

PUBLIC REPORT BY PROMTPRESS

Channel audit

Tsargrad TV



@tsargradtv

What they won't show on TV. Honestly about everything happening in Russia and the world. We're on Max: <https://max.ru/tsargrad>
Contact the editors: @tsargrad_fb_bot Ads & PR: @tsargrad_pr_bot (A+)...

SUBSCRIBERS

357 637

+451 per month

ERR (% SEE POSTS)

9.0%

in 24h **6.4%**

REACH/POST

27.3K

ad reach **23K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 357 637 —	 SUBS REACH 7.63% avg % of subs see post	 VIEWS/POST 27.3K median 25.3K · 13 days	 POSTS/DAY 54.9 ~384 per week
 7D TREND — no data for period	 REACTIONS/POST 721.0 total 545K reactions, 73.8K reposts, 4.5K comments	 POST LENGTH 750 chars median 860 · 13 days	 POSTS ANALYZED 757 13 days
 AD REACH 23K 24h avg	 CHURN / MONTH +451 last month	 CITATION RATE 2 968 citation index · 8,159 channels mentioned all time	 CHANNEL AGE 9 years 4 months created 01.03.2017

AI EDITOR SUMMARY

Channel «Tsargrad TV» — 357 637 subs. Each post averages 27.3K people (8% of subs), reach is low — consider expanding audience. Publishes 384 posts per week (~55/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 from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 757 posts over 13 days.
- 02 Dominant format – Photo (412/757 posts).
- 03 Avg post length – 750 chars (median 860).
- 04 Peak audience activity – Wednesday, 12:00 MSK.
- 05 Top posts get 14x more views than the weakest (287.1K avg for top vs 21.2K for bottom) – among 757 posts in 13 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

№108.07 · 09:39PHOTO	VIEWS	REACTIONS
	696 942	1 378
Russian hackers hacked donation database of terrorist group RDK* Data of all 3.5 million people who sent money to terrorists...	REPOSTS	ER
	3 434	194.9%
№212.07 · 09:52PHOTO	VIEWS	REACTIONS
	82 492	793
Heart attack or foul play? According to police, Senator Lindsey Graham* may have died of a heart attack. As NBC News reports...	REPOSTS	ER
	779	23.1%
№305.07 · 12:44PHOTO	VIEWS	REACTIONS
	81 748	829
Ukrainian channels warn of massive Russian strike Night before Ankara summit may be hot. Especially for Lviv and...	REPOSTS	ER
	595	22.9%

Nº4

03.07 • 16:29

PHOTO

What do people say? “Don’t replant, but transplant. Same verb – different meaning and effective.” We asked our subs what they...

VIEWS

58 135

REPOSTS

143

REACTIONS

989

ER

16.3%

Nº5

10.07 • 13:49

PHOTO

No time to lose your job: new ones aren’t waiting. Why? Experts say finding work in Russia has become very hard...

VIEWS

57 299

REPOSTS

352

REACTIONS

490

ER

16.0%

WORST 3



09.07 • 13:58

PHOTO

Write letters, Mr. President! Not recognized by most countries, Syria's interim president Ahmed al-Sharaa received from Donald Trump...

VIEWS

22 270

REPOSTS

18

REACTIONS

462

ER

6.2%



10.07 • 14:59

PHOTO

●●●●●●●● – WATCH Patience snapped: governor demands oil companies be honest if there's no gas If there's no fuel, and deliveries...

VIEWS

21 852

REPOSTS

5

REACTIONS

413

ER

6.1%



02.07 • 15:45

TEXT

Investigated the assassination attempt on Ermolaev. Searched for the mastermind. As I wrote, the main reason for sanctions against Ermolaev was that...

