

PUBLIC REPORT BY PROMTPRESS

Channel audit

The Village

Kazakhstan



@villagekazakhstan

People, places, events. We tell urban stories through ordinary people and help you live better. For ads: adv@the-village.kz

SUBSCRIBERS

14 213

-136 per month

ERR (% SEE POSTS)

9.0%

per day 7.8%

REACH/POST

1.2K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 14 213 —	 SUBS REACH 8.75% avg % of subs see post	 VIEWS/POST 1.2K median 1.3K · 29 days	 POSTS/WEEK 47.2 over period
 7D TREND -3.9% vs previous week	 REACTIONS/POST 22.1 total 4,327 reactions, 1,114 reposts, 0 comments	 POST LENGTH 676 chars median 678 · 29 days	 POSTS ANALYZED 196 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -136 last month	 CITATION RATE 107 citation index · 436 channels mentioned all time	 CHANNEL AGE 8 years 9 months created 05.09.2017

AI EDITOR SUMMARY

Channel «The Village Kazakhstan🇰🇵» — 14 213 subs. Each post averages 1.2K people (9% of subs), reach is low — consider expanding audience. Publishes 47 posts per week (~7/day) — active posting. For week Jun 22–28 reach stable (-3.9% vs week Jun 15–21).

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **196** posts over 29 days.
- 02 Dominant format – **Text** (178/196 posts).
- 03 Avg post length – **676** chars (median 678).
- 04 Peak audience activity – **Friday, 19:00 ALMT**.
- 05 Top posts get **2×** more views than the weakest (1.6K avg for top vs 998 for worst) – among 196 posts in 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 19.06 · 11:53 TEXT In early June, the Unified Accumulative Pension Fund published new minimum sufficiency thresholds (PMD) for 2026. For...	VIEWS 1 687 REPOSTS 3	REACTIONS 8 ER 11.9%
Nº2 05.06 · 14:47 TEXT Muse released a video shot in Kazakhstan On June 5, the British rock band Muse dropped a new music video on YouTube. The single...	VIEWS 1 669 REPOSTS 44	REACTIONS 35 ER 11.7%
Nº3 15.06 · 13:28 TEXT Organizers of Kizdar net site detained Alleged organizers of Kizdar net, which since 2011 hosted ads for paid...	VIEWS 1 536 REPOSTS 19	REACTIONS 32 ER 10.8%

Nº4 21.06 · 06:05 TEXT Woman fined in Almaty after supermarket scandal Incident occurred at a Small store. According to published...	VIEWS 1 523 REPOSTS 5	REACTIONS 40 ER 10.7%
Nº5 16.06 · 06:34 TEXT Kizdar net organizers earned ~500M tenge/month Alleged organizers of Kizdar net monthly...	VIEWS 1 520 REPOSTS 28	REACTIONS 20 ER 10.7%

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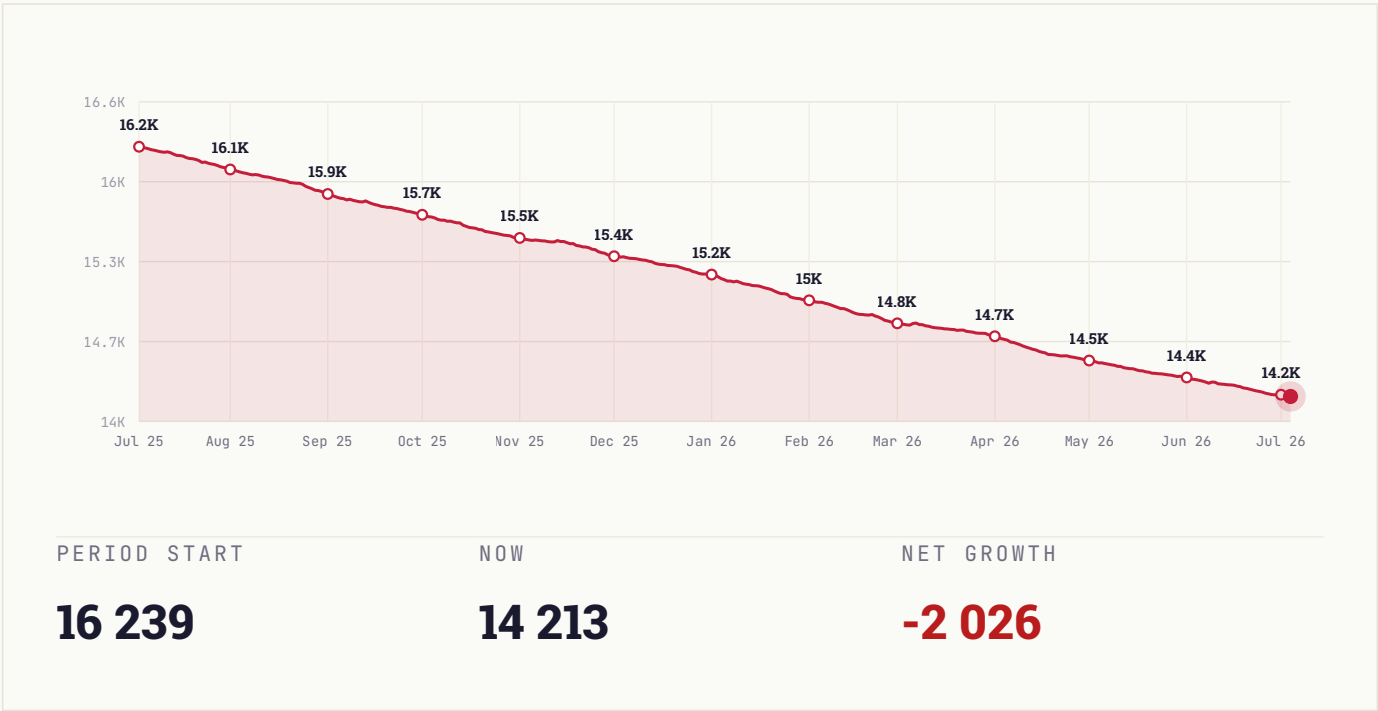
WORST 3

↓ 16.06 · 08:03 TEXT Two reservoirs in eastern country on verge of failure Two major reservoirs – Uydene and... – are in emergency condition.	VIEWS 1 006 REPOSTS 1	REACTIONS 9 ER 7.1%
↓ 05.06 · 10:49 TEXT Almaty residents invited to Kunzharyq solo concert On June 13, indie-rock band Kunzharyq will perform a solo concert at Central StandUp Almaty...	VIEWS 999 REPOSTS —	REACTIONS 15 ER 7.0%
↓ 05.06 · 06:23 TEXT Chess player Bibisara Assaubayeva won Norway Chess Women 2026 early She secured first place a round before the end...	VIEWS 991 REPOSTS 1	REACTIONS 37 ER 7.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

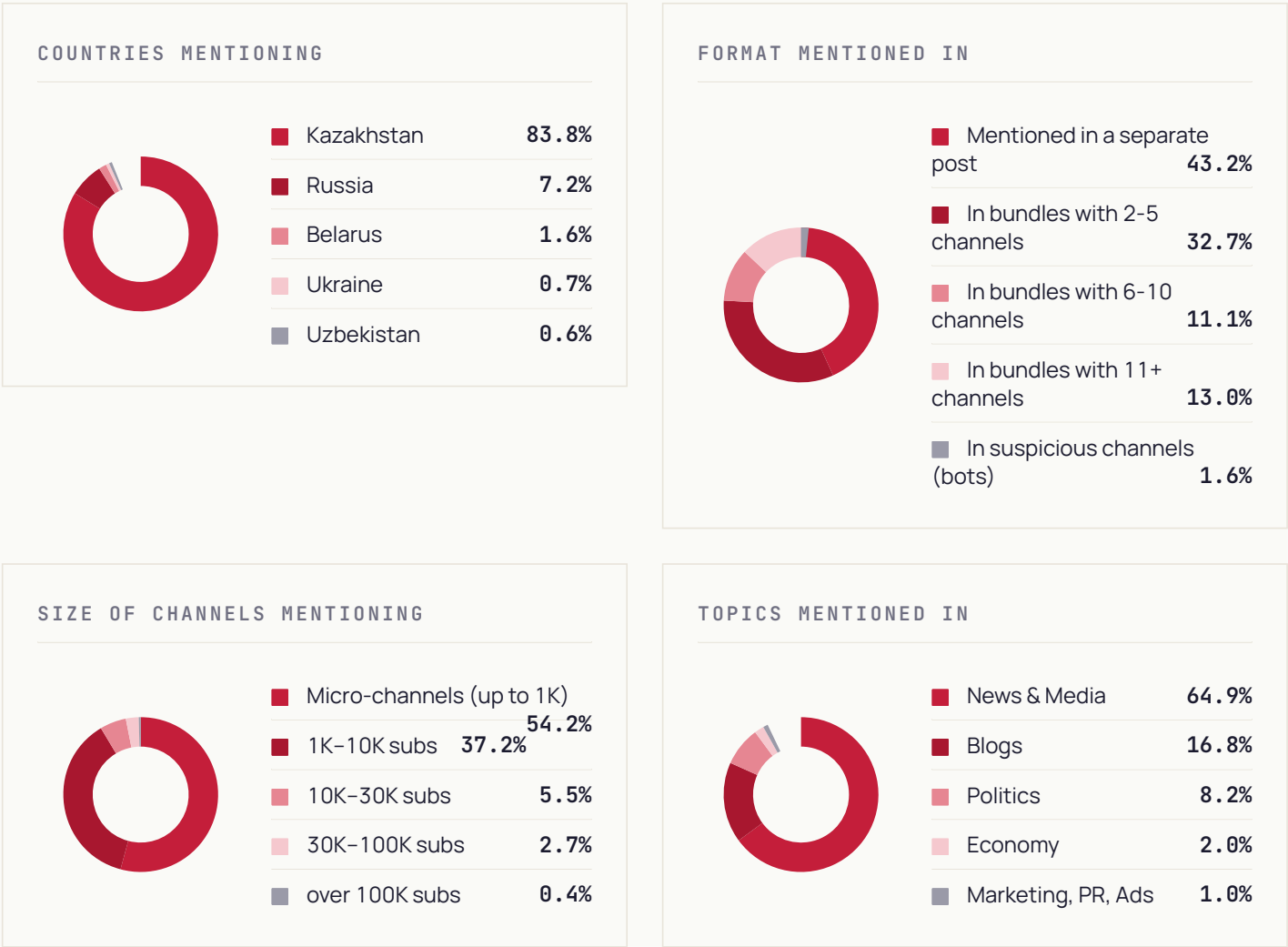
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

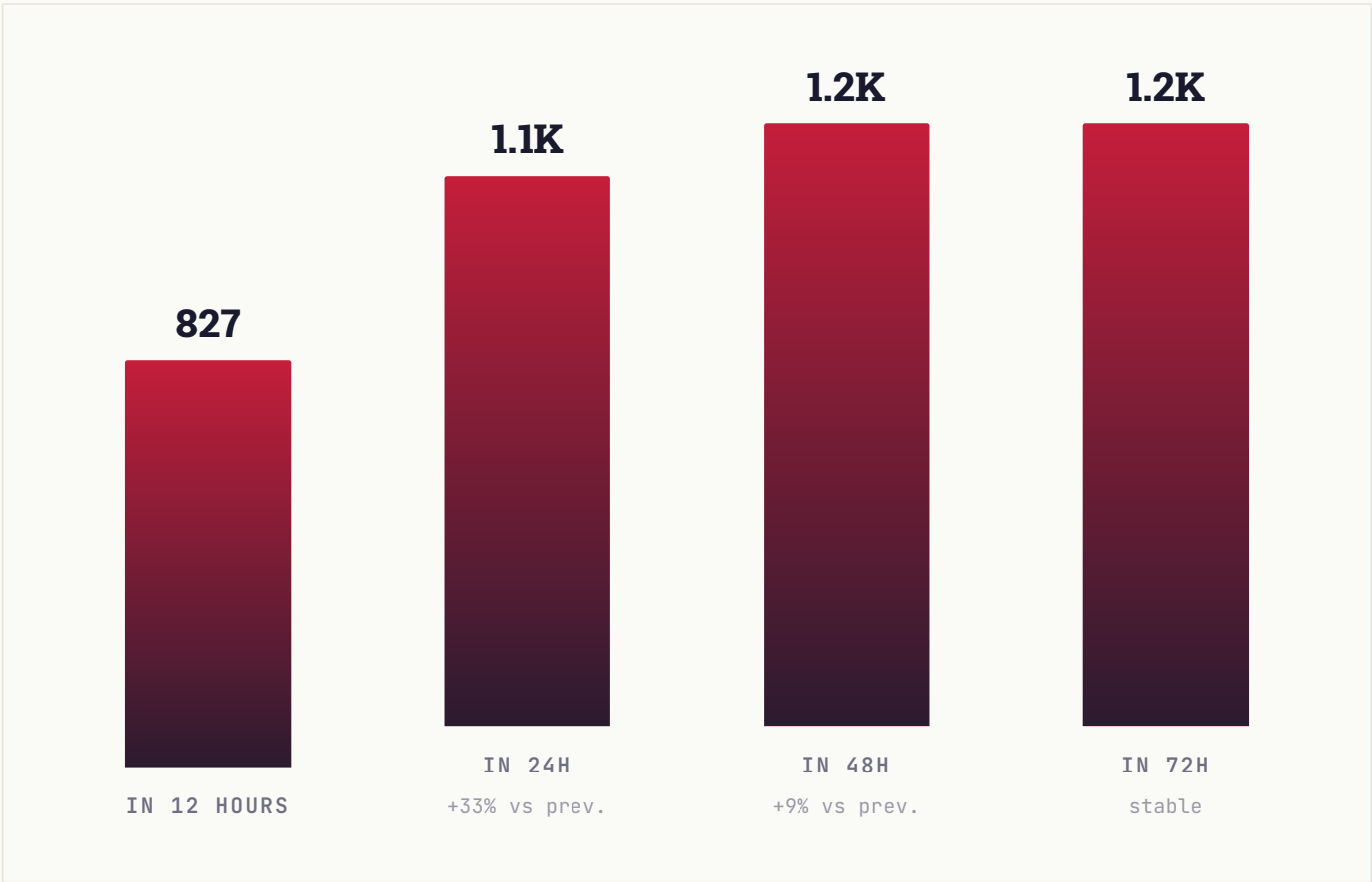
Citation index **107** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned **436** different channels.



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and world	204.1K
ZN ZTB NEWS - News of Kazakhstan	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT NOT Khabar	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
TV The Village Kazakhstan🇰🇿 YOU	14.2K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#74 of 99). Niche median — 20.2K subs. First growth KPI — reach median. Leader: Dauletten (342.4K).

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 **12**, they brought **43** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	2	2	8	
December 2025	6	3	2	
November 2025	2	2	15	
October 2025	0	0	1	
Sep 2025	0	0	15	
August 2025	2	1	2	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
12	6	43

SECTION 08 · NICHE COMPARISON

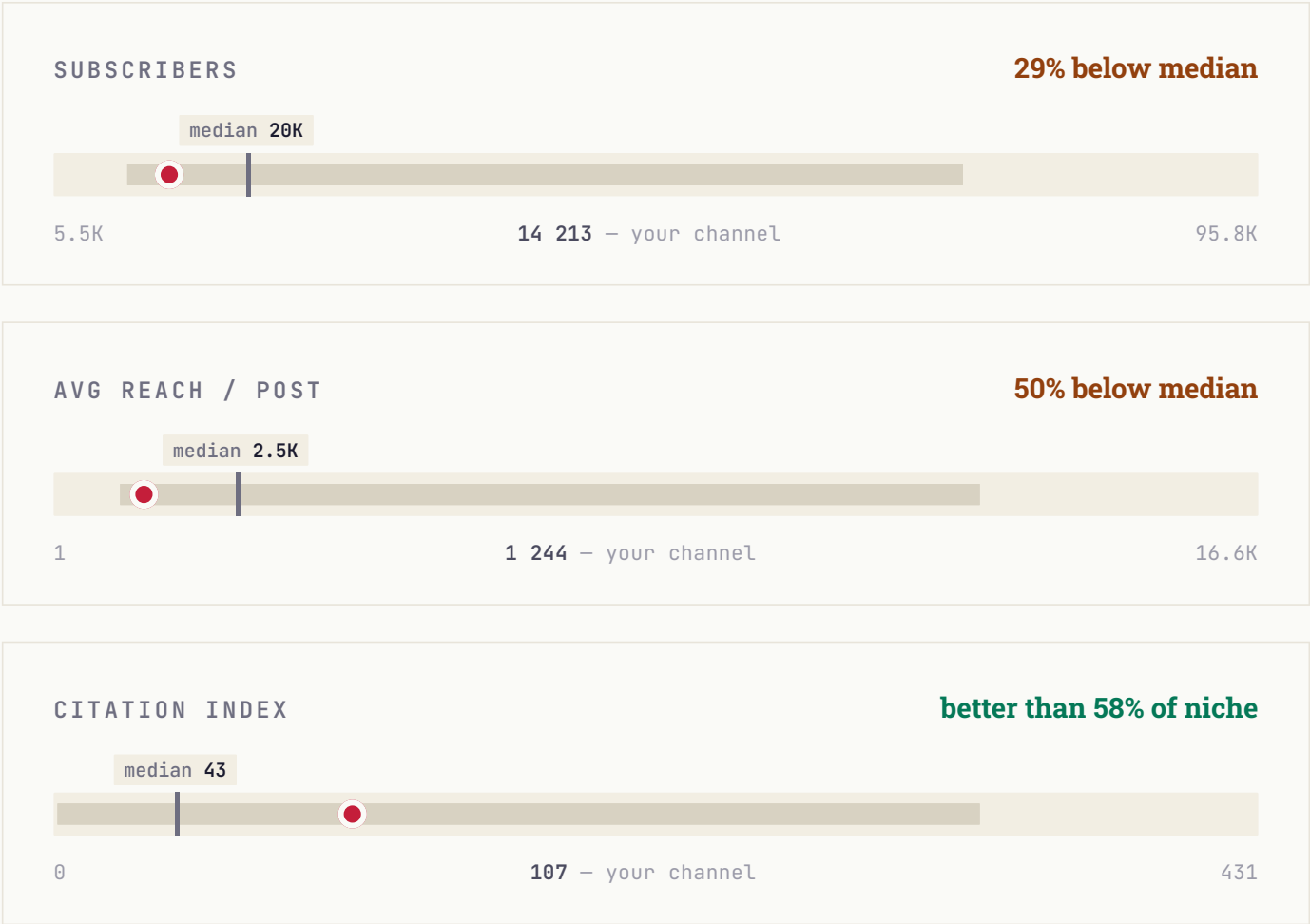
Where channel stands in its league

Top-100 channels in category «News & Media» and compared your channel against them. Gray bar — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#74/100

RANK IN NICHE

Channel in bottom half of ranking



— 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

Main post of the week — on Friday

Audience is most active on this day at 19:00 ALMT.

EFFECT

**Best window
for important
posts**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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 — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. Not 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 a few minutes from public data.
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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