

PROMTPRESS PUBLIC REPORT

# Channel audit

## Virtual Brest News



@virtualbrestnews

Brest news & more ☺ Send info: @virtualbrest\_bot Ads: @shinhello  
Marketplace: @dobrabrest Help Brest: @pomogi\_brestu\_bot

SUBS

**16 059**

+83 per month

ERR (% SEE POSTS)

**17.0%**

daily 17.4%

REACH/POST

**2.6K**

ad reach 2.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

|                                                                                                                                                           |                                                                                                                                                                                                          |                                                                                                                                                                                                    |                                                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBS</div><div>16 059</div><div>—</div></div>                 | <div><div> SUB REACH</div><div>16.5%</div><div>avg % subs see post</div></div>                                          | <div><div> VIEWS/POST</div><div>2.6K</div><div>median 2.7K · 11 days</div></div>                                  | <div><div> POSTS/DAY</div><div>80.0</div><div>~560 per week</div></div>                     |
| <div><div> 7D TREND</div><div>—</div><div>no data for period</div></div> | <div><div> REACTIONS/POST</div><div>9.0</div><div>total 8,069<br/>reactions, 3,320<br/>reposts, 77 comments</div></div> | <div><div> POST LENGTH</div><div>359 chars.</div><div>median 313 · 11 days</div></div>                            | <div><div> POSTS ANALYZED</div><div>897</div><div>11 days</div></div>                       |
| <div><div> AD REACH</div><div>2.8K</div><div>24h avg</div></div>        | <div><div> CHURN / MONTH</div><div>+83</div><div>last month</div></div>                                                | <div><div> CITATION RATE</div><div>81</div><div>citation index · 203<br/>channels mentioned<br/>ever</div></div> | <div><div> CHANNEL AGE</div><div>6 years 8 months</div><div>created 27.09.2019</div></div> |

AI EDITOR SUMMARY

Channel «Virtual Brest News» — 16 059 subs. Each post avg views 2.6K people (17% of subs), this is avg reach — room to grow. Publishes 560 posts/week (~80/day) — very active posting.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **897** posts over 11 days.
- 02 Dominant format – **Photo** (798/897 posts).
- 03 Avg post length – **359** chars (median 313).
- 04 Peak audience activity – **Tue, 21:00 MSK**.
- 05 Strongest posts get **×1** more views than the weakest (3.3K avg top vs 2.4K worst) – among 897 posts over 11 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                       |                                                                 |                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>31.05 · 16:35</div><div>PHOTO</div></div> <div>In Australia, a plant thought extinct for almost 60 years found again <a href="https://virtualbrest.ru/news183678.php">https://virtualbrest.ru/news183678.php</a> In Australia, again...</div> | <div>VIEWS</div> <div>3 308</div> <div>REP.</div> <div>3</div>  | <div>REACTIONS</div> <div>16</div> <div>ER</div> <div>20.6%</div> |
| <div><div>Nº2</div><div>31.05 · 17:55</div><div>PHOTO</div></div> <div>Baranovichi footballers beat Vitebsk in Belarus championship <a href="https://virtualbrest.ru/news183679.php">https://virtualbrest.ru/news183679.php</a> Top league teams...</div>             | <div>VIEWS</div> <div>3 300</div> <div>REP.</div> <div>1</div>  | <div>REACTIONS</div> <div>22</div> <div>ER</div> <div>20.5%</div> |
| <div><div>Nº3</div><div>02.06 · 18:30</div><div>PHOTO</div></div> <div>Belarus native Roman Hoffman heads "Mossad" <a href="https://virtualbrest.ru/news183862.php">https://virtualbrest.ru/news183862.php</a> Major General, formerly...</div>                       | <div>VIEWS</div> <div>3 260</div> <div>REP.</div> <div>11</div> | <div>REACTIONS</div> <div>28</div> <div>ER</div> <div>20.3%</div> |

