

PUBLIC REPORT BY PROMTPRESS

Channel audit

360.ru



@tv360

News, stories, people. All 360. Subscribe to our channel on MAH:
max.ru/tv360 Chat: @pogovorim360 Contact: @tv_360bot
Roskomnadzor registry: <https://www.gosuslugi.ru/snet/673d829cb7aeb106ce092382>

SUBS

200 407

-231 per month

ERR (% SEE POSTS)

4.0%

in 24 hrs **2.2%**

REACH/POST

5.7K

ad reach **4.5K/24h**

— CONTENT · 2026

What's inside the report

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Top 5 posts · worst 3 · insights

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Rank in «News & Media»

09 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 200 407 —	 SUB REACH 2.85% avg % subs see post	 VIEWS/POST 5.7K median 4.4K · 10 days	 POSTS/DAY 67.9 ~475 per week
 7D TREND — no data for period	 REACTIONS/POST 41.6 total 29,392 reactions, 12,166 reposts, 909 comments	 POST LENGTH 541 chars median 514 · 10 days	 POSTS ANALYZED 707 10 days
 AD REACH 4.5K 24h avg	 CHURN / MONTH -231 last month	 CITATION RATE 4 743 citation index · 11 807 channels mentioned ever	 CHANNEL AGE 10 years 2 months created 19.04.2016

AI EDITOR SUMMARY

Channel «360.ru» – 200 407 subs. Each post gets avg 5.7K people (3% from subs), reach is low – consider expanding audience. Publishes 475 posts/week (~68/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 HAVE IN COMMON

- 01 Analysis based on **707** posts in 10 days.
- 02 Dominant format — **Photo** (363/707 posts).
- 03 Avg post length — **541** chars (median 514).
- 04 Peak audience activity — **Thu**, 12:00 MSK.
- 05 Top posts get **25×** more views than the weakest (84.3K avg for top vs 3.4K for worst) — among 707 posts in 10 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.07 · 09:32 TEXT ⚡ Putin and Trump didn't talk on the phone yesterday, Peskov said. Other statements by the Russian president's press secretary: ▪ The more Kyiv...	VIEWS 117 276 REPOSTS 123	REACTIONS 36 ER 58.5%
Nº2 06.07 · 12:57 PHOTO Drone attacked a passenger bus in Belgorod region: six injured, including two children, governor reports...	VIEWS 73 625 REPOSTS 68	REACTIONS 103 ER 36.7%
Nº3 08.07 · 15:34 PHOTO !!!!!! 'Skirt like a belt' and ruined graduation: does school have the right to withhold diploma due to appearance? Specially for...	VIEWS 62 133 REPOSTS 125	REACTIONS 19 ER 31.0%

Nº4

10.07 · 10:35

PHOTO

Czechia refused to send Ukraine budget money Czech PM Andrej Babiš told Idnes that...

VIEWS

60 143

REPOSTS

20

REACTIONS

58

ER

30.0%

Nº5

08.07 · 11:57

TEXT

Basic AI support law passed in State Duma. Key points:

- Document defines core terms and regulation principles in...

VIEWS

57 298

REPOSTS

22

REACTIONS

12

ER

28.6%

WORST 3

↓

09.07 · 16:44

PHOTO

Russia will no longer believe the West's desire to negotiate — Sergey Lavrov. #quote360 Subscribe to @tv360 I Feedback I Our...

VIEWS

3 413

REPOSTS

16

REACTIONS

88

ER

1.7%

↓

10.07 · 15:04

PHOTO

!!!!!! Chronic stress can indeed lower testosterone levels. Online discussions about the so-called...

VIEWS

3 397

REPOSTS

11

REACTIONS

22

ER

1.7%

↓

10.07 · 16:29

TEXT

Vucic said he will resign as President of Serbia after parliamentary elections. Subscribe to @tv360 I Feedback...

