

PUBLIC REPORT BY PROMTPRESS

Channel audit

Topor Live



@toporlive

Neutral, no propaganda. Topor Live with fast news. Send news here:

@Toporchan_Bot Our uncensored channel – [https://t.me/](https://t.me/+3sUd12FqwxliYWY6)

+3sUd12FqwxliYWY6 For all questions: @toporch RKN:...

SUBS

4 120 268

-9256 per month

ERR (% SEE POSTS)

13.0%

per day 12.4%

REACH/POST

486.1K

ad reach 511.6K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Year-over-year growth chart

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your place

06 Mention dynamics

6 months · monthly

07 Niche comparison

Rank in «News & Media»

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 4 120 268 —	 SUBSCRIBER REACH 11.8% avg % subs see post	 VIEWS/POST 486.1K median 489.9K · 8 days	 POSTS/DAY 95.6 ~669 per week
 7D TREND — no data for period	 REACTS/POST 7643.5 total 6 160 639 reactions, 1 458 724 reposts, 0 comments	 POST LENGTH 298 chars median 261 · 8 days	 POSTS ANALYZED 806 8 days
 AD REACH 511.6K 24h avg	 CHURN / MONTH -9256 last month	 CITATION RATE 12 078 citation index · 22 504 channels mentioned all time	 CHANNEL AGE 4 yrs 4 mo created 13.01.2022

AI EDITOR SUMMARY

Channel «Topor Live» – 4 120 268 subs. Each post averages 486.1K people (12% from subs), reach is low – consider expanding audience. Publishes 669 posts per week (~96/day) – very active posting.

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 **806** posts over 8 days.
- 02 Dominant format — **Photo** (444/806 posts).
- 03 Avg post length — **298** chars (median 261).
- 04 Peak audience activity — **Wednesday**, 08:00 MSK.
- 05 Top posts get **5x 5x** more views than the weakest (1.6M avg for top vs 296.2K for worst) — among 806 posts over 8 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 05:40 VIDEO ✂50 drones attacked Saint Petersburg and Leningrad Oblast from the Baltic side — media. Targets included infrastructure in Kronstadt...	VIEWS 1 667 949 REPOSTS 48 310	REACTS 11 809 ER 40.5%
Nº2 29.05 · 16:19 TEXT ✂Situation on the battlefield gives Russia the right to say the conflict is nearing completion — Putin. ☑ Topor Live. Subscribe	VIEWS 1 561 062 REPOSTS 10 695	REACTS 16 703 ER 37.9%
Nº3 02.06 · 09:50 PHOTO ✂SVO may be completed by end of day — Peskov. "SVO may be completed by end of day, for this Zelensky must order the AFU..."	VIEWS 1 547 440 REPOSTS 26 882	REACTS 32 131 ER 37.6%

Nº4 29.05 · 15:27 PHOTO ➤Putin to make an important statement soon — media. 📺 Topor Live. Subscribe	VIEWS 1 521 549 REPOSTS 14 398	REACTS 14 071 ER 36.9%
Nº5 30.05 · 19:00 PHOTO ➤PSG — second consecutive UEFA Champions League winner. Paris club beat Arsenal on penalties (4:3) after a 1:1 draw in...	VIEWS 1 461 721 REPOSTS 4 233	REACTS 9 709 ER 35.5%

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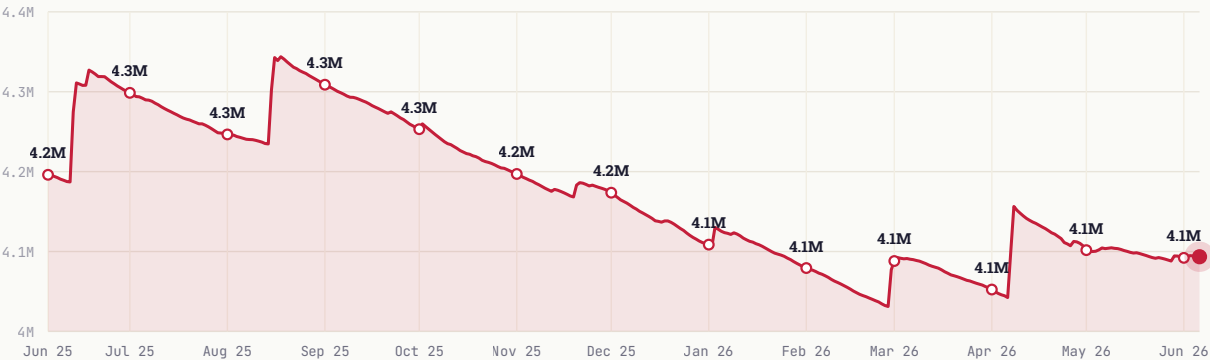
WORST 3