VIEWS

19 501

REPOSTS

50

REACTIONS

257

ER

5.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

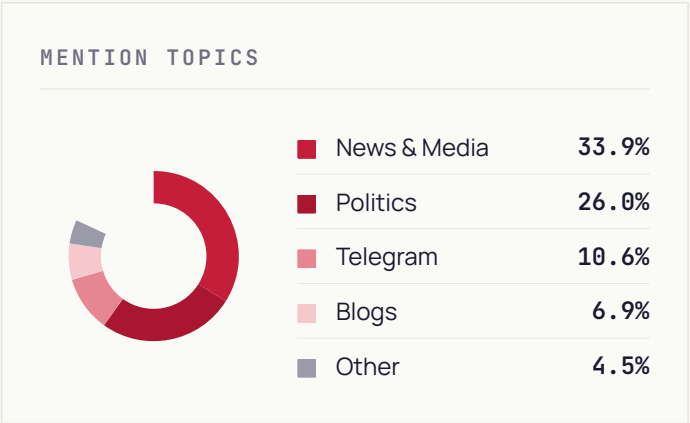
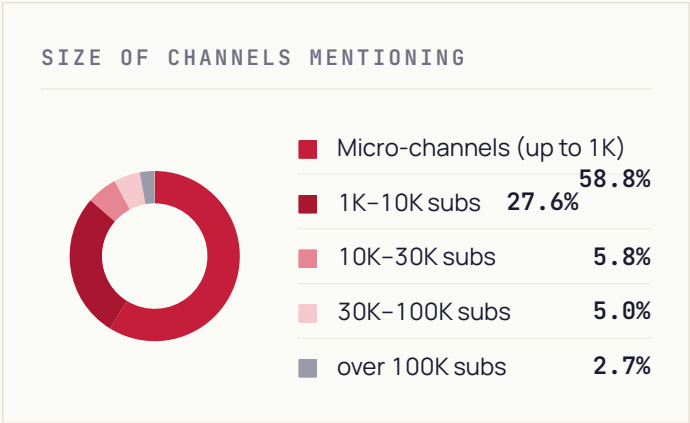
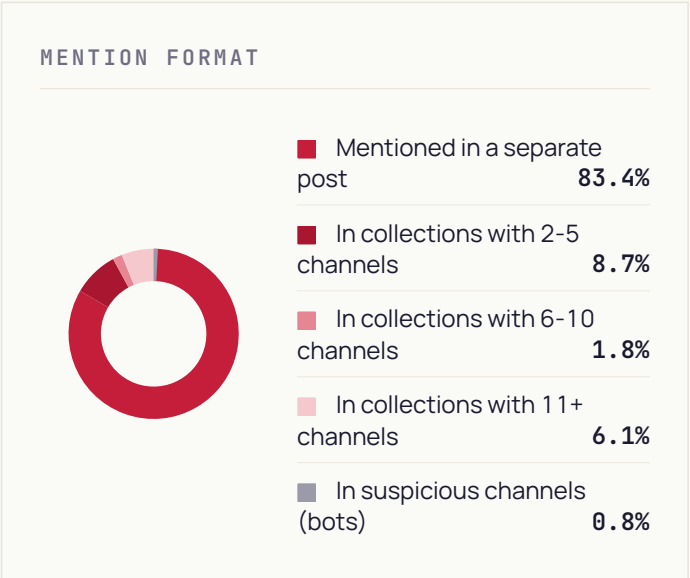
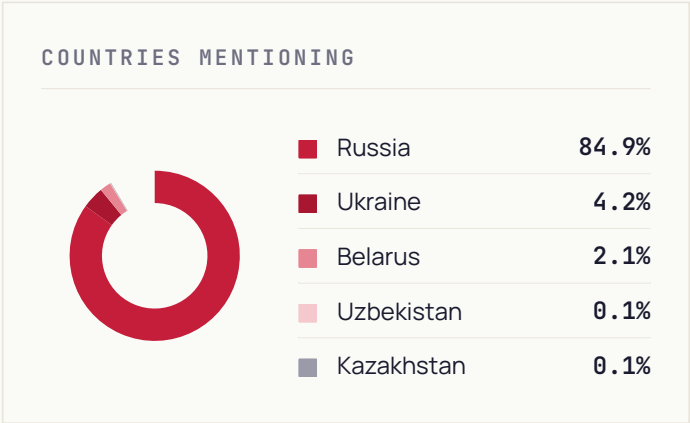
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