VIEWS

3 341

REPOSTS

1

REACTIONS

13

ER

1.7%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

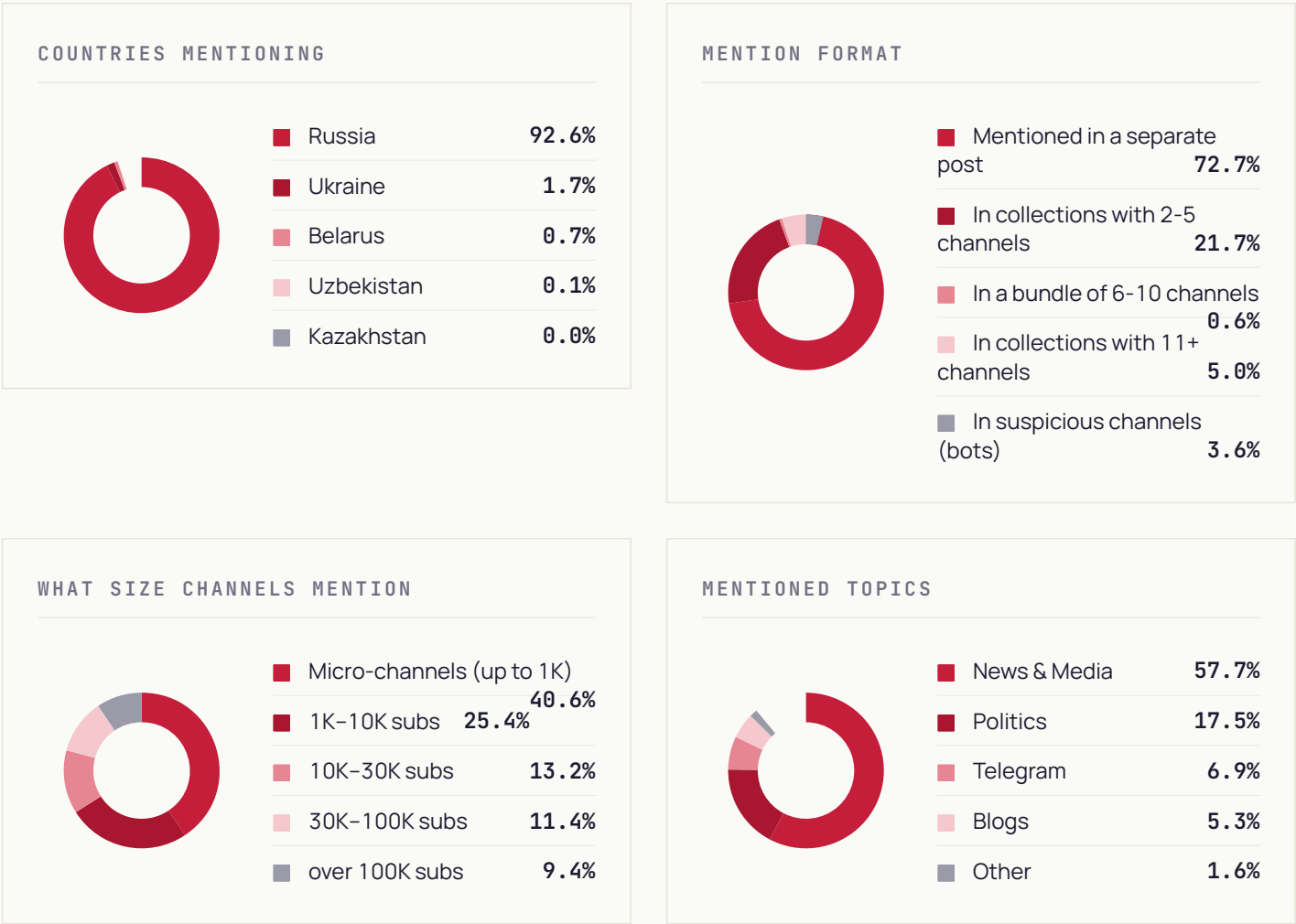
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subscribers.



