

PUBLIC PROMTPRESS REPORT

Channel audit

24KZ -

ЖАҢАЛЫҚТАР



@tv24kz_kaz

👉 Орыс тіліндегі арнамыз → https://t.me/tv24kz_rus 📢 Send your news to 24KZ Telegram bot: https://t.me/news24kz_bot

SUBSCRIBERS

28 769

+15770 per month

ERR (% SEE POSTS)

3.0%

in 24 hrs **3.4%**

REACH/POST

895

ad reach **570**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 28 769 -	SUBS REACH 3.11% avg % subs see post	VIEWS/POST 895 median 799 · 29 days	POSTS/DAY 20.8 ~145 per week
7D TREND +0.1% vs previous week	REACTIONS/POST 12.3 total 7,652 reactions, 340 reposts, 0 comments	POST LENGTH 525 chars median 509 · 29 days	POSTS ANALYZED 622 29 days
AD REACH 570 24h avg	CHURN / MONTH +15770 last month	QUOTE RATE 152 citation index · 644 channels mentioned ever	CHANNEL AGE 7 years 9 months created 15.10.2018

AI EDITOR SUMMARY

Channel «24KZ - ЖАҢАЛЫҚТАР» – 28 769 subs. Each post averages 895 people (3% subs), reach is low – consider expanding audience. Publishes 145 posts/week (~21/day) – very active. Week Jul 6–12 reach stable (+0.1% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 622 posts in 29 days.
- 02 Dominant format – Photo (272/622 posts).
- 03 Avg post length – 525 chars (median 509).
- 04 Peak audience activity – Sunday, 01:00 MSK.
- 05 Top posts get 7x more views than the weakest (2.6K avg for top vs 367 for worst) – among 622 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.07 · 16:07 VIDEO Танымал продюсер осыдан екі жарым ай бұрын берген уәдесінде тұрды. Қазақстанның халық әртісі, аңызға айналған «Қыз Жібек» – Меруерт...	VIEWS 2 596 REPOSTS 1	REACTIONS 57 ER 9.0%
Nº2 18.07 · 10:50 TEXT 💣 US and Iran strike each other for 7th straight night 📌 According to the US Central Command...	VIEWS 2 579 REPOSTS —	REACTIONS 34 ER 9.0%
Nº3 18.07 · 09:35 PHOTO 🔥 Fire in 'Semey Ormany' area contained 🚒 Firefighters fought the blaze for nearly two days. 📌 Now...	VIEWS 2 565 REPOSTS —	REACTIONS 43 ER 8.9%

N⁴18.07 · 08:05 VIDEO 🎵🏆'Slavianski Bazaar': Kazakh girl takes 2nd place 🎵🎵 13-year-old Zhasmina Tuzelova impressed the jury with her talent...	VIEWS 2 518 REPOSTS 1	REACTIONS 55 ER 8.8%
N⁵18.07 · 06:30 VIDEO 2 DAYS LEFT TO ENTER THE DRAW 📱🎁📌Terms: Subscribe to «Khabar» and 24KZ Telegram channels, press I PARTICIPATE✅ button...	VIEWS 2 443 REPOSTS 4	REACTIONS 75 ER 8.5%

