

PUBLIC REPORT BY PROMTPRESS

Channel audit

TrendWatching



@trendwatching24

Largest channel about trends from IT, tech, and business. Ads: @justcage Work with @bidfox_news, @Tgpodbor_official, @swaymedia, @Spiral_Yuri Registry RKN: <https://clck.ru/3GisfZ>

SUBSCRIBERS

1 074 255

+17835 per month

ERR (% SEE POSTS)

4.0%

per day 2.2%

REACH/POST

35.5K

ad reach 23.1K/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 chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media»

09 Strategy

5 priority actions

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 1 074 255 —	 SUBS REACH 3.3% avg % subs see post	 VIEWS/POST 35.5K median 37.2K · 29 days	 POSTS/DAY 13.9 ~97 per week
 7D TREND -6.9% vs previous week	 REACTIONS/POST 424.9 total 174,221 reactions, 167,950 reposts, 0 comments	 POST LENGTH 422 chars. median 367 · 29 days	 POSTS ANALYZED 410 29 days
 AD REACH 23.1K 24h avg	 CHURN / MONTH +17835 last month	 CITATION RATE 3 807 citation index · 7,761 channels mentioned ever	 CHANNEL AGE 6 years 6 months created 02.12.2019

AI EDITOR SUMMARY

Channel «TrendWatching» — 1 074 255 subs. Each post averages 35.5K people (3% from subs), reach is low — need to grow audience. Publishes 97 posts per week (~14/day) — very active. Week May 25–31 reach dropped -6.9% vs week May 18–24 — worth analyzing why.

SECTION 02 • CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 410 posts over 29 days.
- 02 Dominant format — Photo (269/410 posts).
- 03 Avg. post length — 422 chars (median 367).
- 04 Peak audience activity — Monday, 14:00 MSK.
- 05 Top posts get 7x more views than the weakest (98.4K avg top vs 15K worst) — among 410 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 • 11:18 PHOTO A guy created an AI state where the president is a neural net. Thousands have already applied for citizenship. • All the work of officials...	VIEWS 139 460 REPOSTS 827	REACTIONS 795 ER 13.0%
Nº2 21.05 • 12:21 PHOTO Perm Krai now BANS vapes — fines up to 100K rubles. The initiative aims to remove...	VIEWS 93 974 REPOSTS 662	REACTIONS 614 ER 8.7%
Nº3 10.05 • 20:36 PHOTO Zoomers are rebelling against traditions and dating at... cemeteries instead of cafes. There they find quieter, more secluded...	VIEWS 61 783 REPOSTS 642	REACTIONS 820 ER 5.8%

Nº410.05 · 09:56 VIDEO The top meme taking over reels right now — Taron Egerton's dance in the thriller 'Summit', where he plays a madman. In...	VIEWS	REACTIONS
	56 608	506
	REPOSTS	ER
	713	5.3%

Nº509.05 · 20:10 PHOTO Coffee temporarily KILLS ADHD — just two cups boost concentration and focus for 3–6 hours! In the experiment, scientists gave 50 mg of caffeine...	VIEWS	REACTIONS
	55 963	439
	REPOSTS	ER
	507	5.2%

WORST 3

↓03.06 · 16:11 PHOTO Could've just had 50g of whiskey ☒	VIEWS	REACTIONS
	17 026	261
	REPOSTS	ER
	215	1.6%

↓03.06 · 16:01 PHOTO We become resume gods and attract the fattest offers on the market: shared top prompts for Claude or ChatGPT on X/ Twitter...	VIEWS	REACTIONS
	16 480	54
	REPOSTS	ER
	940	1.5%

↓04.06 · 18:35 VIDEO Machine will never replace human. Proven at the International Arts Festival 'ALFA HUMAN' ♥☒ Technology changes the world...	VIEWS	REACTIONS
	11 493	396
	REPOSTS	ER
	18	1.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

