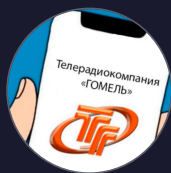


PROMTPRESS PUBLIC REPORT

Channel audit

TVRGOMEL.BY



@trkgomel

News from TV & radio company #Gomel: "Belarus 4 Gomel", radio "Gomel FM" and "Gomel plus". Write us: @gomeltvr Site: <https://tvrgomel.by> TikTok: https://www.tiktok.com/@tvr_gomel YouTube:...

SUBSCRIBERS

15 713

+152 per month

ERR (% SEE POSTS)

7.0%

per day 5.3%

REACH/POST

1.1K

ad reach 832/24h

— CONTENTS · 2026

What's inside the report

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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 15 713 —	 SUBSCRIBER REACH 7.15% avg % subs see post	 VIEWS/POST 1.1K median 984 · 26 days	 POSTS/DAY 32.5 ~227 per week
 7D TREND -16.0% vs prev week	 REACTIONS/POST 2.8 only 2,338 reactions, 2,855 reposts, 0 comments	 POST LENGTH 457 chars. median 450 · 26 days	 POSTS IN ANALYSIS 850 26 days
 AD REACH 832 avg per 24h	 CHURN / MONTH +152 last month	 CITATION RATE 220 citation index · 928 channels mentioned ever	 CHANNEL AGE 5 years 4 months created 03.02.2021

AI EDITOR SUMMARY

Channel «TVRGOMEL.BY» — 15 713 subs. Each post averages 1.1K people (7% of subs), low reach — consider expanding audience. Publishes 227 posts per week (~32/day) — very active. Week 25–31 May reach dropped -16.0% to week 18–24 May — 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **850** posts in 26 days.
- 02 Dominant format — **Video** (462/850 posts).
- 03 Avg post length — **457** chars (median 450).
- 04 Peak audience activity — **Monday**, 22:00 MSK.
- 05 Top posts get **20x** more views than the weakest (8.8K avg for top vs 432 for worst) — among 850 posts over 26 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 14:40 VIDEO Does your child have scales and bags among personal items, unexpectedly expensive purchases and VPN on their smartphone? Time to think, maybe even sound the alarm...	VIEWS 11 435 REP. 106	REACTIONS 4 ER 72.8%
Nº2 14.05 · 08:02 VIDEO I LISTENED TO EVERY STORY WITH TEARS IN MY EYES! How does Belarusian youth relate to their history? A blogger's view on Belarusian realities...	VIEWS 7 700 REP. 8	REACTIONS 5 ER 49.0%
Nº3 18.05 · 19:32 VIDEO Evgeny Mitkevich: "Freedom of action, thirst for adventure push a child to delinquency." "A child commits a crime when...	VIEWS 7 346 REP. 72	REACTIONS 4 ER 46.8%

Nº4 17.05 • 15:06 VIDEO Warning! Scammers send phishing links disguised as traffic police notifications How the scheme works: Scammers send electronic...	VIEWS 5 359 REP. 20 REACTIONS 5 ER 34.1%
Nº5 01.06 • 13:45 PHOTO Belarus raises utility tariffs. This is the second stage of planned price revision this year.	VIEWS 5 062 REP. 10 REACTIONS 1 ER 32.2%

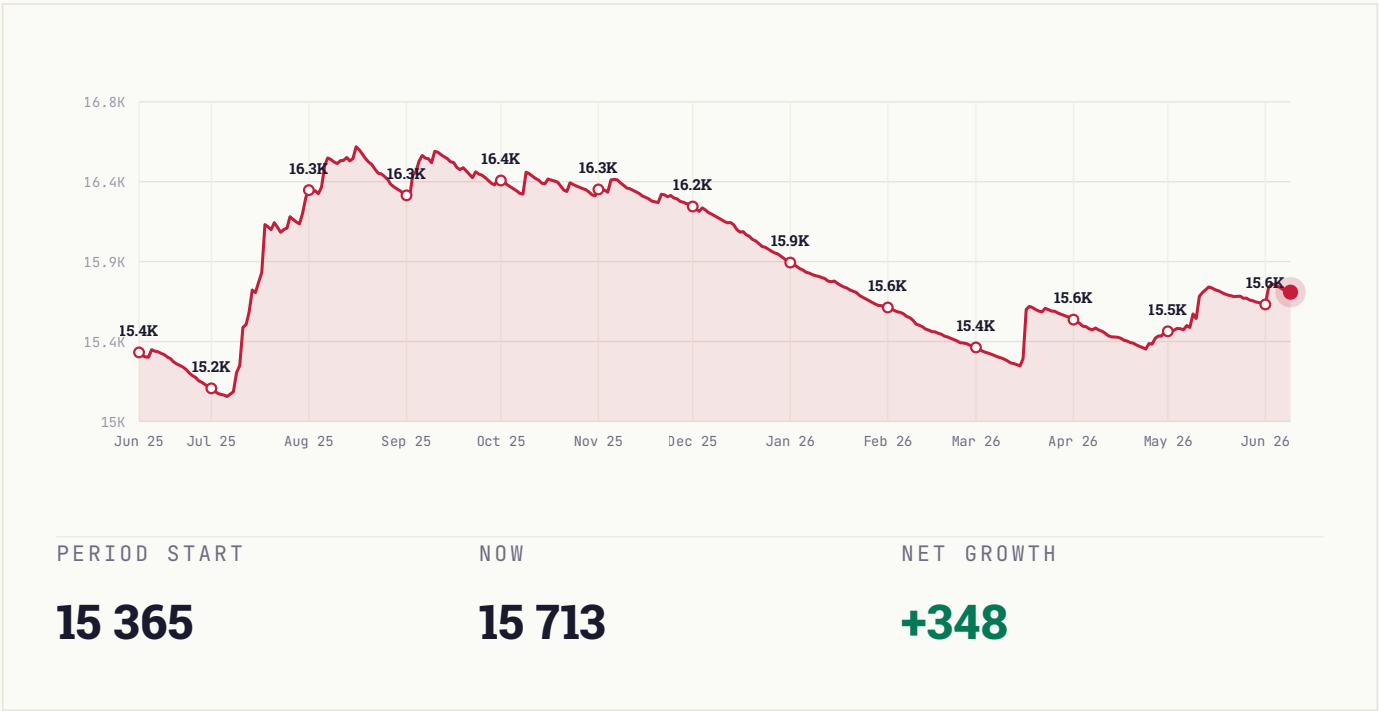
WORST 3

↓ 05.06 • 14:04 PHOTO ⚡⚡ Attention, fake! Chats and mass emails to known bloggers are trying to spread another scare story about "explosive flashlights"...	VIEWS 496 REP. 2 REACTIONS — ER 3.2%
↓ 24.05 • 13:07 PHOTO GIVEAWAY on «Gomel FM»📺 We give two invites to the musical show «Notre Dame de Paris» 📺 Just click the «PARTICIPATE» button 📺 In...	VIEWS 474 REP. 1 REACTIONS 3 ER 3.0%
↓ 23.05 • 09:51 PHOTO GIVEAWAY on «Gomel FM»📺 We give two invites to the musical show «Notre Dame de Paris» 📺 Just click the «PARTICIPATE» button 📺 In...	VIEWS 328 REP. 1 REACTIONS — ER 2.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

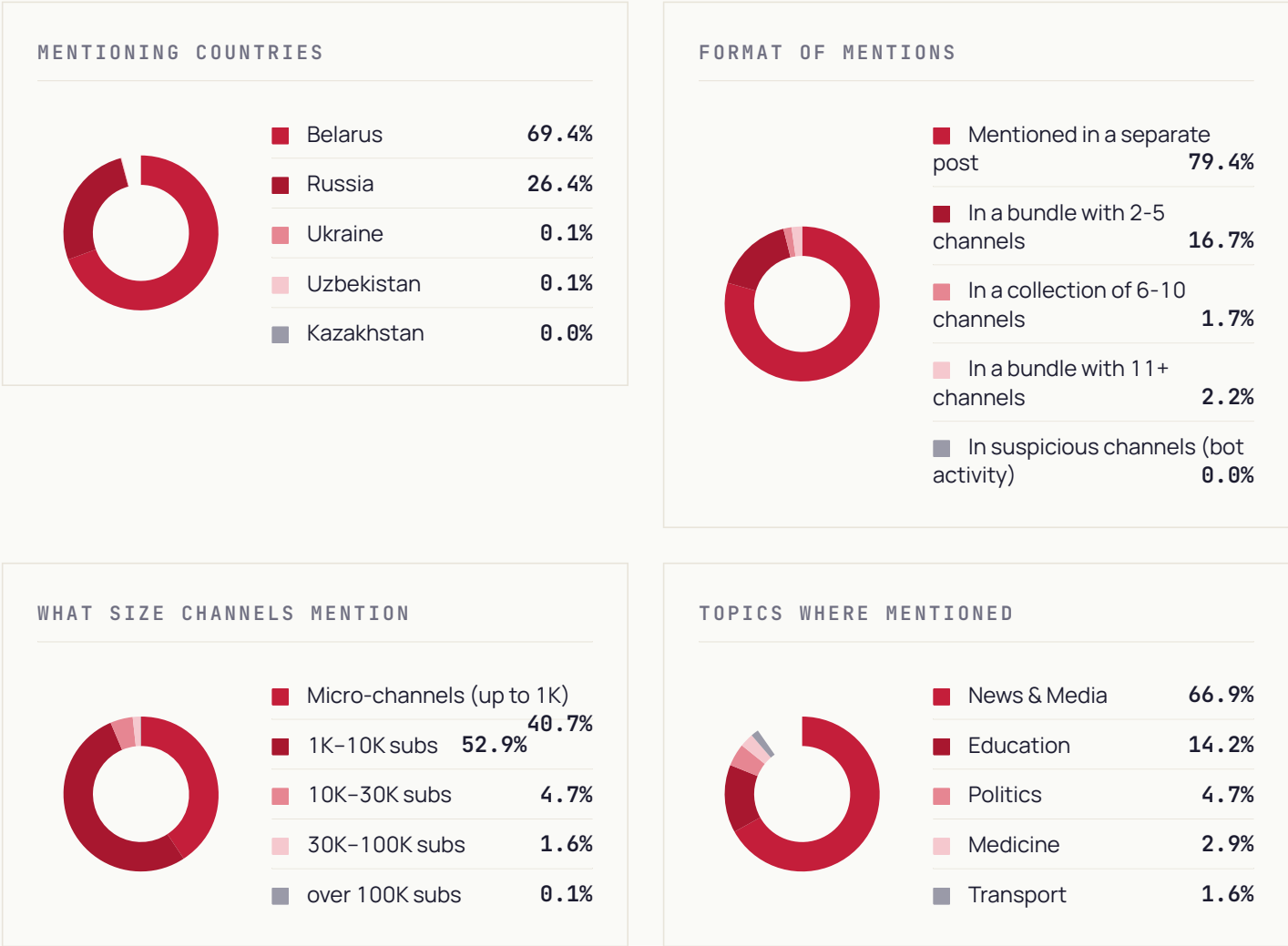
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

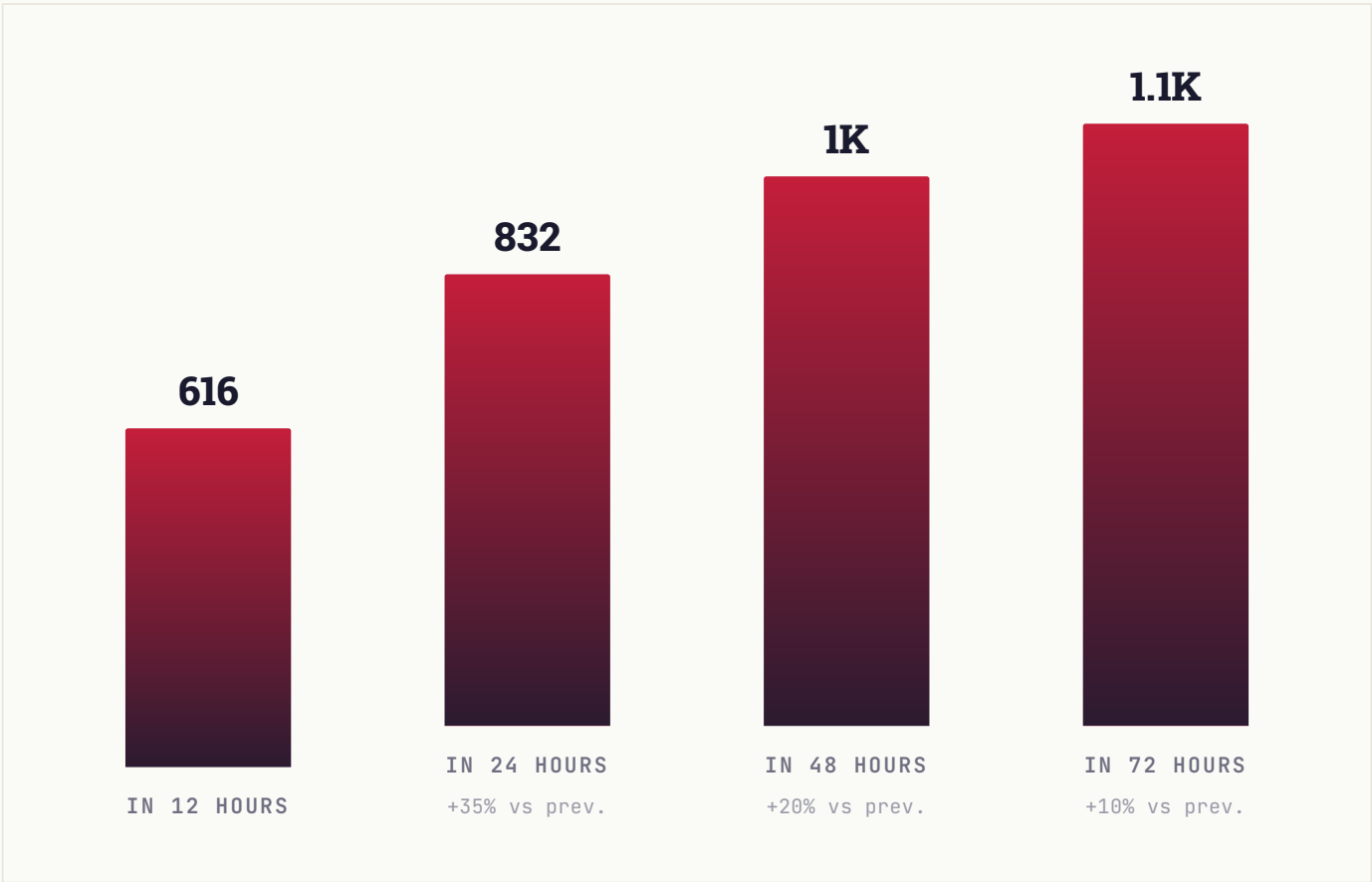
Citation index **220** — channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **928** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Main	56.8K
GG Gomel. Main!	56K
TV TVRGOMEL.BY YOU	15.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#62 of 97). Niche median — 19.8K subs. First growth KPI — reach the median. Leader: NEXTA Live (764.9K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 427**, they brought **2 451** new subs.

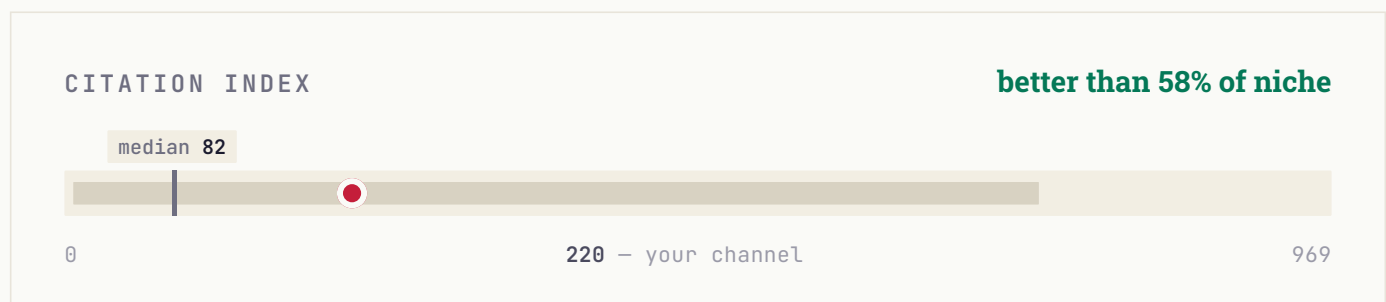
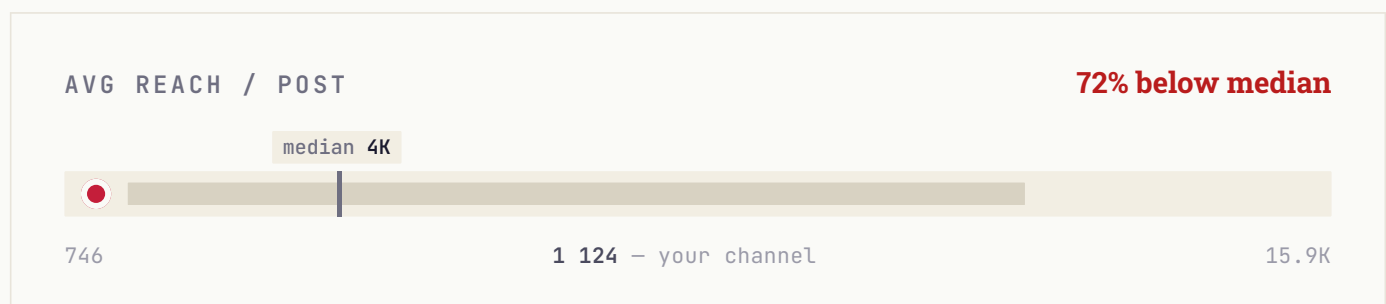
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	291	107	25
November 2025	243	93	167
October 2025	222	72	205
September 2025	168	74	386
August 2025	241	92	374
July 2025	262	102	1 294
TOTAL MENTIONS			ATTRACTED SUBSCRIBERS
1 427			2 451

Where the channel stands in its league

#62 /100

POSITION IN NICHE

Channel in the bottom half of the 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

Main post of the week — on Monday

Audience is most active on this day and at 22:00 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 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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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