|

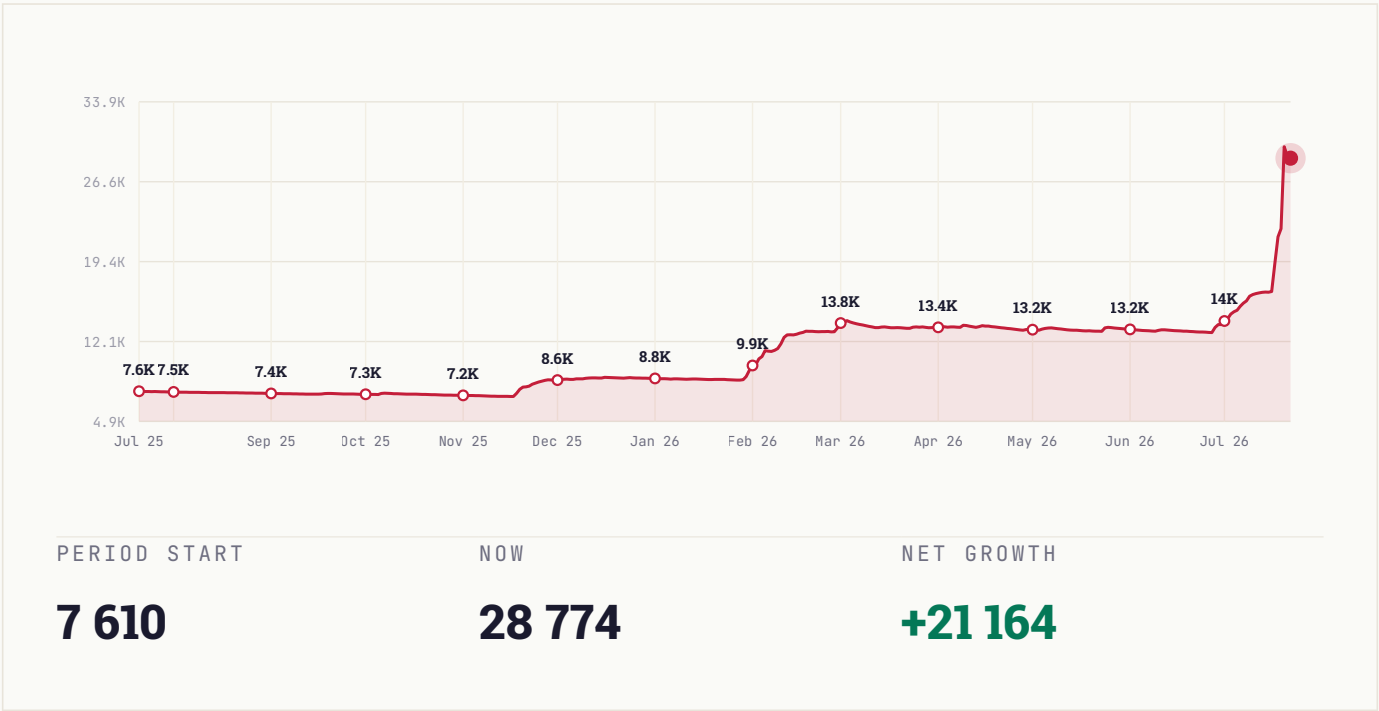
WORST 3

↓ 23.06 · 12:33 PHOTO 🏆🇰🇿 Kazakhstan men's fencing team wins Asian Championship 🏊 At the continental competition in Delhi, India...	VIEWS 377 REPOSTS —	REACTIONS 8 ER 1.3%
↓ 23.06 · 14:12 VIDEO 🌊📊 Is the Caspian Sea filling up again? This year, clear changes are visible along the Aktau coastline. In some areas, water...	VIEWS 371 REPOSTS —	REACTIONS 14 ER 1.3%
↓ 23.06 · 14:48 PHOTO 🇰🇿🇪🇺 Kazakh President Kassym-Jomart Tokayev, European Council President António Costa and European Commission...	VIEWS 353 REPOSTS —	REACTIONS 8 ER 1.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

