

PUBLIC REPORT PROMTPRESS

Channel audit

VOBLA • news



@voina_belgorod_novosti

Skilled reporter, political joker, war correspondent and just good news For all inquiries ■@MVP_tg Ads: @MVP_tg, @Ask_tg, @daLadnaa, @ragnar_reklama, @jensamm

SUBSCRIBERS

1 228 076

-37448 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 4.4%

REACH/POST

54.8K

ad reach 54.1K/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 1 228 076 —	 SUBS REACH 4.46% avg % subs see post	 VIEWS/POST 54.8K median 54.9K • 18 days	 POSTS/DAY 34.7 ~243 per week
 7D TREND — no data for period	 REACTIONS/POST 1073.3 total 676 166 reactions, 94 923 reposts, 70 033 comments	 POST LENGTH 352 chars median 291 • 18 days	 POSTS ANALYZED 630 18 days
 AD REACH 54.1K 24h avg	 CHURN / MONTH -37448 last month	 CITATION RATE 2 533 citation index • 3 583 channels mentioned ever	 CHANNEL AGE 5 years 4 months created 11.01.2021

AI EDITOR SUMMARY

Channel «VOBLA • news» – 1 228 076 subs. Each post averages 54.8K people (4% from subs), reach is low – consider expanding audience. Publishes 243 posts/week (~35/day) – very active posting schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **630** posts over 18 days.
- 02 Dominant format – **Video** (429/630 posts).
- 03 Avg post length – **352** chars (median 291).
- 04 Audience peak – **Thu**, 13:00 MSK.
- 05 Strongest posts get **2×** more views than the weakest (97.9K avg top vs 41.9K worst) – among 630 posts over 18 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 10:35 VIDEO Kirill Dmitriev arrived at SPIEF At the forum, the head of RDIF will take part in key discussions We duplicate all news in VOBLA Max - stay...	VIEWS 149 173 REP. 22	REACTIONS 598 ER 12.1%
Nº2 24.05 · 21:01 VIDEO In Australia, people are so tired of migrants and LGBT* that they voted for a right-wing populist MP from the 'One Nation' party, Jason...	VIEWS 73 253 REP. 889	REACTIONS 2 341 ER 6.0%
Nº3 25.05 · 21:03 PHOTO 2019: Zelenskyy honored his grandfather Semen Zelenskyy who fought Nazis in the Red Army 2026: Zelenskyy honors...	VIEWS 71 265 REP. 240	REACTIONS 2 134 ER 5.8%

Nº4 24.05 · 17:40 PHOTO During a missile attack, an elite house in Mariinsky Park was severely damaged, where President's friend Timur's apartment is located...	VIEWS 70 592 REP. 45	REACTIONS 928 ER 5.7%
Nº5 25.05 · 19:11 PHOTO ☒ Vladimir Putin signed a law exempting SMO participants and their families from overdue loan repayment The benefit applies to...	VIEWS 69 157 REP. 245	REACTIONS 1 047 ER 5.6%

|

WORST 3

↓ 05.06 · 13:37 PHOTO ✂ Iwin bought the world's best Dota team and pulled off the most lavish transfer of the year! If you still thought esports was...	VIEWS 42 282 REP. 24	REACTIONS 194 ER 3.4%
↓ 05.06 · 13:22 PHOTO ✂ Putin started his speech at SPIEF-2026 We duplicate all news in VOBLA Max - ☒ stay connected ☒VOBLA news / ☹ Suggest news	VIEWS 41 705 REP. 17	REACTIONS 683 ER 3.4%
↓ 05.06 · 14:43 PHOTO Russia is more than a neighbor for Uzbekistan. It's a proven partner and ally, — Mirziyoyev A package of investments from Russia is on the way...	VIEWS 41 703 REP. 78	REACTIONS 1 172 ER 3.4%

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.



PERIOD START

1 508 389

NOW

1 228 110

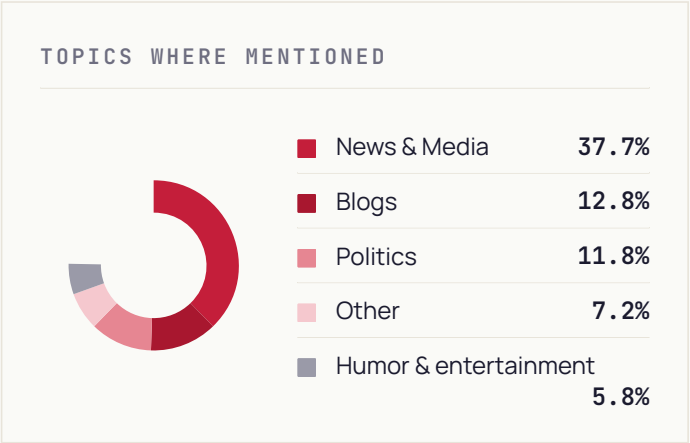
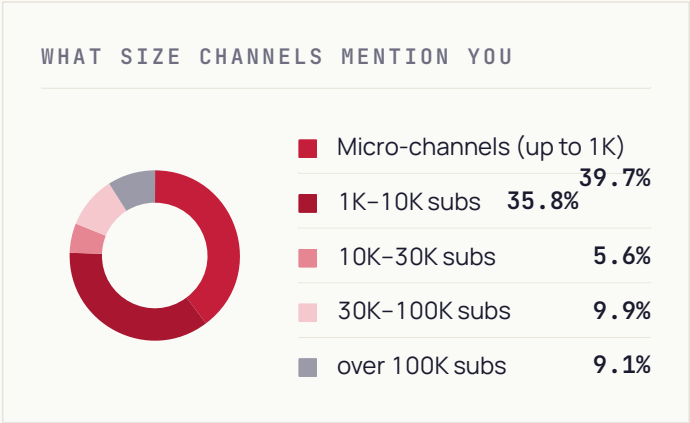
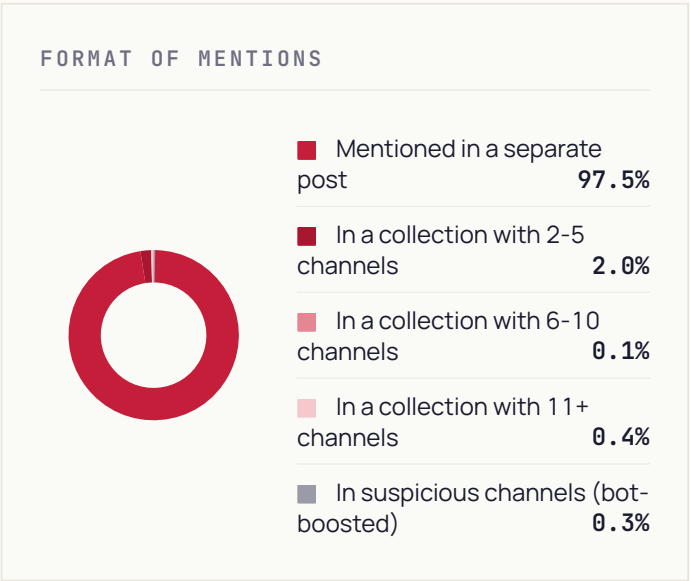
NET GROWTH

-280 279

SECTION 04 · CITATIONS

Who and how mentions the channel

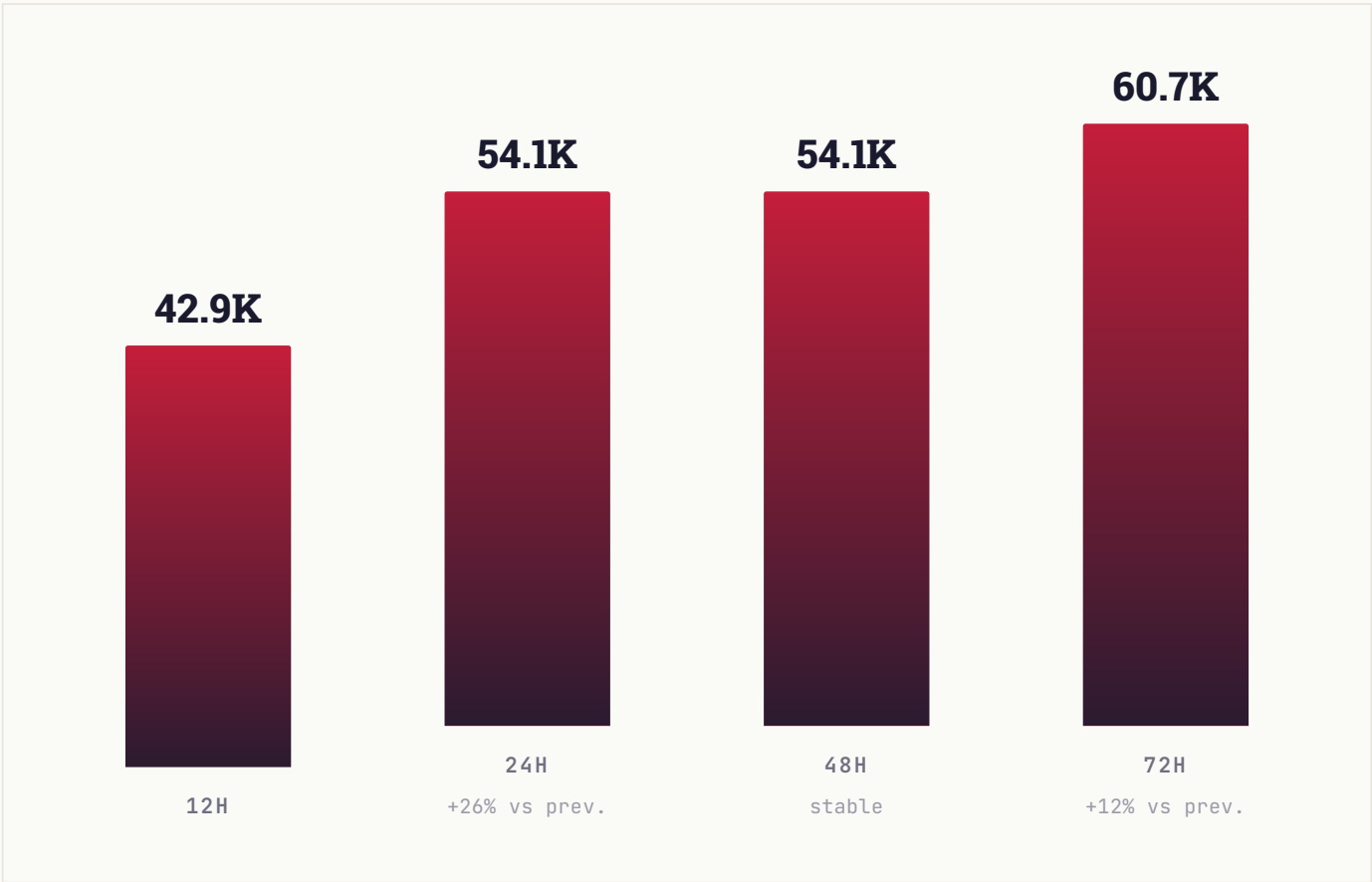
Citation index **2 533** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **3 583** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
V• VOBLA • news YOU	1.2M

COMPARATIVE CONCLUSION

Channel in top half of niche (#27 of 99). Niche leader — Live Broadcast • News (4.1M), median subs 843.7K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **4 187**, they brought **294 793** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	825	97	52 993
Nov 2025	782	119	13 961
Oct 2025	661	95	67 960
September 2025	1 034	175	59 683
August 2025	770	126	40 154
July 2025	115	66	60 042
TOTAL MENTIONS	4 187	MONTHS OF DATA	6
		ATTRACTED SUBS	294 793

SECTION 08 · NICHE COMPARISON

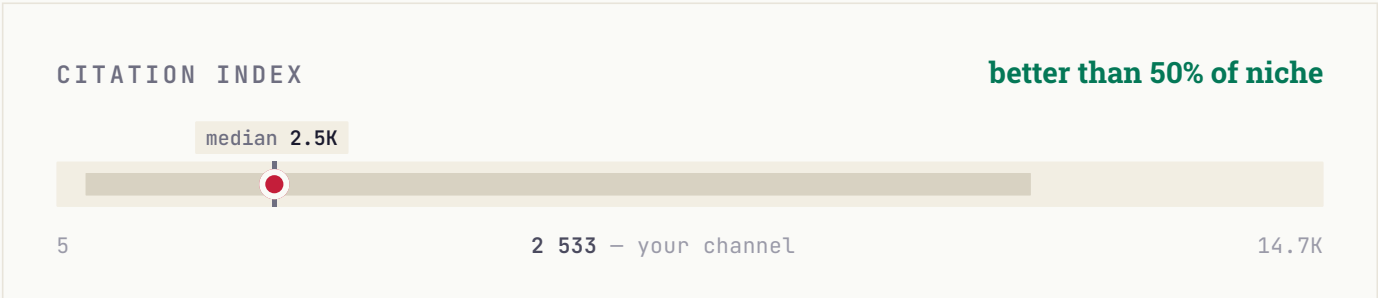
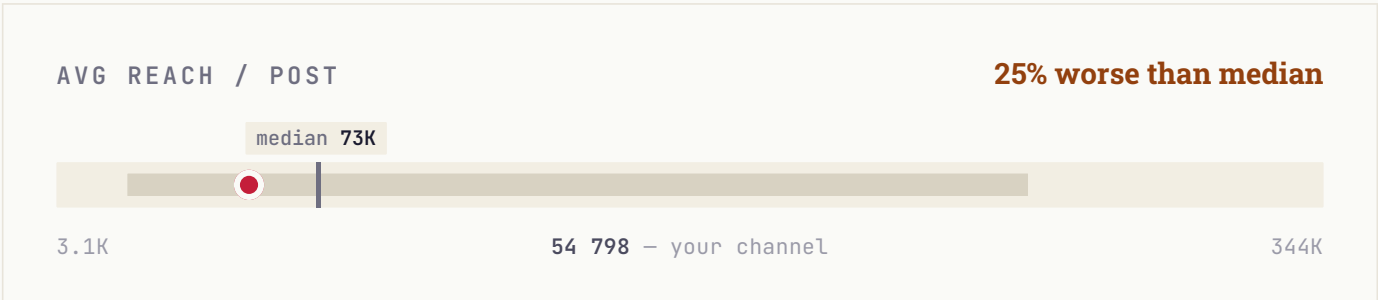
Where the channel stands in its league

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

RANK IN NICHE

Channel in the bottom 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 Thursday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.46% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.0pp ER

03

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**

04

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. If you want to go further – run ads through us and hit your growth plan in a month.

01 **Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