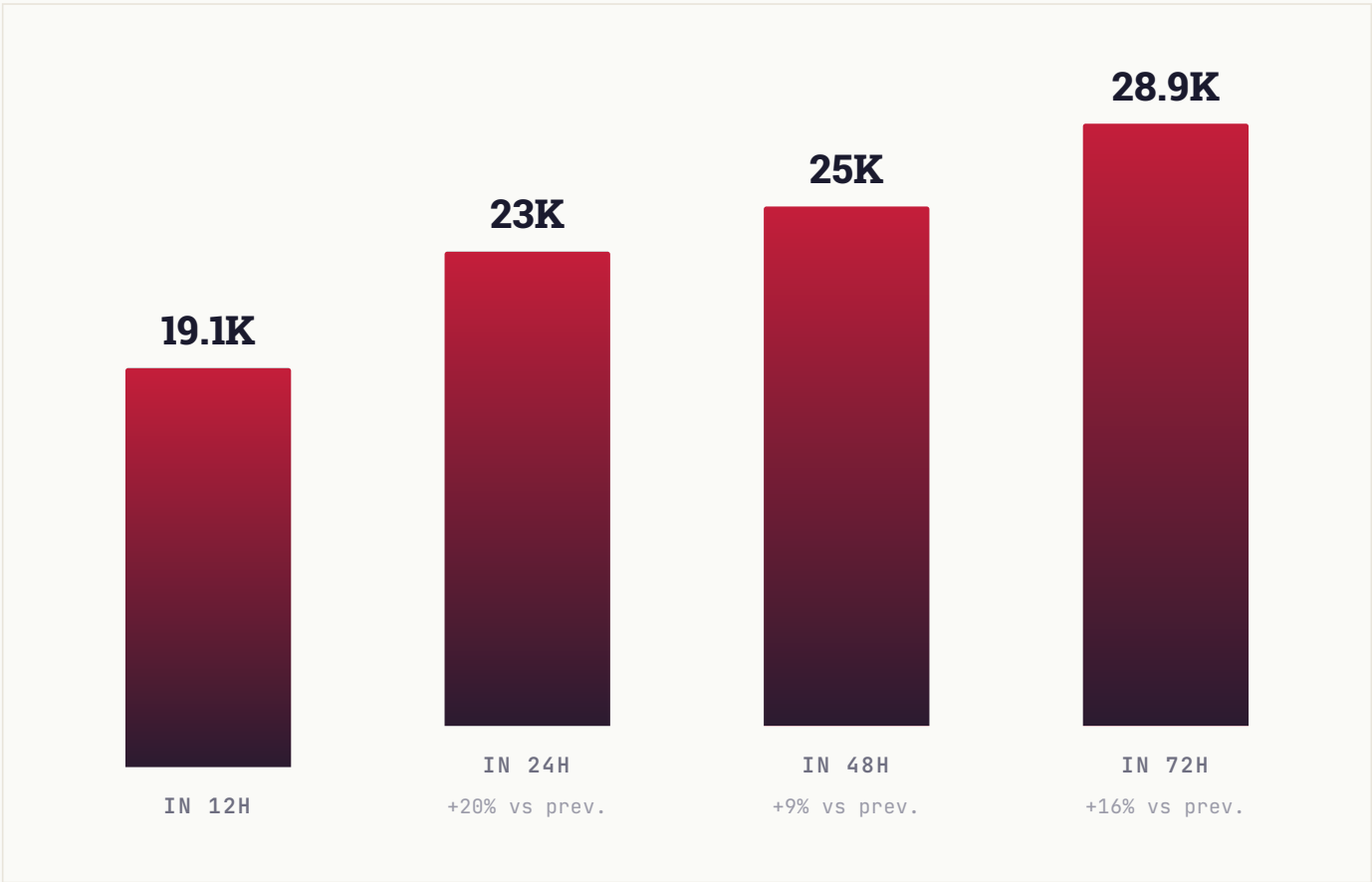
Citation index **2 968** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **8 159** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge how long a placement stays relevant.



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 اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.4M
کا کانال اخبار فوری خبر فوری	4.3M
PE Live • 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 Truba ⚡ Ukraine	3.1M
CT Tsargrad TV YOU	357.6K

COMPARATIVE SUMMARY

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content 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 were **12 559**, they brought **21 069** new subs.