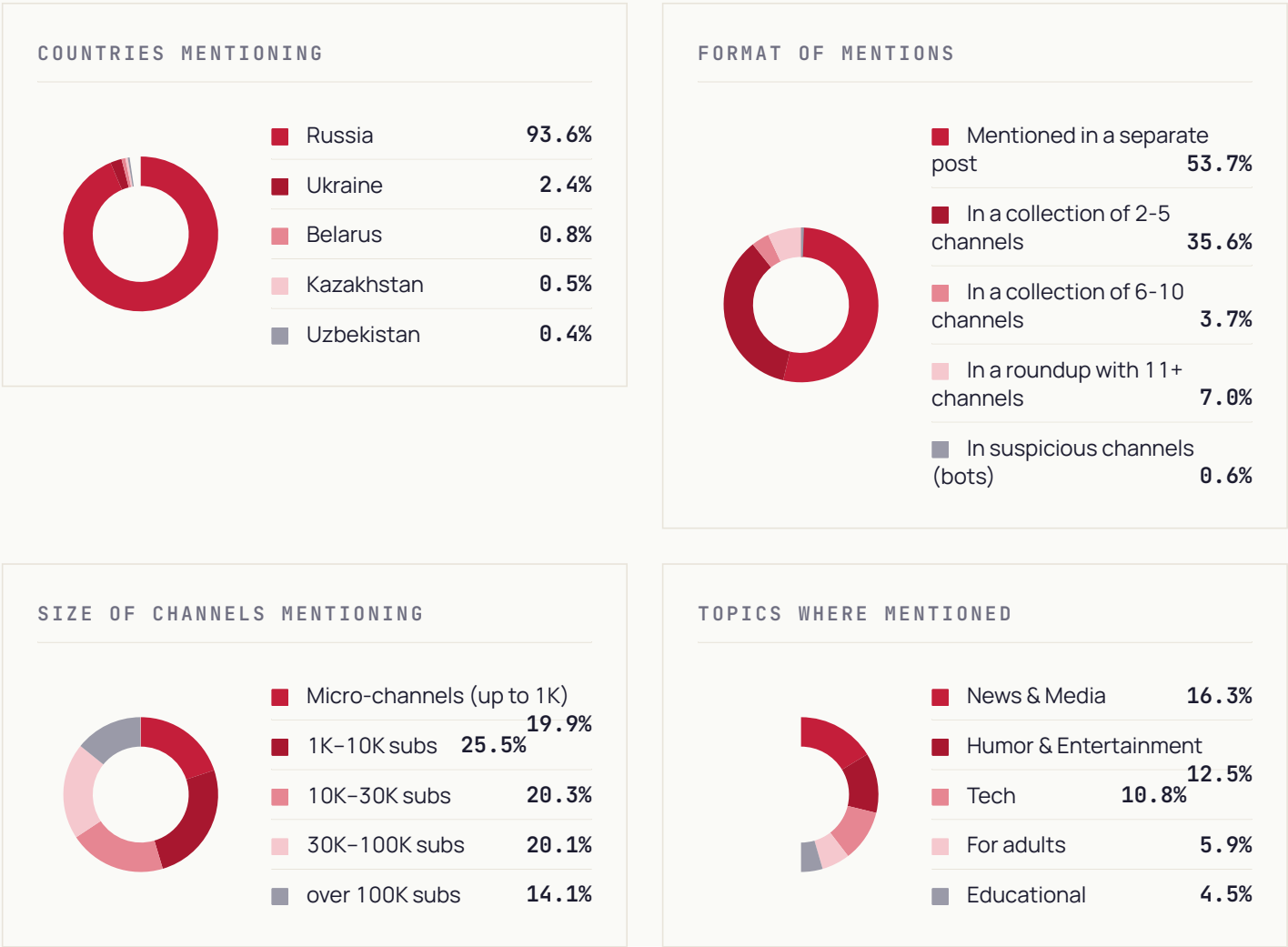
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

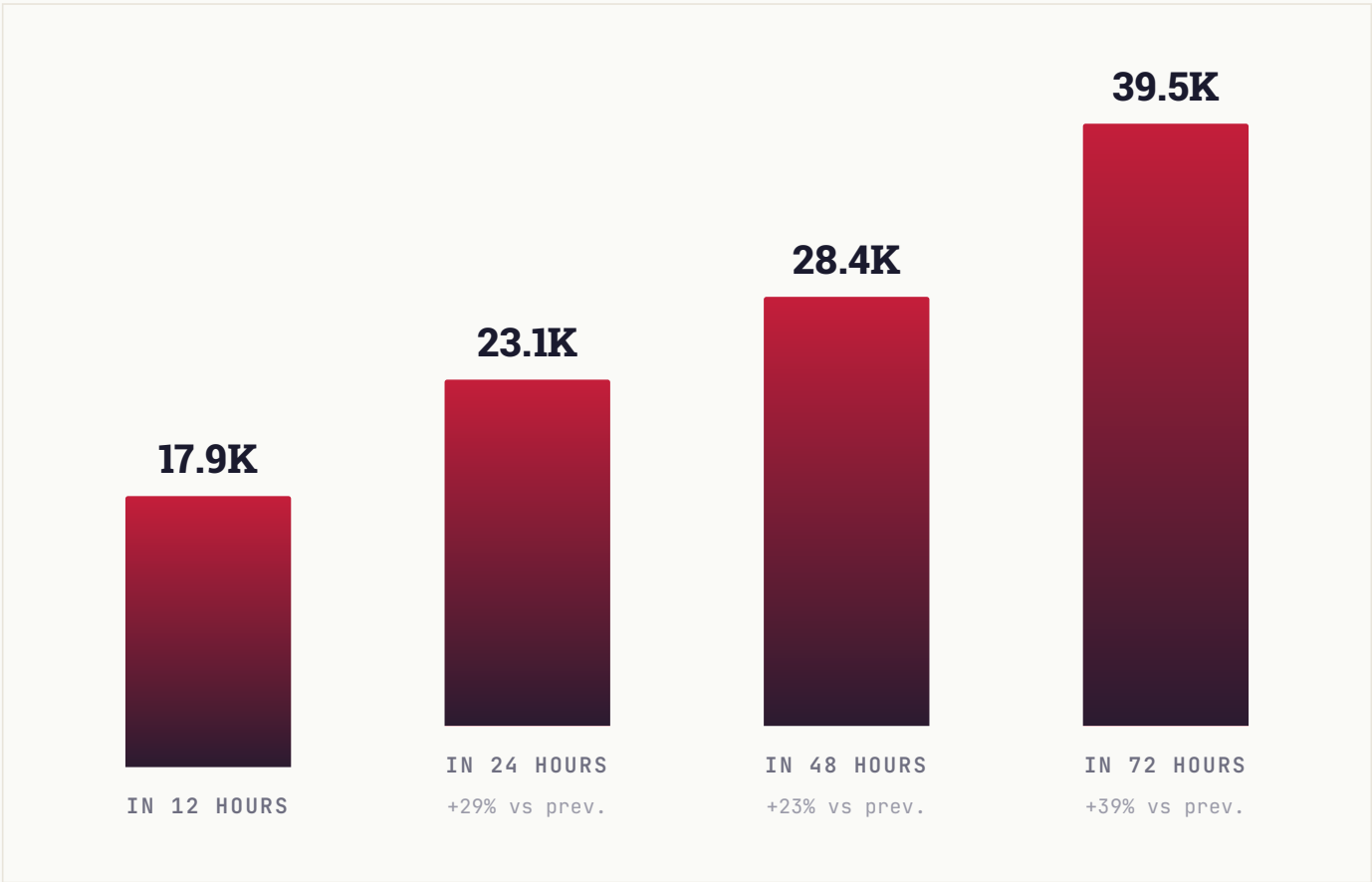
Citation index **3 807** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **7 761** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg. ad post reach 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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • 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
TR TrendWatching YOU	1.1M