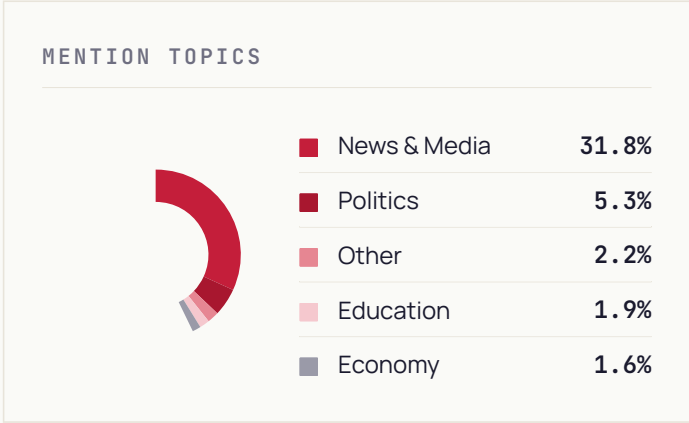
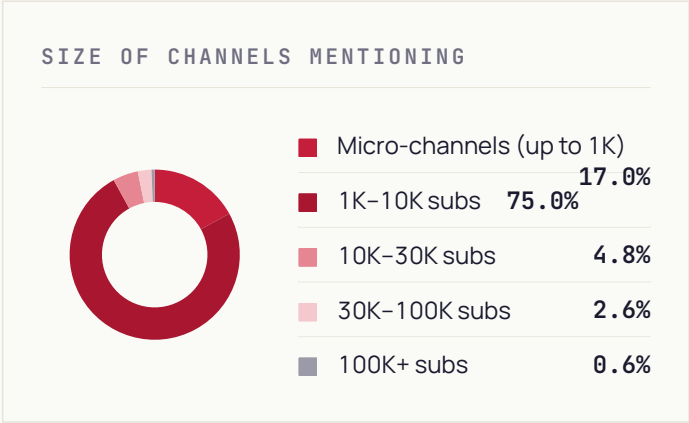
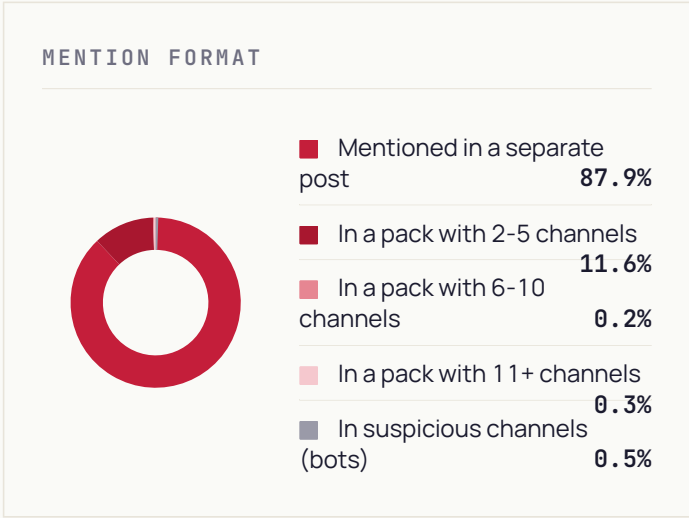
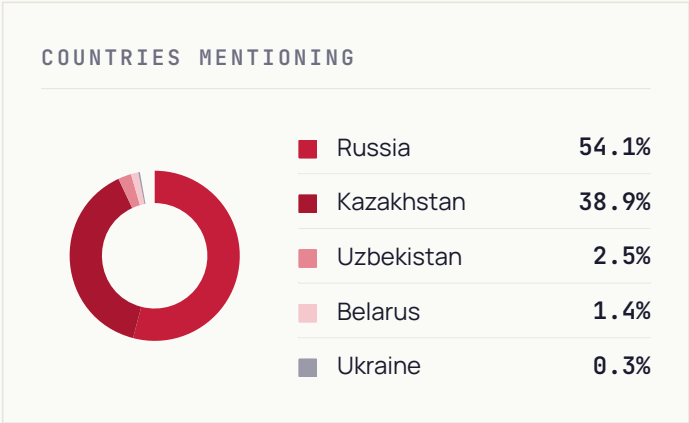
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

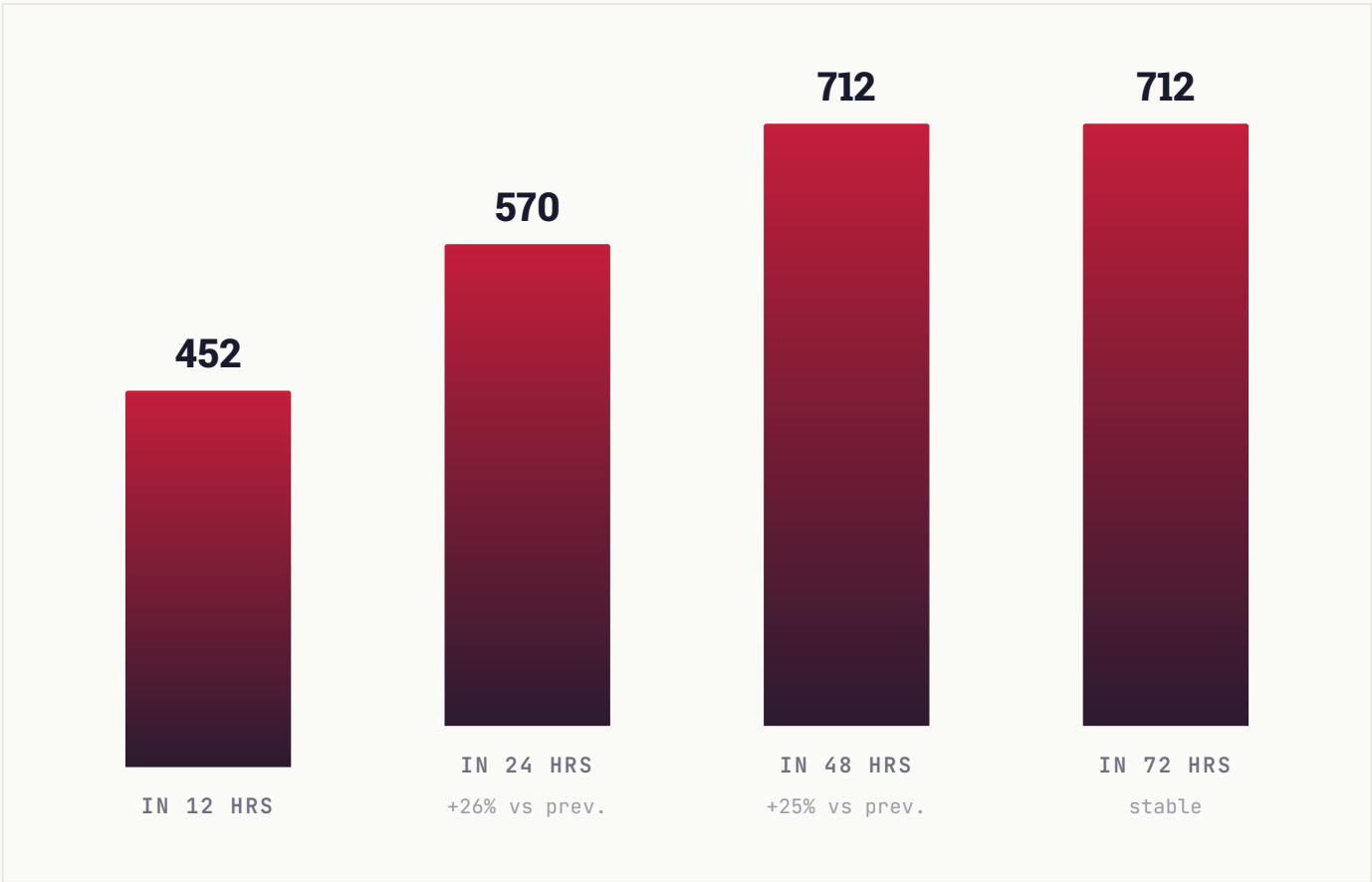
Citation index **152** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time channel mentions: **644** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate 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	6.4M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	5.2M
خ ب خبر فوری	4.3M
ا ج اخبار فوری جنگ	4.3M
PE Live Broadcast • 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 Труха ⚡ Україна	3.1M
2- 24KZ - ЖАҢАЛЫҚТАР YOU	28.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6.4M), 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

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **812**, they brought **3 014** new subs.