|                                                                                                                                                                                                                                                                                                                |                                                                |                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>31.05 · 19:50</div><div>PHOTO</div></div> <div><div>In Czechia, bus with foreigners in accident, injuries ☒ <a href="https://virtualbrest.ru/news183680.php">https://virtualbrest.ru/news183680.php</a> Bus with foreign...</div></div>                                                | <div>VIEWS</div> <div>3 256</div> <div>REP.</div> <div>1</div> | <div>REACTIONS</div> <div>8</div> <div>ER</div> <div>20.3%</div> |
| <div><div>Nº5</div><div>31.05 · 16:10</div><div>PHOTO</div></div> <div><div>Why the dollar stopped falling and what will happen to the exchange rate in summer ☒ <a href="https://virtualbrest.ru/news183677.php">https://virtualbrest.ru/news183677.php</a> The dollar was falling but stopped...</div></div> | <div>VIEWS</div> <div>3 252</div> <div>REP.</div> <div>3</div> | <div>REACTIONS</div> <div>3</div> <div>ER</div> <div>20.3%</div> |

|

WORST 3

|                                                                                                                                                                                                                                                                                  |                                                                |                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>01.06 · 10:30</div><div>PHOTO</div></div> <div><div>Road work on July 28 bridge, be careful! ☒ More news: ☒ <a href="https://virtualbrest.ru">https://virtualbrest.ru</a> ☒...</div></div>                                                                 | <div>VIEWS</div> <div>2 383</div> <div>REP.</div> <div>3</div> | <div>REACTIONS</div> <div>5</div> <div>ER</div> <div>14.8%</div> |
| <div><div>↓</div><div>01.06 · 10:30</div><div>PHOTO</div></div> <div><div>Chinese man set fire to poplar fluff along the road: 20 new cars burned ☒ <a href="https://virtualbrest.ru/news183724.php">https://virtualbrest.ru/news183724.php</a> Zero-mileage cars...</div></div> | <div>VIEWS</div> <div>2 378</div> <div>REP.</div> <div>7</div> | <div>REACTIONS</div> <div>8</div> <div>ER</div> <div>14.8%</div> |
| <div><div>↓</div><div>29.05 · 12:51</div><div>PHOTO</div></div> <div><div>Work is underway on Moskovskaya at the pocket from Pionerskaya, be careful! ☒ More news here: ☒ <a href="https://virtualbrest.ru">https://virtualbrest.ru</a> ☒...</div></div>                         | <div>VIEWS</div> <div>2 359</div> <div>REP.</div> <div>2</div> | <div>REACTIONS</div> <div>3</div> <div>ER</div> <div>14.7%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