COMPARATIVE INSIGHT

Channel in top half of niche (#34 of 99). Niche leader — Live Broadcast • News (4.1M), median subs 843.7K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions **435**, they brought **183 452** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	94	32	9 636
Nov 2025	86	38	26 735
Oct 2025	72	32	4 289
Sep 2025	69	32	94 957
August 2025	55	28	25 146
July 2025	59	29	22 689

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
435	6	183 452

SECTION 08 · NICHE COMPARISON

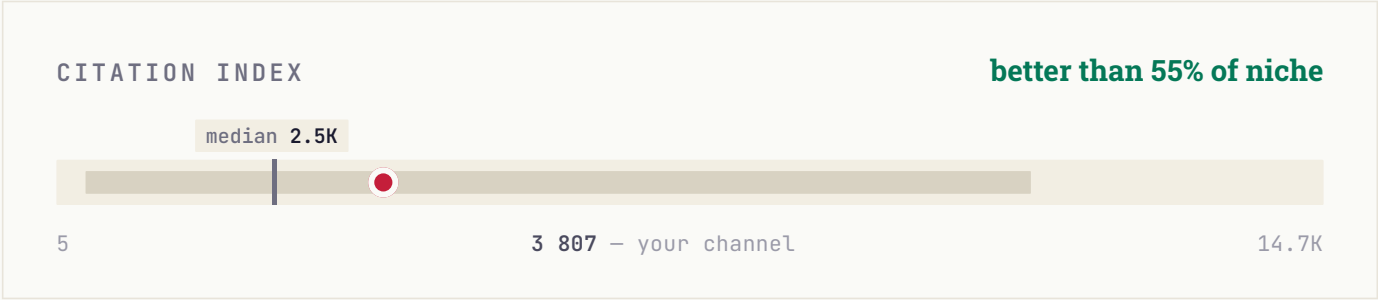
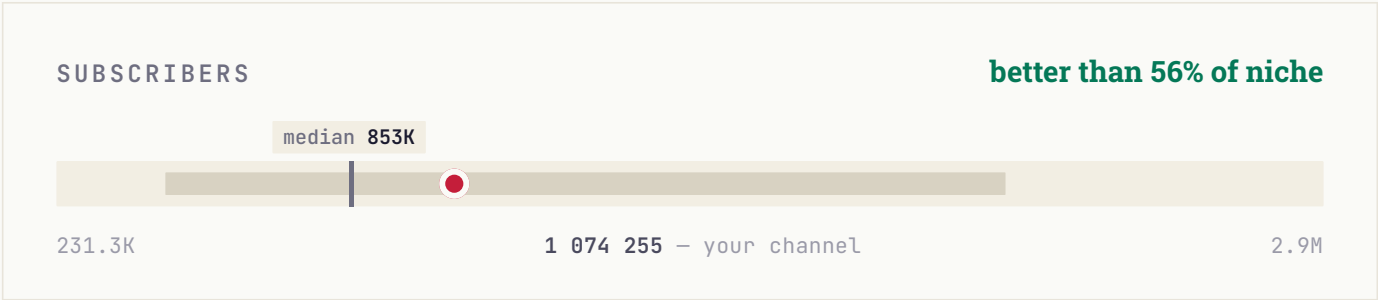
Where channel ranks in its league

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

#86/100

RANK IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Monday

On this day at 14:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.3% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+2.2pp ER

03

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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want us to do this PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager