

PUBLIC REPORT PROMTPRESS

Channel audit

Channel 7



@tv7_kaz

Official channel tv7.kz Photos, videos, inquiries - @tv7KzBot 7 арна.
Жетінші арна. 7 канал

SUBSCRIBERS

40 642

-4298 per month

ERR (% SEE POSTS)

9.0%

last day 3.4%

REACH/POST

3.5K

ad reach 1.4K/24h

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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 40 642 —	 SUBS REACH 8.53% avg % subs see post	 VIEWS/POST 3.5K median 3.5K · 29 days	 POSTS/WEEK 28.0 for period
 7D TREND -27.6% vs previous week	 REACTIONS/POST 19.1 only 2,254 reactions, 492 reposts, 435 comments	 POST LENGTH 486 chars. median 472 · 29 days	 POSTS ANALYZED 118 29 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH -4298 last month	 CITATION RATE 9 citation index · 55 channels mentioned all time	 CHANNEL AGE 1 year 11 months created 12.07.2024

AI EDITOR SUMMARY

Channel «Seventh Channel» – 40 642 subs. Each post averages 3.5K people (9% of subs), reach is low – consider expanding audience. Publishes 28 posts per week (~4/day) – active posting. For week Jun 22–28 reach dropped -27.6% by week Jun 15–21 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 118 posts over 29 days.
- 02 Dominant format – Video (87/118 posts).
- 03 Avg post length – 486 chars (median 472).
- 04 Peak audience activity – Monday, 21:00 ALMT.
- 05 Top posts get 3× more views than the weakest (5.7K avg for top vs 1.9K for worst) – among 118 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 12.06 · 15:12 VIDEO Man beats dog with hammer in Akmola region Residents in shock, sharing horrific videos online...	VIEWS 5 902 REPOSTS 4	REACTIONS 39 ER 14.5%
Nº2 05.06 · 12:19 PHOTO Police investigate burned dog case in Boraldai Social media posts show charred dog carcass. Arson...	VIEWS 5 705 REPOSTS 14	REACTIONS 64 ER 14.0%
Nº3 12.06 · 07:03 VIDEO 13 Kazakhs convicted for terrorism in a month KNB reported investigations in April and May. One convict, a resident...	VIEWS 5 638 REPOSTS 2	REACTIONS 9 ER 13.9%

Nº4 05.06 · 15:54 VIDEO Over 30 teens in our country detained for drug distribution since start of year Police say: dubious...	VIEWS 5 583 REPOSTS 7	REACTIONS 19 ER 13.7%
Nº5 05.06 · 10:13 VIDEO 8-year-old boy dies after falling from window of correctional center in Aktau Tragedy occurred in one of Aktau's correctional centers. By...	VIEWS 5 574 REPOSTS 13	REACTIONS 39 ER 13.7%

|

WORST 3

↓ 30.06 · 07:54 PHOTO Head of state: "The international situation, as you know, is worsening, becoming unpredictable, which greatly complicates the prospects...	VIEWS 2 059 REPOSTS 2	REACTIONS 49 ER 5.1%
↓ 30.06 · 06:27 VIDEO Tree fell on people in Almaty region – woman died, child among injured Tree fell on road between village...	VIEWS 1 957 REPOSTS 2	REACTIONS 9 ER 4.8%
↓ 30.06 · 07:35 TEXT 🇰🇿 This convocation's parliament will be remembered for unprecedented productivity of the deputy corps, said President Kassym-Jomart Tokayev at...	VIEWS 1 745 REPOSTS 1	REACTIONS 45 ER 4.3%

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.

