citation index · 3,026 channels mentioned all time	 CHANNEL AGE 7 years 6 months created 21.11.2018

AI EDITOR SUMMARY

Channel «TOPOR - Hot News» — 1 289 944 subs. Each post averages 136.5K people (11% from subs), reach is low — worth expanding audience. Publishes 90 posts per week (~13/day) — very active posting. For week 25–31 May reach dropped -6.3% to week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **386** posts over 29 days.
- 02 Dominant format – **Photo** (262/386 posts).
- 03 Avg. post length – **290** chars (median 286).
- 04 Peak audience activity – **Thu, 23:00** MSK.
- 05 Top posts get **3x** more views than the weakest (212.8K avg top vs 85.1K worst) – among 386 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 19:31 **PHOTO**
Crisis hits even the young ones

VIEWS	REACTIONS
224 271	—
REPOSTS	ER
1 220	17.4%

Nº2 14.05 · 07:32 **VIDEO**
Japanese man caught ISS transmissions using a regular glass of water. He used water as an improvised antenna for a radio...

VIEWS	REACTIONS
207 642	—
REPOSTS	ER
1 002	16.1%

Nº3 14.05 · 13:01 **VIDEO**
In Hong Kong, live parasite found in sashimi. Diner spotted a thin worm in a piece of fish, actively...

VIEWS	REACTIONS
206 521	—
REPOSTS	ER
1 015	16.0%

Nº4

21.05 • 20:45

PHOTO

Human brains kept active after death. US startup developed tech to sustain brain activity...

VIEWS

205 729

REACTIONS

—

REPOSTS

741

ER

15.9%

Nº5

21.05 • 18:33

PHOTO

IT guy built a 'Get Fired' button – on click, all company code, keys, and passwords leak, database deletes, and...

VIEWS

195 293

REACTIONS

—

REPOSTS

1 118

ER

15.1%

WORST 3

↓ 03.06 • 19:08 PHOTO

State messenger Max removed from App Store. App disappeared from search and updates list; official link leads to...

VIEWS

92 210

REACTIONS

—

REPOSTS

743

ER

7.1%

↓ 04.06 • 06:49 PHOTO

State messenger MAX stopped sending push notifications on iPhone – press service reported. After deleting the app from App...

VIEWS

85 847

REACTIONS

—

REPOSTS

617

ER

6.7%

↓ 05.06 • 08:18 PHOTO

MAX removed from App Store due to sanctions – Apple says it 'complies with laws of jurisdictions where it operates', reports BBC. About...

VIEWS

77 141

REACTIONS

—

REPOSTS

378

ER

6.0%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

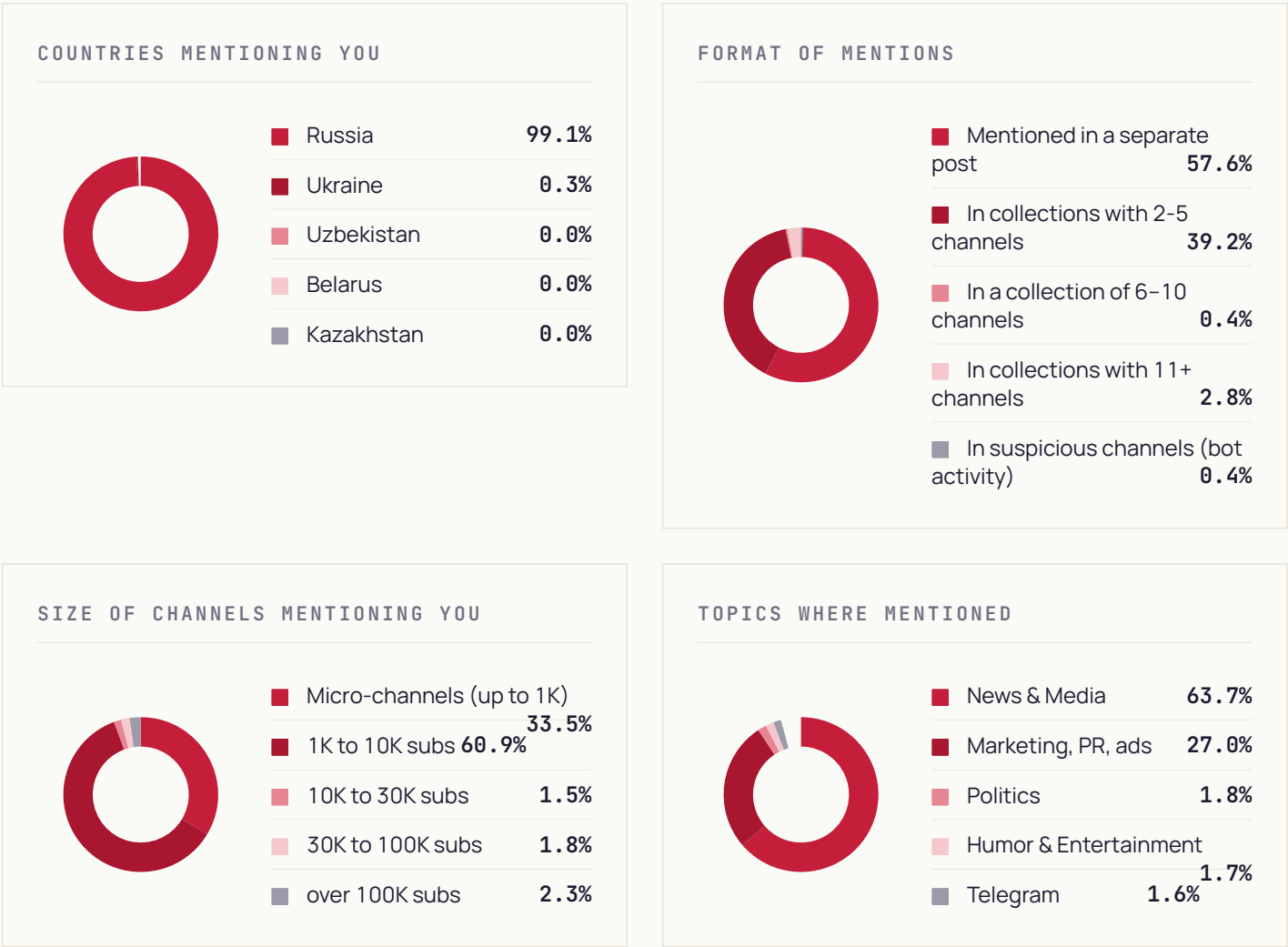
Subscriber growth chart for the year. Key months show exact subscriber count. Highlights months of growth vs. churn.



SECTION 04 · CITATIONS

Who mentions the channel and how

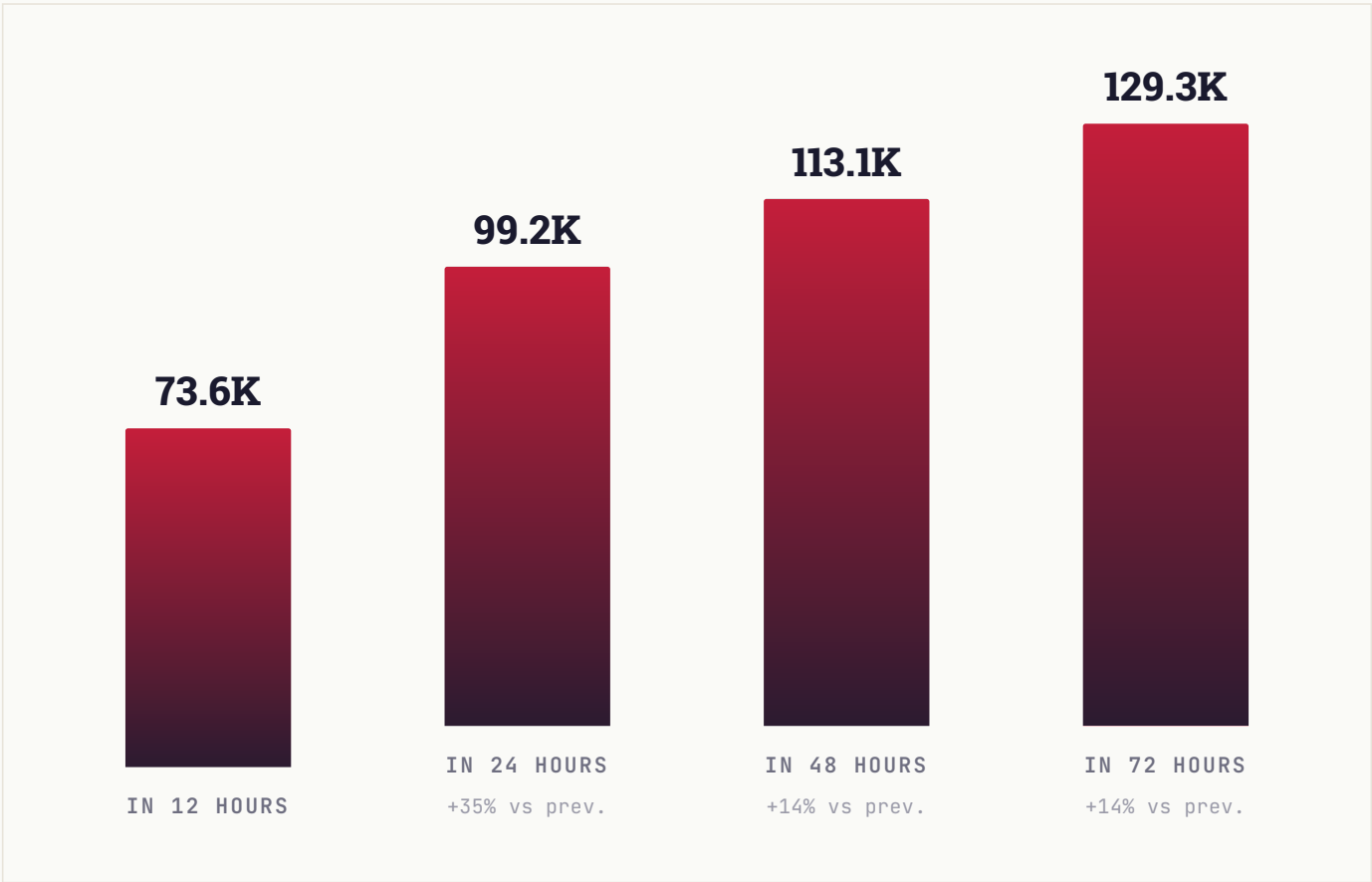
Citation index **576** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **3 026** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg. reach of an ad post over 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 — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
Avg. Media Russia (non-Moscow)	2.9M
reach NM Moscow News	2.7M
MS Moscow today	2.7M
T- ТОПОР - Breaking news YOU	1.3M

COMPARATIVE INSIGHT

Channel in top quarter of niche (#24 of 99). Leader — Live Broadcast • News (4.1M). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **1 116**, they brought **17 436** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	28	19	3 317	
November 2025	110	33	1 802	
October 2025	238	10	2 671	
September 2025	246	18	774	
August 2025	233	9	4 071	
July 2025	261	31	4 801	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1 116	6	17 436

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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

#86/100

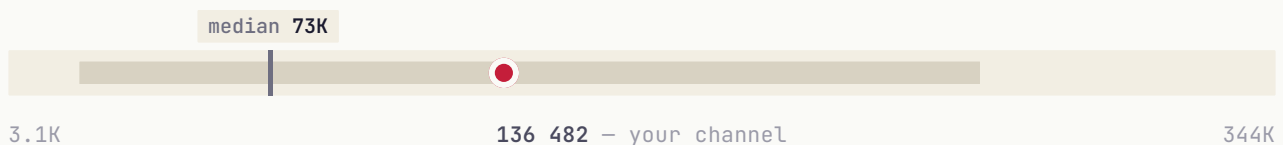
POSITION IN NICHE

Channel in the bottom half of the ranking

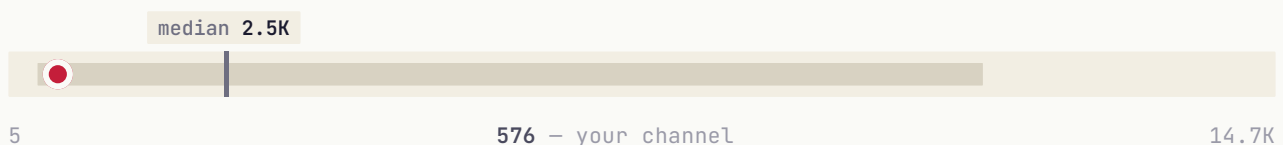
SUBSCRIBERS

better than 62% of niche

AVG. REACH / POST

better than 63% of niche

CITATION INDEX

77% below median

— 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 — Thursday
 Audience is most active on this day at 23:00 MSK.

EFFECT
Best window for an important post

02

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (organic integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT
+1000-3000 subs

03

Test polls & interactive formats
 Posts with polls/reactions typically give +5-15% ER. One poll per week on a hot topic — an easy growth point.

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 — 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 minutes from public data. Want to go further? Run ads with us and close 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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