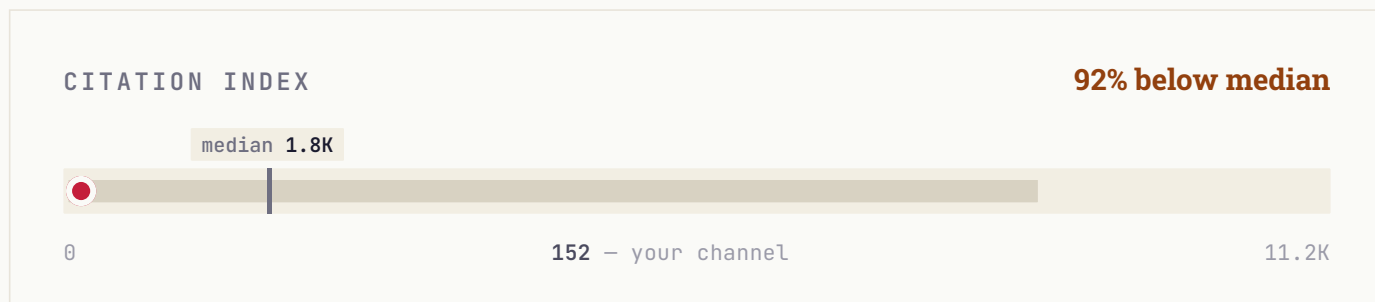
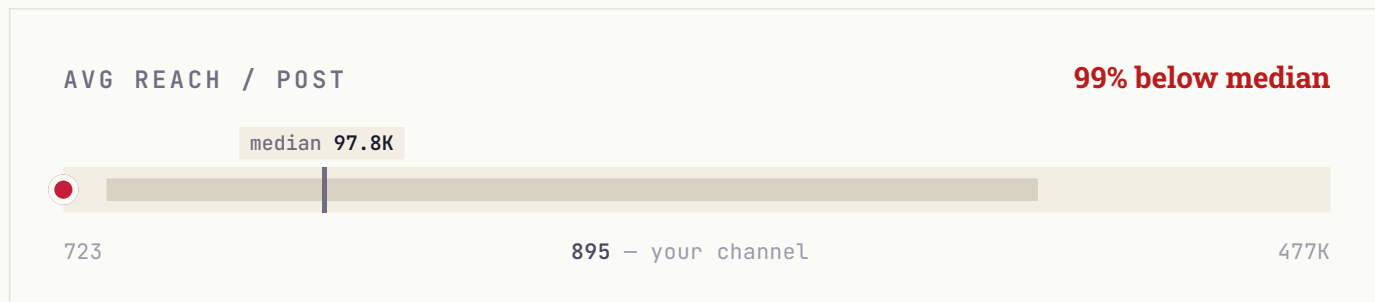
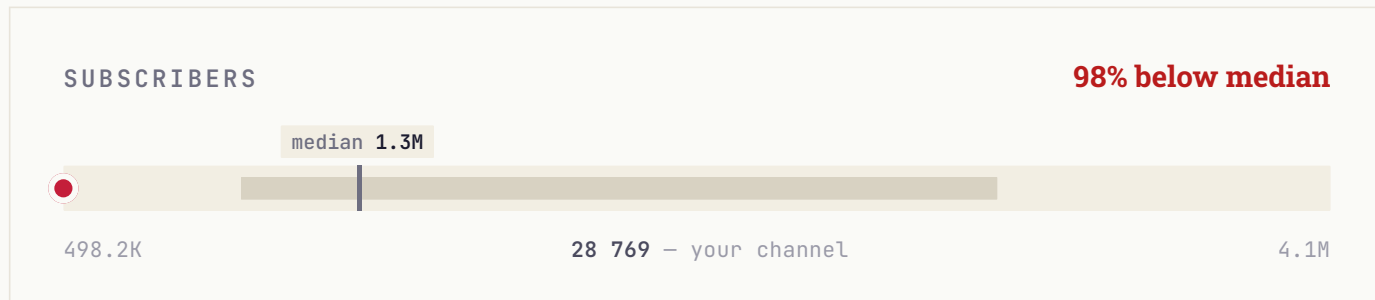
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	330	1	946
December 2025	392	4	352
Nov 2025	86	2	1 510
Oct 2025	3	3	129
Sep 2025	1	1	71
August 2025	0	0	6

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
812	6	3 014

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 09 · STRATEGY

What to Do Right Now

5 priority actions sorted by expected impact. Check off as a checklist and revisit in a month.

01

Top post of the week — on Sunday

Audience is most active on this day at 01:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.11% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.4pp ER

03

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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through 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