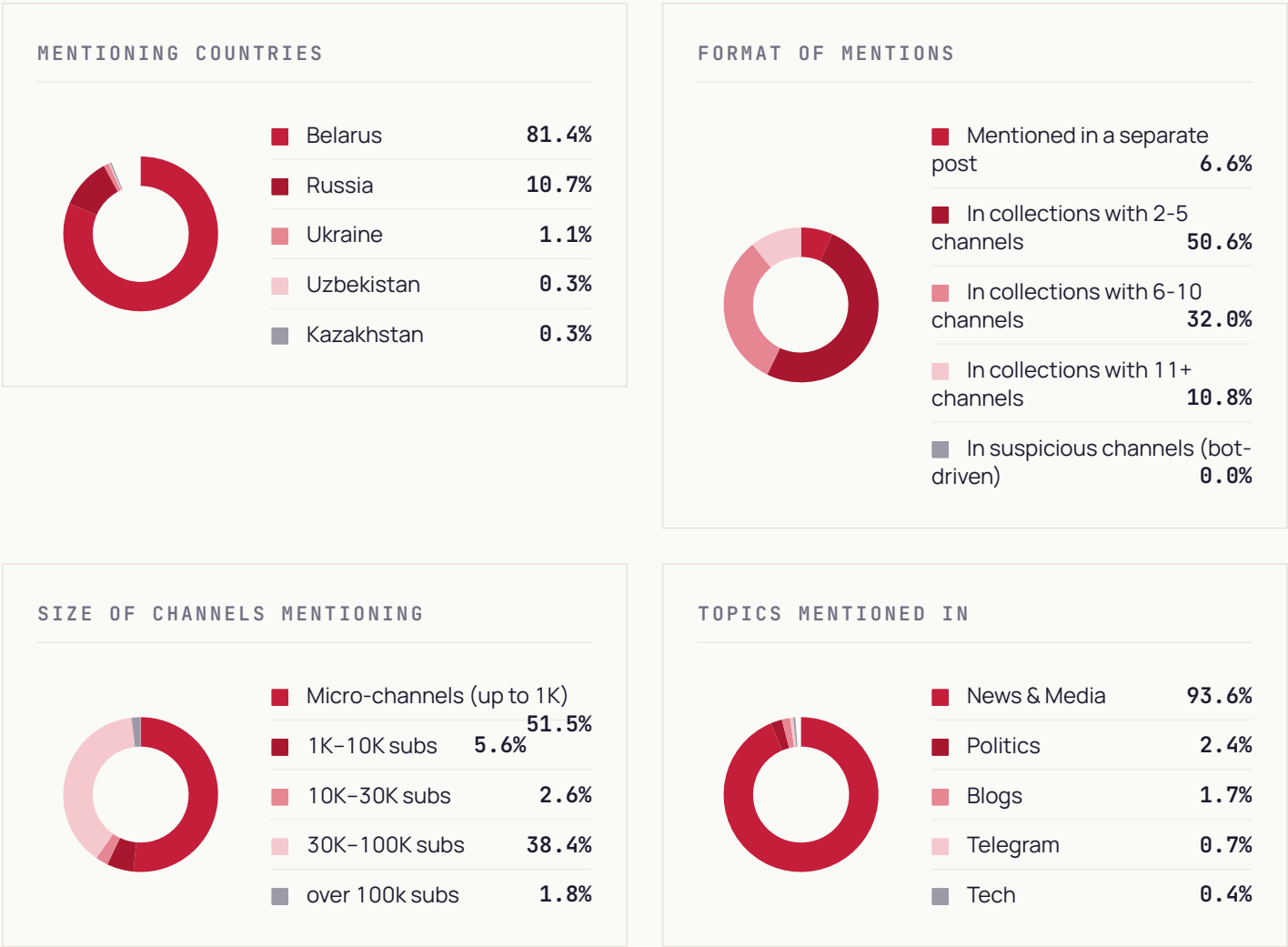
Subscriber growth chart for the year. Key months show exact sub count. See which months gained or lost subs.