↓ 04.06 · 15:22 TEXT AvtoVAZ will test Russians' reaction to its cars using AI: the system already works in 200 dealerships, writes Mash. The neural network...	VIEWS 328 863 REPOSTS 2 707	REACTS 17 314 ER 8.0%
↓ 05.06 · 15:43 PHOTO Russians will ditch iPhone for MAX messenger, says Rostelecom CEO Mikhail Oseevsky. In his view, the national messenger already...	VIEWS 324 178 REPOSTS 6 612	REACTS 36 535 ER 7.9%
↓ 04.06 · 10:38 PHOTO Due to the national messenger's removal from the App Store, iPhones stopped receiving notifications from MAX. The messenger's press service reported this...	VIEWS 235 418 REPOSTS 3 506	REACTS 17 437 ER 5.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

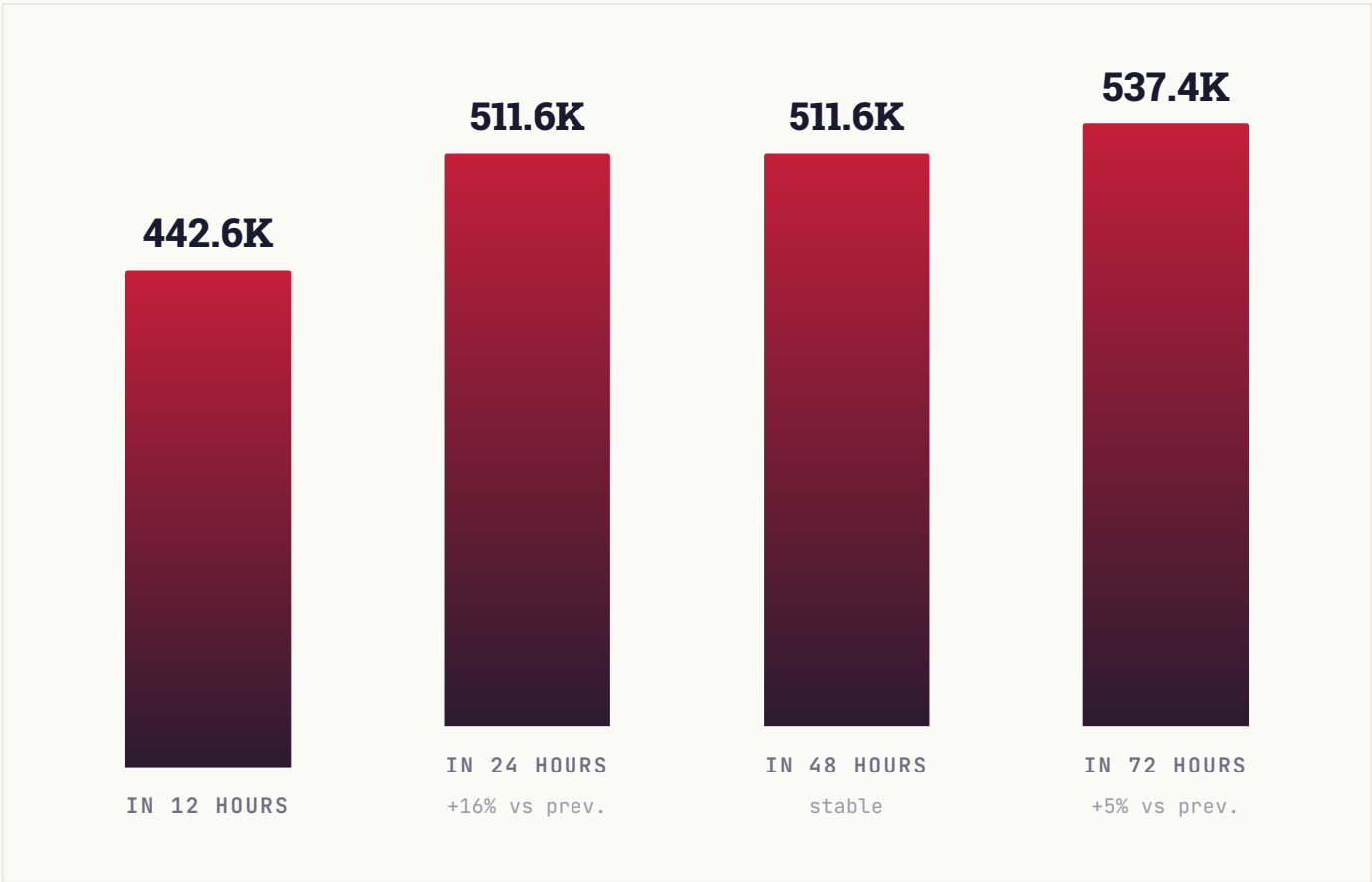


START OF PERIOD	NOW	NET GROWTH
4 214 491	4 120 269	-94 222

SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should live.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — see its rank among niche peers.

CHANNEL	SUBS
PE Live • News	4.1M
TL Topor Live YOU	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM Perviy Moskovskiy	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
M2 Moscow 24/	2.2M

COMPARATIVE CONCLUSION

Channel in top-2 niches (#2 of 99 channels in category). One of the leaders — client partners can go for cross-promo as equals; for PR/reach you're a valuable media partner.