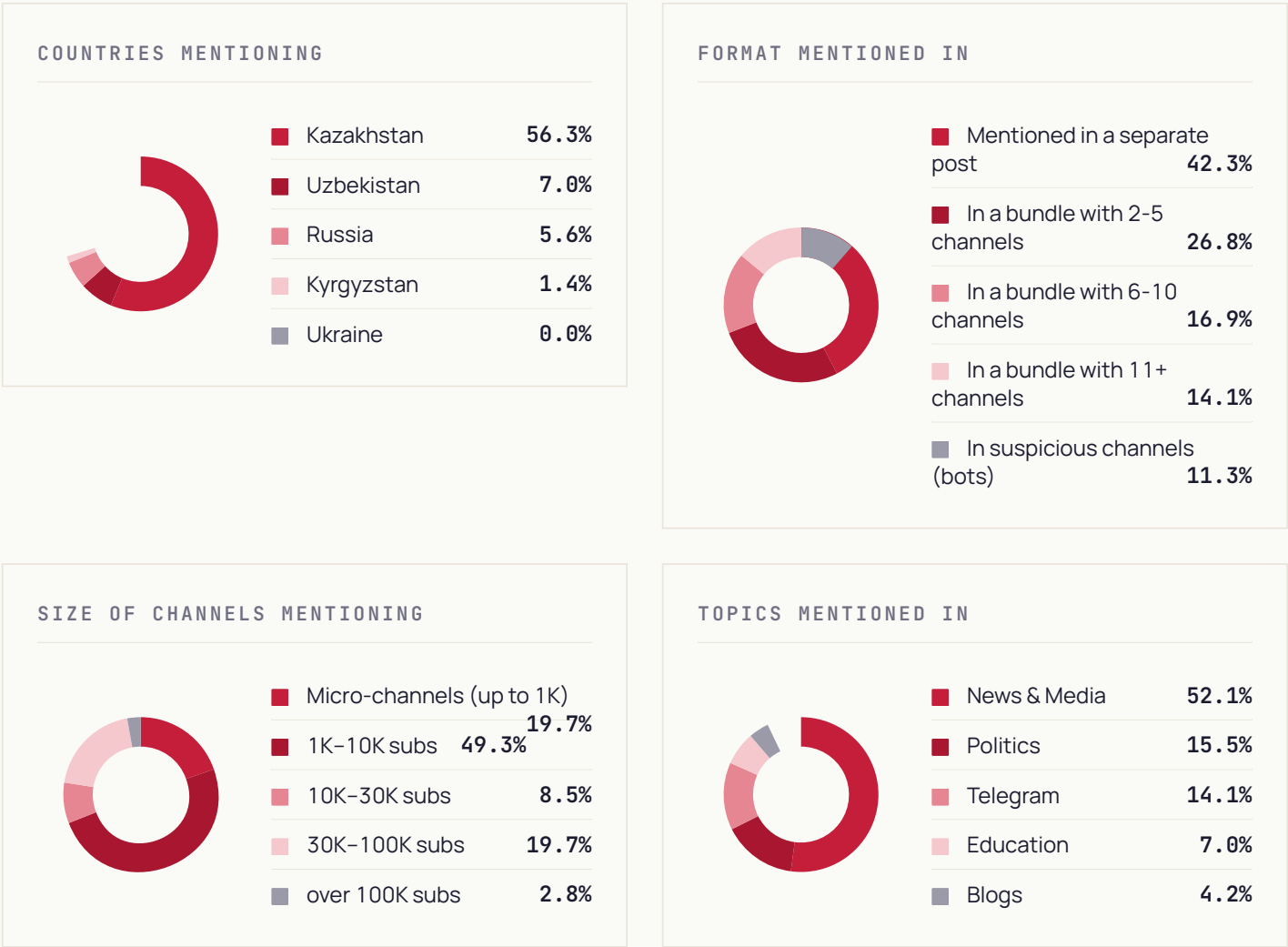


START DATE	NOW	NET GROWTH
5 912	40 642	+34 730

SECTION 04 · MENTIONS

Who mentions the channel and how

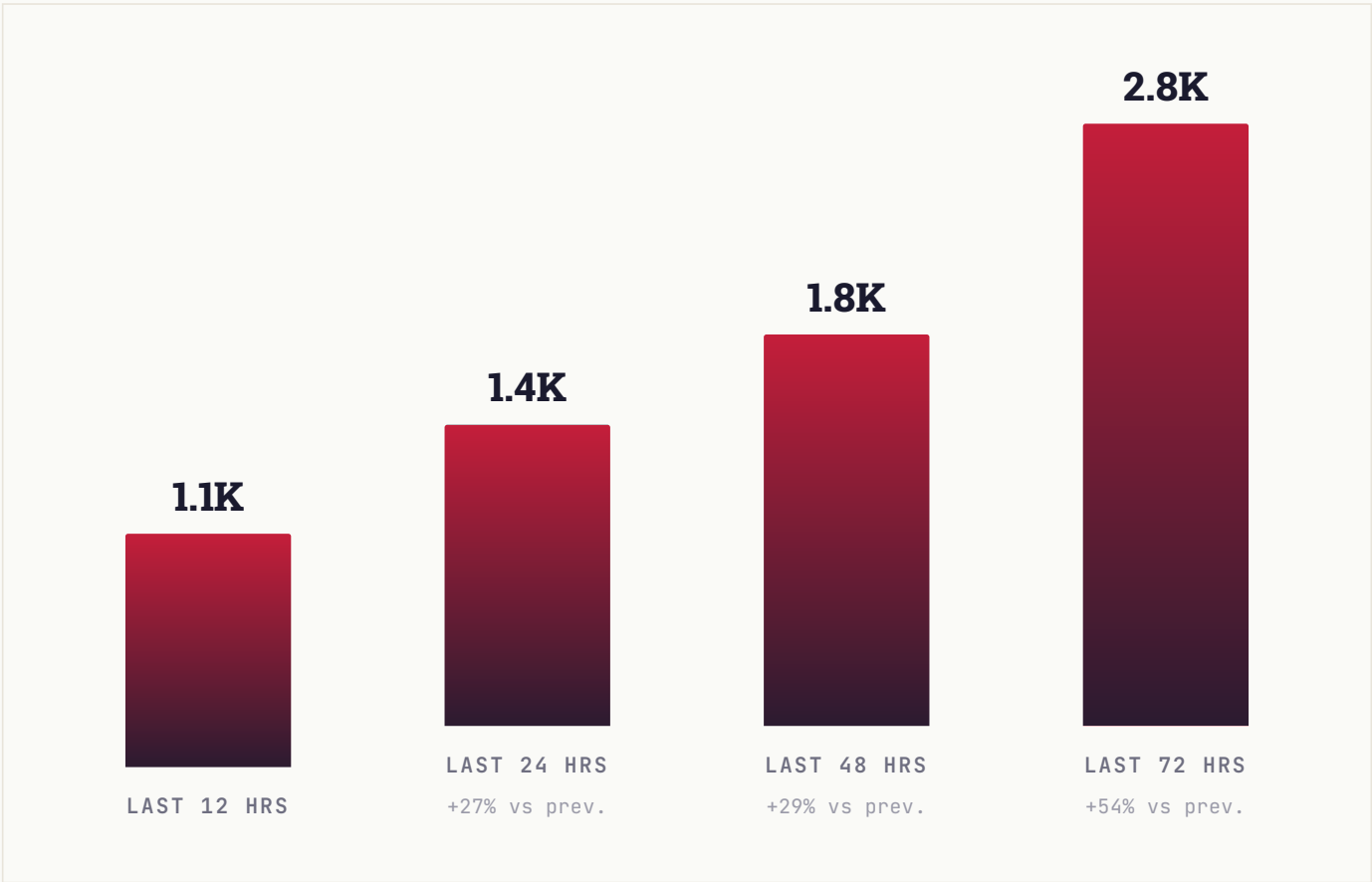
Citation index 9 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **55** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post 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. Highlighted your channel — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan and World News	204.1K
ZN ZTB NEWS - Kazakhstan News	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT NOTKhabar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
SK Channel 7 YOU	40.6K