SECTION 04 · CITATIONS

Who and how mentions the channel

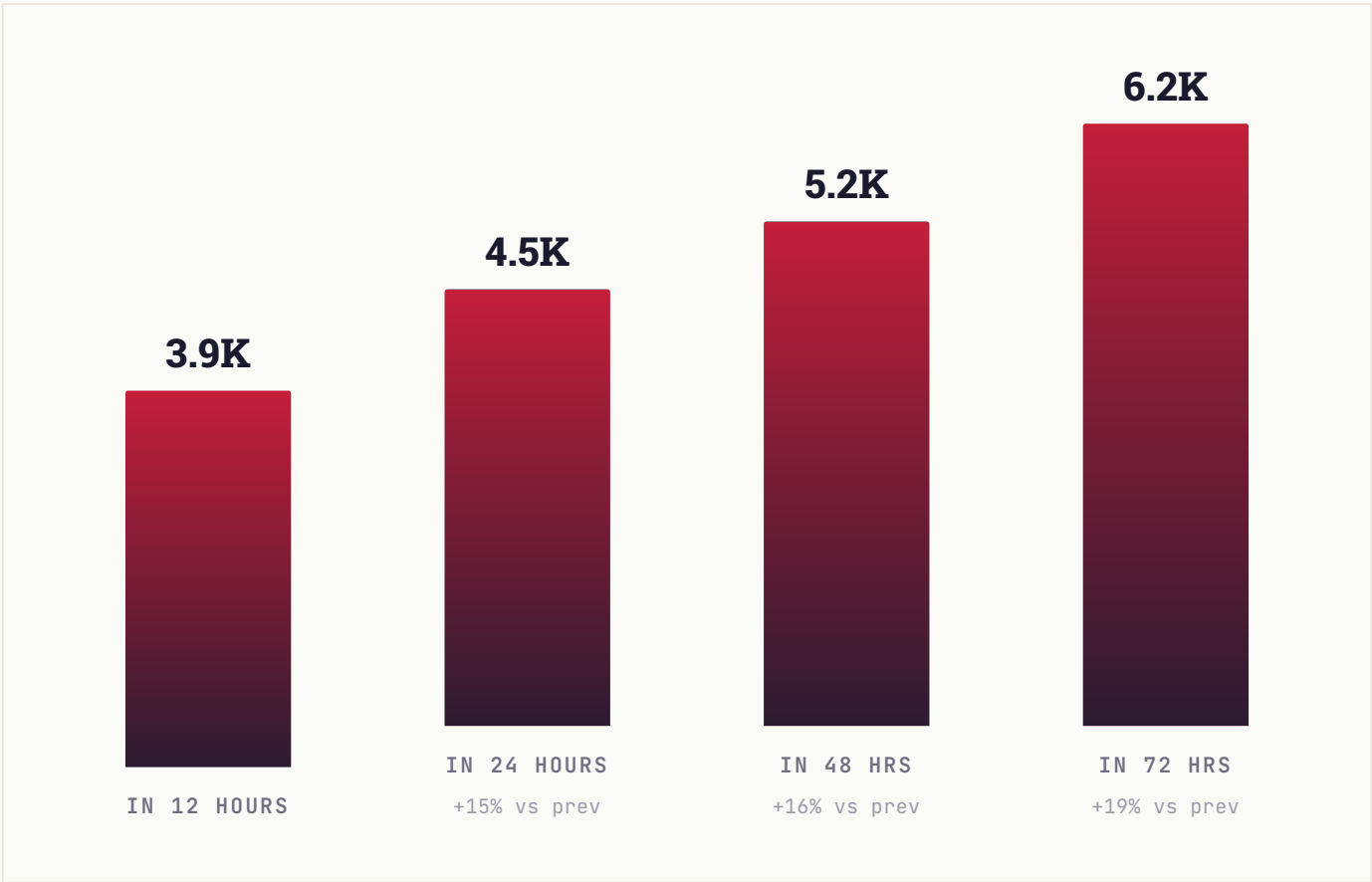
Citation index **4 743** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **11 807** different channels.



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 closest channels by topic and audience. Your channel is highlighted – see where you stand among niche neighbors.

CHANNEL	SUBS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.4M
ک ا کانال اخبارفوری خبرفوری	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 Trukha ⚡ Ukraine	3.1M
36 360.ru YOU	200.4K

COMPARATIVE INSIGHT

Channel not yet outside top 97 of niche – early growth stage. Niche leader – اخبارفوری خبرفوری جنگ امریکا فوری (6M), median top-97: 1.3M. First goal – enter top-97 through systematic traffic and content work.

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 **5 811**, they brought **33 962** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	1 117	261	3 382
December 2025	1 164	277	1 214
Nov 2025	963	285	10 634
Oct 2025	863	232	6 412
Sep 2025	766	245	0
August 2025	938	225	12 320
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS
5 811		6	33 962

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and compared your channel. Gray band — range covering 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 and revisit this report in a month.

01

Best post day of the week — Thursday

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

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.85% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.6pp 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 usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap 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 this done by **PromptPress?**

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

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager