

PUBLIC REPORT BY PROMTPRESS

Channel audit

TV Rain



@tvrain

Send news, place ads, call in: @raintvbot or news@tvrain.tv Buy new Dozhd merch: branditmax.com Support our work with a donation  e.tvrain.tv/donate_tg Boost...

SUBSCRIBERS

432 014

+640 per month

ERR (% SEE POSTS)

12.0%

per day **10.5%**

REACH/POST

46.5K

ad reach **45.2K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 432 014 —	 SUBS REACH 10.76% avg % of subs see a post	 VIEWS/POST 46.5K median 45.7K · 22 days	 POSTS/DAY 38.1 ~267 per week
 7D TREND +1.4% vs previous week	 REACTIONS/POST 677.4 total 585,930 reactions, 98,750 reposts, 0 comments	 POST LENGTH 724 chars median 765 · 22 days	 POSTS ANALYZED 865 22 days
 AD REACH 45.2K 24h avg	 CHURN / MONTH +640 last month	 CITATION RATE 2 795 citation index · 8,490 channels mentioned it ever	 CHANNEL AGE 10 years 8 months created 25.09.2015

AI EDITOR SUMMARY

Channel "TV Rain" — 432 014 subs. Each post gets avg 46.5K people (11% subs), reach is low — consider expanding audience. Publishes 267 posts per week (~38/day) — very active posting. For week May 25–31 reach stable (+1.4% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on **865** posts over 22 days.
- 02 Dominant format — **Text** (566/865 posts).
- 03 Avg post length — **724** characters (median 765).
- 04 Peak audience activity — **Sat, 02:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (73.5K avg for top vs 37.4K for bottom) — among 865 posts over 22 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 06:44 VIDEO Moscow and region attacked by Ukrainian drones — three dead in Khimki and Mytishchi. 12 injured in Moscow. ☒As a result of a hit...	VIEWS 76 897 REP. 1 891	REACTIONS 1 279 ER 17.8%
Nº2 19.05 · 16:43 TEXT Trump said Xi Jinping «never told» him that Putin might «regret» the invasion of Ukraine The US president...	VIEWS 72 207 REP. 69	REACTIONS 566 ER 16.7%
Nº3 16.05 · 23:00 PHOTO Bulgaria won Eurovision 2026 Winner: singer Dara with Bangaranga. ☒Second: Noam Betan from Israel with...	VIEWS 71 414 REP. 240	REACTIONS 1 382 ER 16.5%

Nº4 04.06 · 18:29 TEXT ✉️ "I propose a meeting." Zelenskyy wrote an open letter to Putin Published on the Ukrainian president's website. "I propose you...	VIEWS 69 967 REP. 1 107	REACTIONS 3 647 ER 16.2%
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Nº5 24.05 · 08:39 PHOTO 🏢 Ukraine's Foreign Ministry building damaged for first time since WWII Foreign Minister Andrii Sybiha wrote on X about...	VIEWS 69 429 REP. 237	REACTIONS 1 126 ER 16.1%
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WORST 3

↓ 21.05 · 14:17 TEXT 🗣️ Putin says Russia has no intention of «getting drawn into an arms race» He stated this while commenting on joint exercises with Belarus...	VIEWS 37 681 REP. 24	REACTIONS 833 ER 8.7%
↓ 21.05 · 12:20 PHOTO 👤 One of Russia's most wanted serial killers hid in Belarus for ten years, building a writing career under a new name. For...	VIEWS 37 606 REP. 386	REACTIONS 806 ER 8.7%
↓ 21.05 · 15:26 VIDEO 🎤 Don't miss the exclusive recording of Kasta's 2023 Berlin concert. Here's how the band remembers it...	VIEWS 36 917 REP. 20	REACTIONS 301 ER 8.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

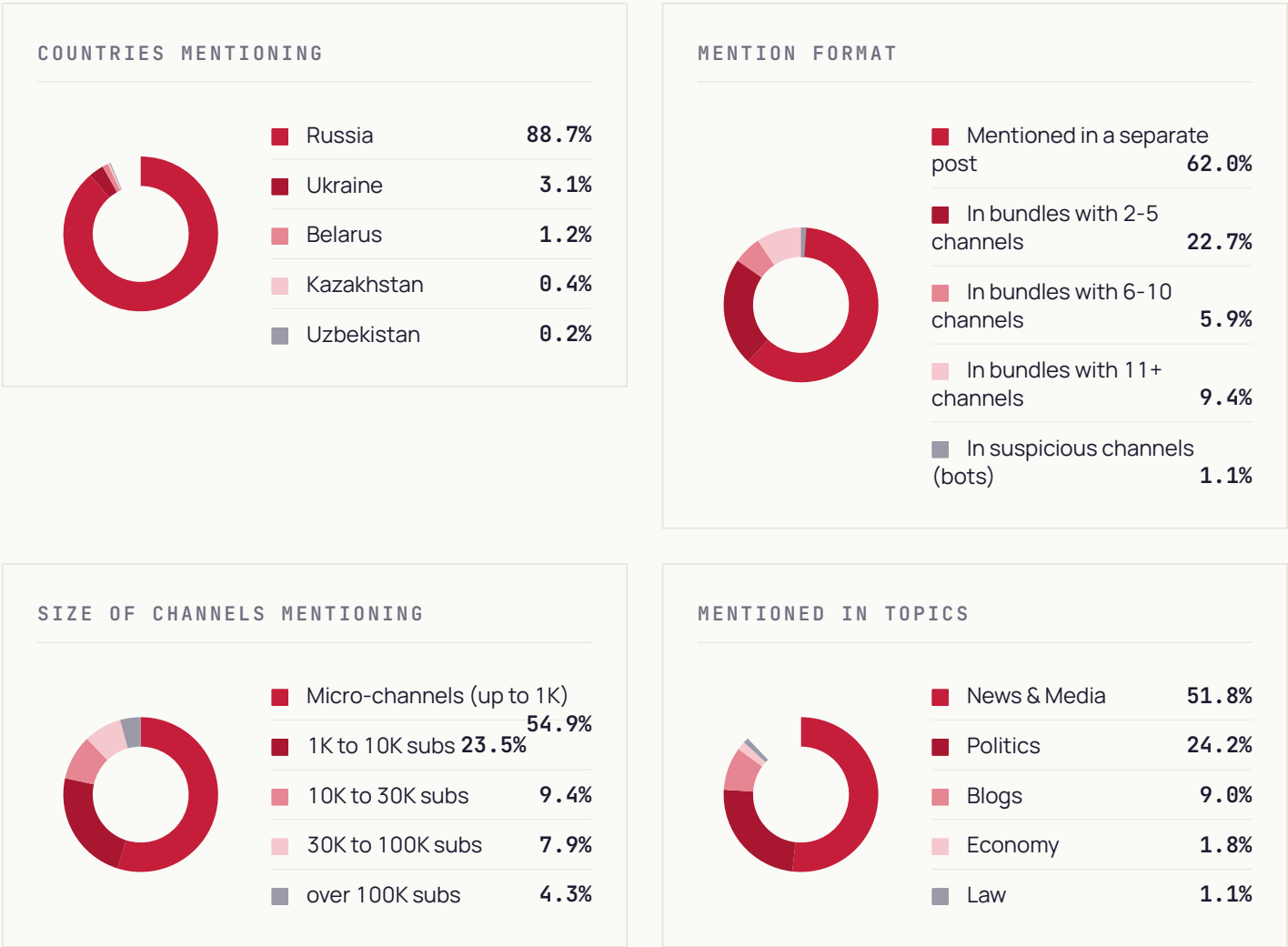
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

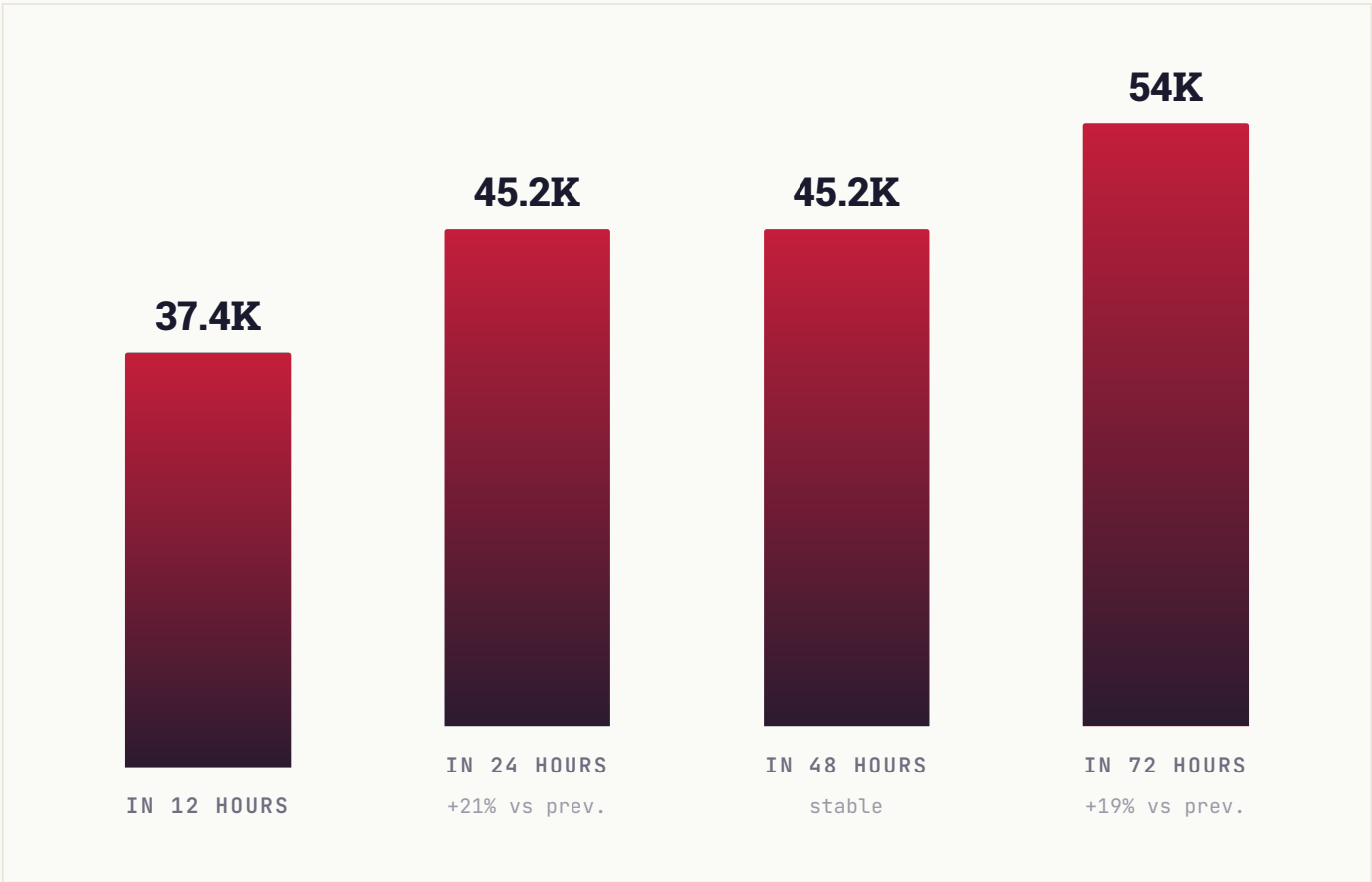
Citation index **2 795** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **8 490** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over 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 peers.

CHANNEL	SUBSCRIBERS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
CP Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
TD TV Rain YOU	432K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#97 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live • News (4.1M).

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 **3 856**, they brought **2 622** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	789	186	0	
November 2025	735	174	172	
October 2025	784	165	70	
Sep 2025	600	179	787	
August 2025	517	189	1 238	
July 2025	431	169	355	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
3 856	6	2 622

— 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 for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#86/100

POSITION IN NICHE

Channel in bottom half of ranking

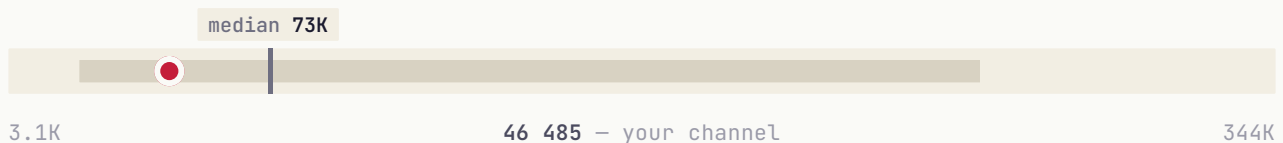
SUBSCRIBERS

49% below median



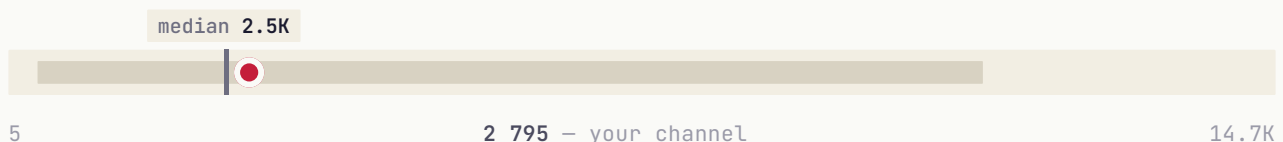
AVG REACH / POST

36% below median



CITATION INDEX

better than 51% of niche



— 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 Saturday

Audience is most active on this day at 02:00 MSK.

IMPACT

**Best window
for important
post**

02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

IMPACT

**Video retains
audience
better**

03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

IMPACT

**+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 is an easy win.

IMPACT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

IMPACT

**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 hit your growth target 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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