SECTION 04 · CITATIONS

# Who & how mentions the channel

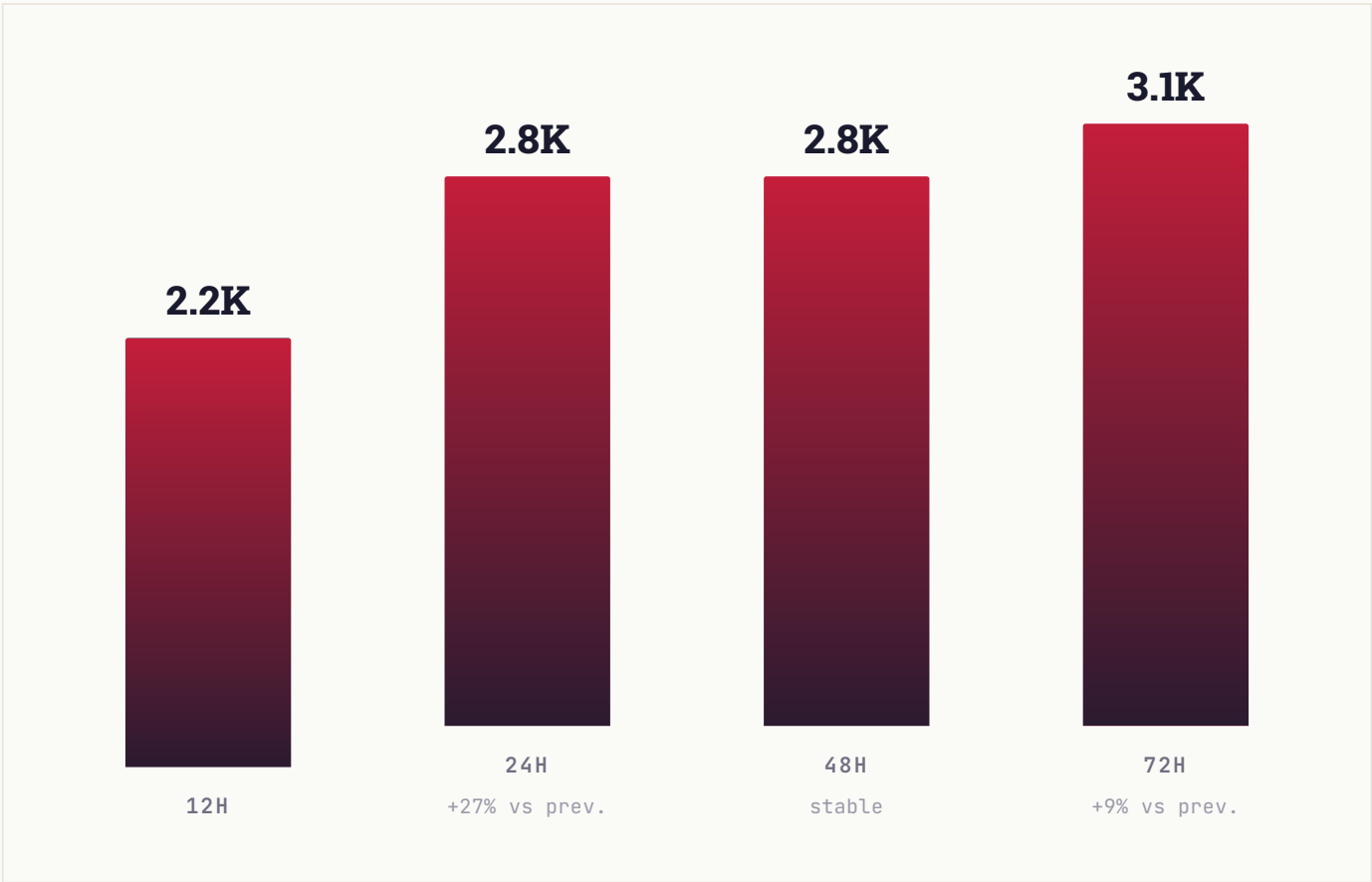
Citation index **81** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **203** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of an ad post by time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

| CHANNEL                                                             | SUBS   |
|---------------------------------------------------------------------|--------|
| <div>NL</div> <div>NEXTA Live</div>                                 | 764.9K |
| <div>MG</div> <div>Minsk. Main!</div>                               | 216.4K |
| <div>ON</div> <div>Onliner</div>                                    | 148.4K |
| <div>ZI</div> <div>Mirror   News</div>                              | 108.6K |
| <div>BE</div> <div>BELTA</div>                                      | 80.5K  |
| <div>B&amp;W</div> <div>Emergency Belarus   What's Happening?</div> | 75K    |
| <div>ML</div> <div>Minsk Live</div>                                 | 72.8K  |
| <div>PB</div> <div>Eavesdropping Belarus</div>                      | 58.2K  |
| <div>BG</div> <div>Belarus Галоўнае</div>                           | 56.8K  |
| <div>GG</div> <div>Gomel. Main!</div>                               | 56K    |
| <div>WB</div> <div>Virtual Brest News</div> <div>YOU</div>          | 16.1K  |

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#59 of 97). Niche median — 19.8K subs.  
First growth KPI — reach the median. Leader: NEXTA Live (764.9K).

