

PROMTPRESS PUBLIC REPORT

Channel audit

VESTI



@vestiru

All Russia & world news from VGTRK editors & authors Site: <https://www.vesti.ru> Editorial email: info@vesti.ru Registered in RKN registry:...

SUBSCRIBERS

164 868

-34 per month

ERR (% SEE POSTS)

6.0%

per day 3.5%

REACH/POST

7.7K

ad reach 5.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 164 868 —	 SUBS REACH 4.68% avg % subs see post	 VIEWS/POST 7.7K median 6.8K · 7 days	 POSTS/DAY 121.6 ~851 per week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 339 chars. median 283 · 7 days	 POSTS ANALYZED 951 7 days
 AD REACH 5.7K 24h avg	 CHURN / MONTH -34 last month	 QUOTE RATE 2 812 citation index · 9 006 channels mentioned all time	 CHANNEL AGE 10 years 7 months created 14.12.2015

AI EDITOR SUMMARY

Channel «VESTI» — 164 868 subs. Each post averages 7.7K people (5% of subs), reach is low — consider expanding audience. Publishes 851 posts/week (~122/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 951 posts in 7 days.
- 02 Dominant format — Text (616/951 posts).
- 03 Avg post length — 339 chars (median 283).
- 04 Peak audience activity — Sunday, 13:00 MSK.
- 05 Top posts get 17x more views than the weakest (84.9K avg for top vs 4.9K for worst) — among 951 posts in 7 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 10.07 · 18:03 VIDEO ⚡ FSB and CIA were preparing a joint elimination of Osama bin Laden by agreement of the presidents of Russia and the USA, said Nikolai Patrushev in...	VIEWS 126 922 REPOSTS 984	REACTIONS — ER 77.0%
Nº2 12.07 · 10:51 VIDEO ⚡⚡⚡⚡ First video of combat use of the "Banderol" missile from the "Inokhodets" UAV has appeared. The footage was shown by Vladimir Solovyov, reports IS...	VIEWS 78 572 REPOSTS 193	REACTIONS — ER 47.7%
Nº3 08.07 · 13:42 PHOTO ⚡⚡⚡⚡ License for Patriot, conversation with Putin and attacks on refineries: Trump's main statements on Ukraine at meeting with Zelensky in Ankara. ▲ ...	VIEWS 49 256 REPOSTS 129	REACTIONS — ER 29.9%

Nº4 09.07 · 06:00 VIDEO ⚡ "For three months I was stalking. I understood, according to Dmitry, that this is some not very good person": FSB...	VIEWS 31 824 REPOSTS 133	REACTIONS — ER 19.3%
Nº5 08.07 · 15:40 VIDEO ⚡⚡⚡⚡ "Please make decisions more quickly": Vladimir Putin ordered to accelerate decision-making on stabilizing the fuel market in...	VIEWS 30 932 REPOSTS 36	REACTIONS — ER 18.8%

|

WORST 3

↓ 08.07 · 09:57 TEXT IOC's decision to reinstate the Russian Olympic Committee is an important step toward restoring the legal rights of Russian...	VIEWS 4 953 REPOSTS —	REACTIONS — ER 3.0%
↓ 08.07 · 09:59 VIDEO Russia repeatedly warned Turkey about Kyiv's attempts to attack infrastructure linked to gas transit via Blue Stream and...	VIEWS 4 936 REPOSTS 7	REACTIONS — ER 3.0%
↓ 08.07 · 10:06 TEXT Flight restrictions lifted at Ufa and Bugulma airports, says Rosaviatsia.	VIEWS 4 722 REPOSTS —	REACTIONS — ER 2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

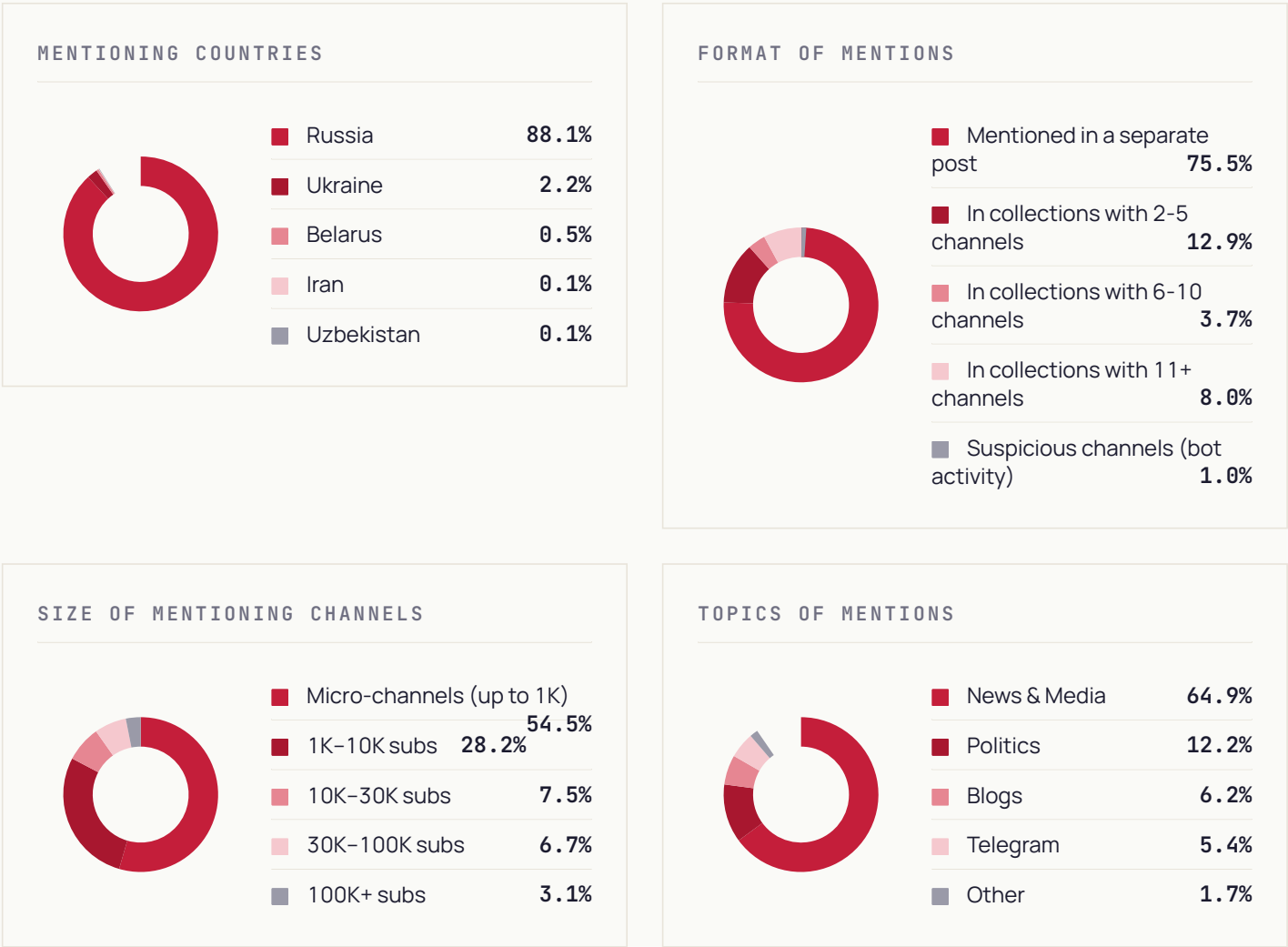
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months gained or lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

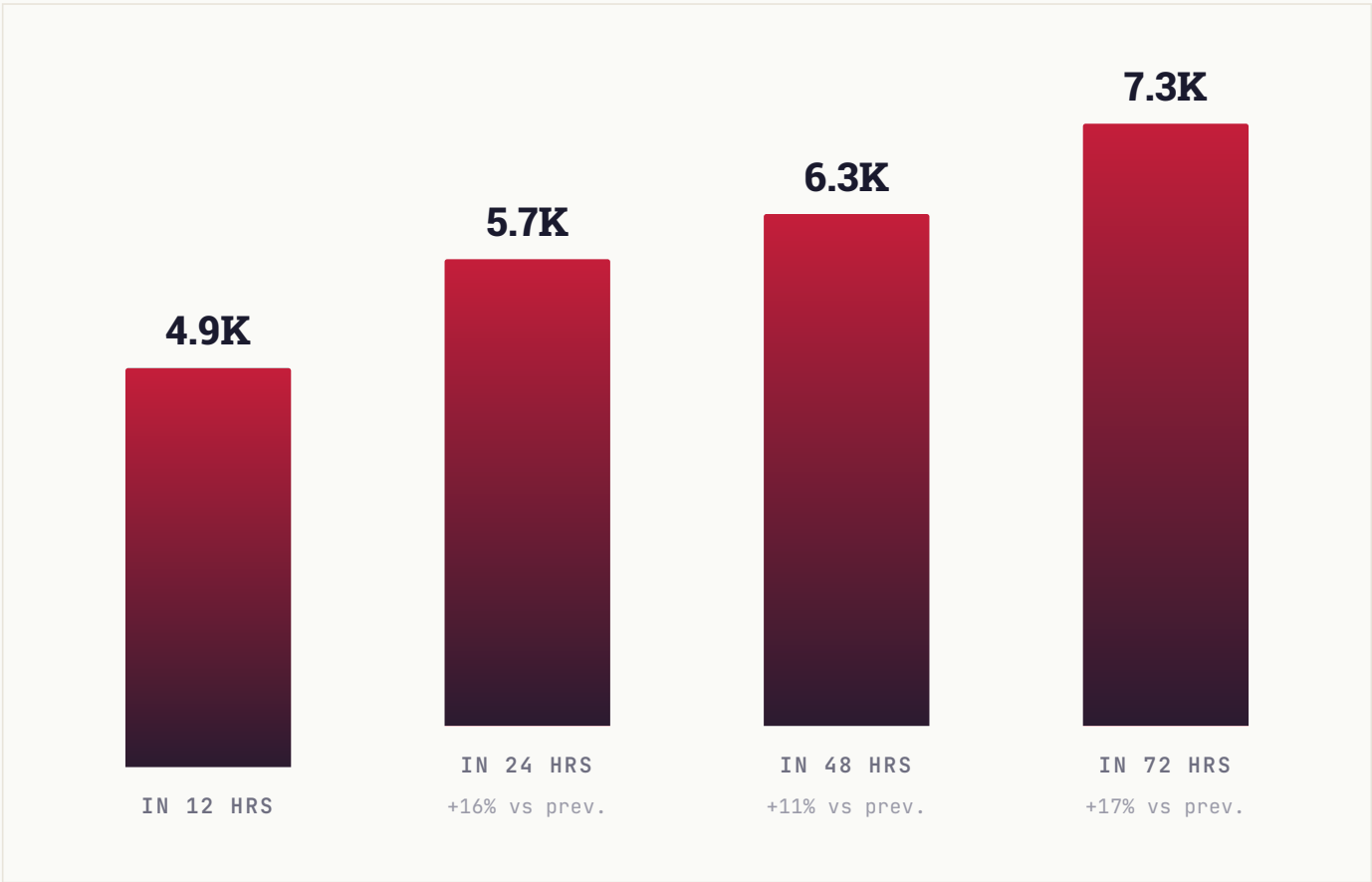
Citation index **2 812** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel was mentioned **9 006** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 • COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

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 Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trash ⚡ Ukraine	3.1M
VE VESTI YOU	164.9K

COMPARATIVE CONCLUSION

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

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 **8 427**, they brought **5 650** new subs.

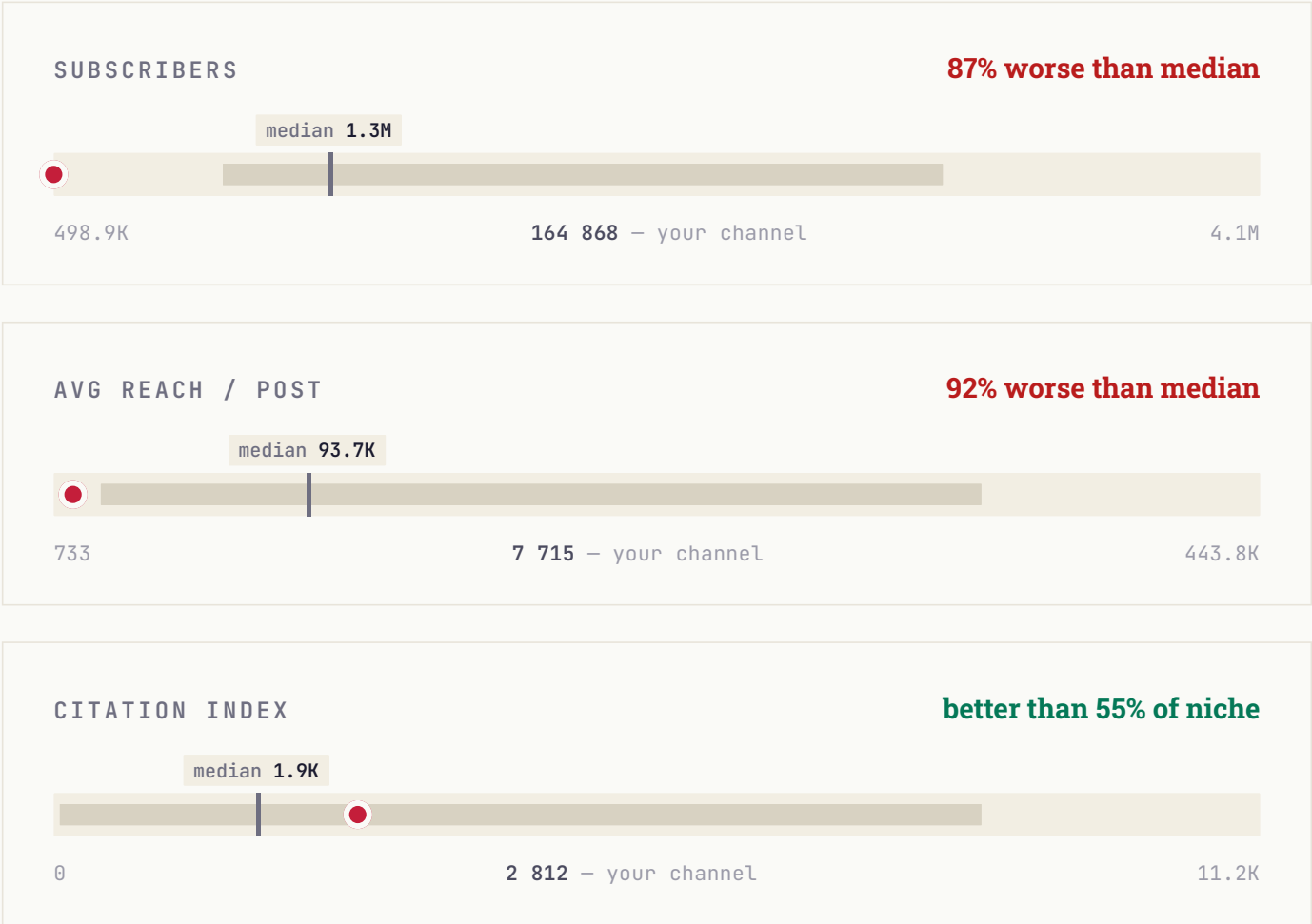
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	1 599	611	884	
December 2025	1 650	505	311	
Nov 2025	1 268	450	351	
Oct 2025	1 325	598	346	
Sep 2025	1 383	629	990	
August 2025	1 202	438	2 768	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
8 427	6	5 650

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in «News & Media» (Russia) and compared your channel against them. Gray band — range where 80% of niche channels fall (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

Top post of the week — Sunday

Best time: this day at 1:00 PM MSK — audience most active.

EFFECT

**Best window
for important
posts**

02

ER below niche benchmark — rethink formats

Current ER 4.68% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.8pp ER

03

System traffic buy

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 typically boost ER by +5-15%. One poll per week on a hot topic is an 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 us to do this **PromptPress?**

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

01 **Launch Telegram ads** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