COMPARATIVE SUMMARY

Channel in upper half of niche (#25 of 99). Niche leader — Dauletten (342.4K), median subs 20.2K. Aim for top quarter — realistic 6-12 month horizon.

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 **20**, they brought **27 614** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	4	3	7 967
December 2025	3	2	2 288
Nov 2025	3	3	2 272
Oct 2025	4	3	5 919
Sep 2025	4	3	5 936
August 2025	2	2	3 232

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
20	6	27 614

— SECTION 08 • NICHE COMPARISON

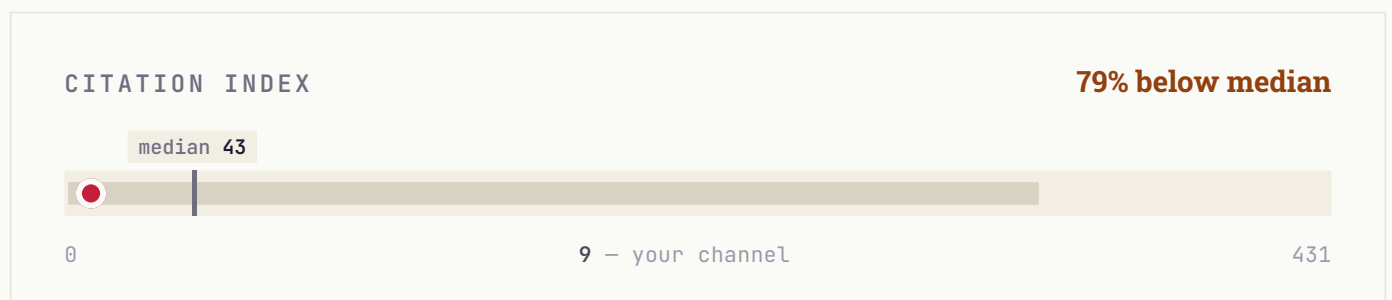
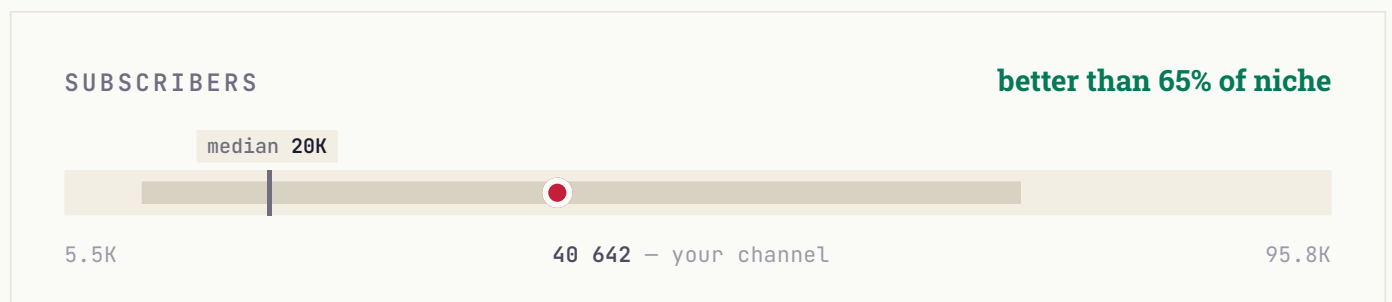
Where the channel ranks in its league

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

#25 /100

RANK IN NICHE

Channel in top 25% — strong position



— 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**

Audience is most active on this day at 21:00 ALMT.

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 finds 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 quarterly with same-segment channels. 2-3 collabs give relevant growth — no need daily.

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 — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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