SECTION 06 · 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 were **26 252**, they brought **132 937** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	4 042	575	1 475
November 2025	3 101	458	19 596
October 2025	3 630	636	6 091
September 2025	3 362	595	1 652
August 2025	9 141	3 610	104 107
July 2025	2 976	475	16
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
26 252	6	132 937	

SECTION 07 · NICHE COMPARISON

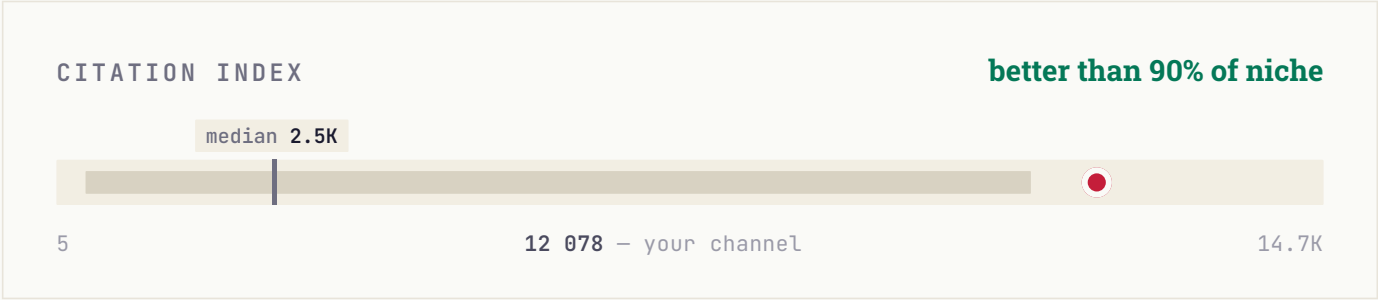
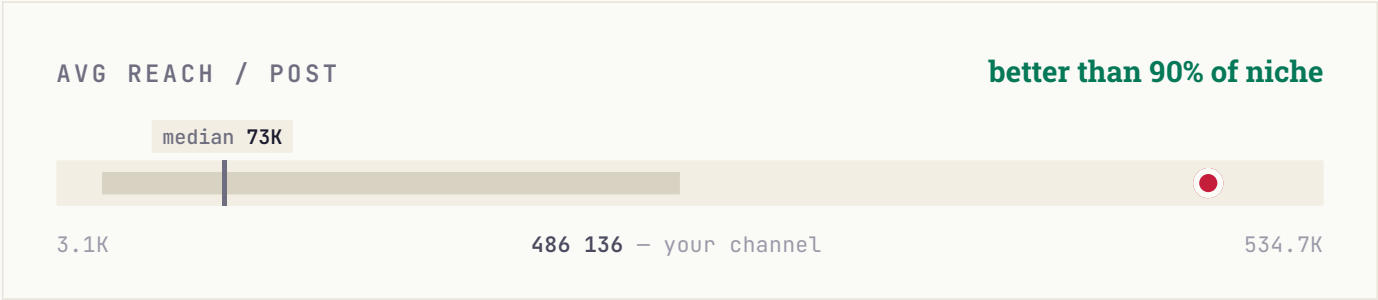
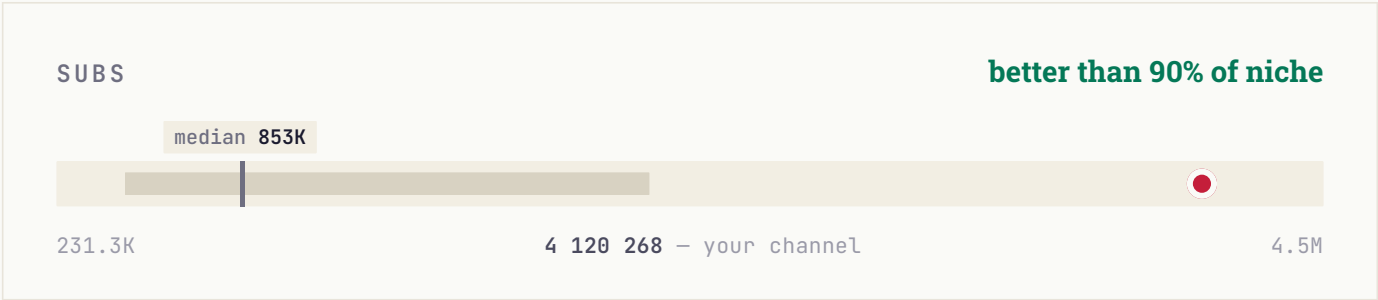
Where the channel stands in its league

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 line — median. Red dot — your channel.

#86/100

RANK IN NICHE

Channel in the lower half of the ranking



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off as done and revisit next month.

01**Best post day — Wednesday**

Audience most active on this day at 08:00 MSK.

EFFECT

**Best window
for an
important post****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 usually boost ER by 5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts with same-niche channels quarterly. 2-3 collabs give relevant growth — no need daily.

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 — what we can do in a few minutes from public data.
Want to go further — run ads with us and close your growth plan
in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