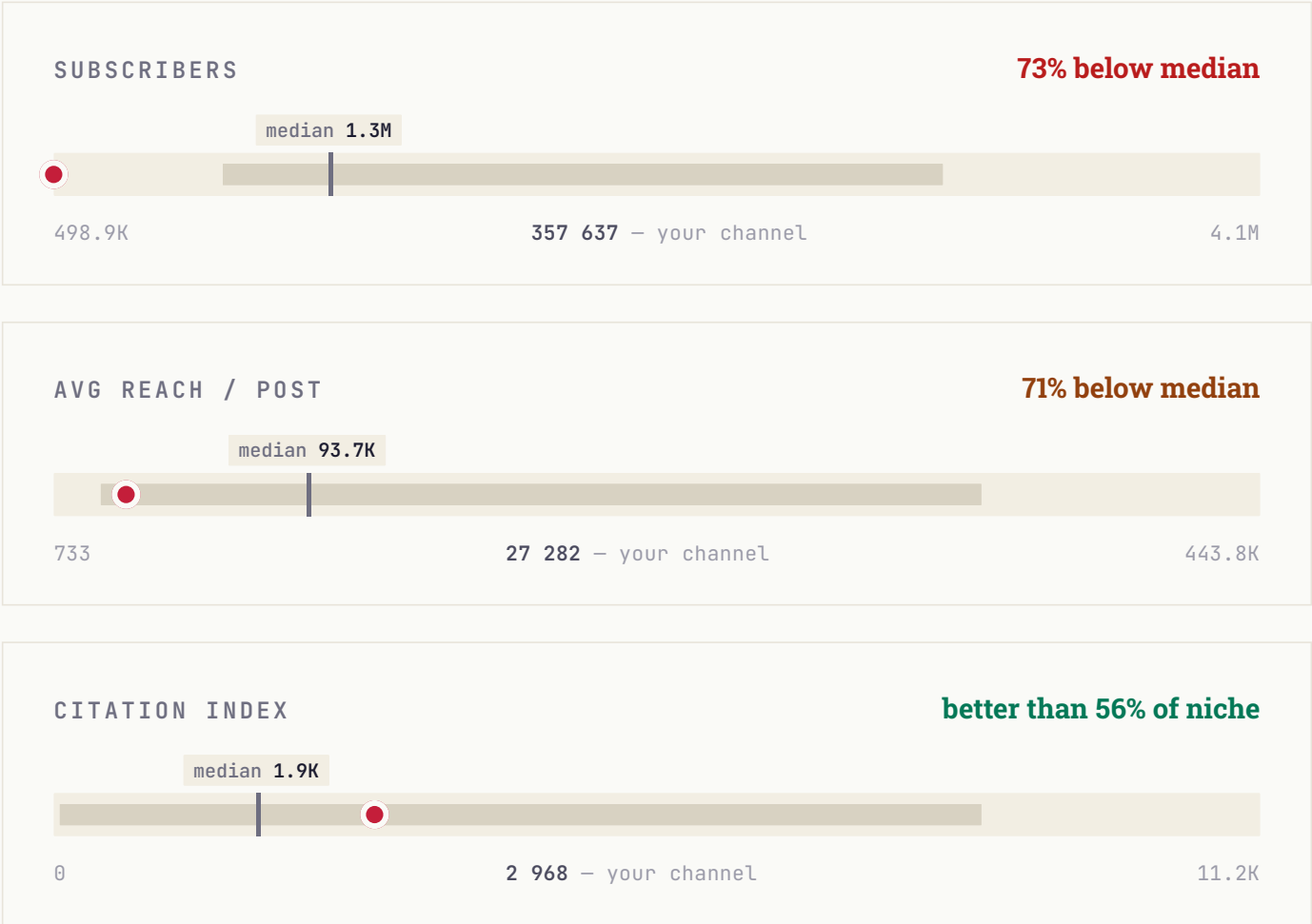
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	2 137	488	3 437
December 2025	2 107	472	2 122
November 2025	1 774	440	1 526
October 2025	1 907	491	2 054
September 2025	2 083	526	4 293
August 2025	2 551	595	7 637

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
12 559	6	21 069

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in «News & Media» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (p10-p90). Black vertical = median.
Red dot = your channel.



— 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

Top post of the week — on Wednesday

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window
for important
posts**

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 point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels quarterly. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes from public data.
To go further — run ads through 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