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 **209**, they brought **857** new subs.

| PERIOD         | MENTIONS       | CHANNELS      | BROUGHT SUBS |
|----------------|----------------|---------------|--------------|
| December 2025  | 40             | 8             | 85           |
| Nov 2025       | 33             | 7             | 152          |
| Oct 2025       | 33             | 10            | 66           |
| September 2025 | 28             | 8             | 227          |
| August 2025    | 31             | 7             | 196          |
| July 2025      | 44             | 7             | 131          |
|                |                |               |              |
| TOTAL MENTIONS | MONTHS IN DATA | ACQUIRED SUBS |              |
| 209            | 6              | 857           |              |

SECTION 08 · NICHE COMPARISON

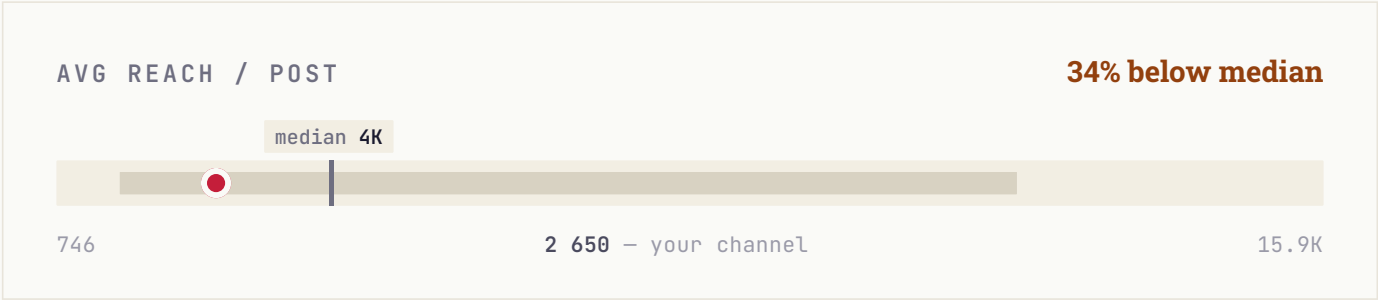
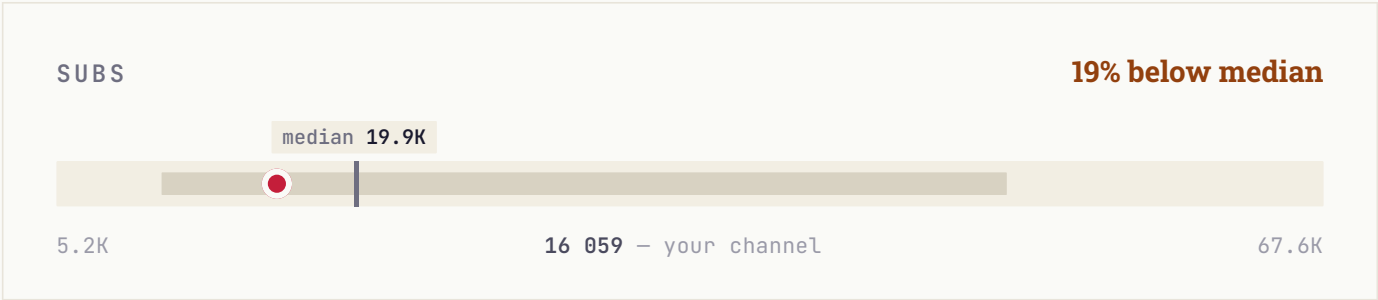
# Where the channel stands in its league

Took top-100 channels in category "News & Media» (Belarus) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#59/100

RANK IN NICHE

Channel in the lower half of the 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

**Top post of the week — on Tuesday**  
Audience is most active on this day at 21:00 MSK.

EFFECT  
**Best window for an important post**
- 02

**Increase video post share**  
Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25% share.

EFFECT  
**Video retains audience better**
- 03

**Systematic traffic buying**  
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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**  
Exchange posts quarterly with channels in the same segment. 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 through us and hit your growth target in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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