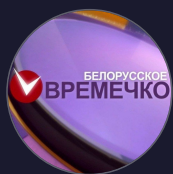


PUBLIC REPORT PROMTPRESS

Channel audit

Белорусское времечко



@vremechko_bt

Channel of the program Belorusskoye Vremechko @vremechko_bt
A project of Belarus 1 TV channel 🇧🇪

SUBSCRIBERS

8 792

+158 per month

ERR (% SEE POSTS)

30.0%

Daily **15.7%**

REACH/POST

2.6K

Ad reach **1.4K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad Potential

How long a post drives reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Position in «News & Media» category

09 Strategy

5 priority actions

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 8 792 —	 SUBSCRIBER REACH 29.02% Avg % subs see post	 VIEWS/POST 2.6K Median 2.5K · 29 days	 POSTS/WEEK 20.4 For period
 7D TREND -12.5% vs previous week	 REACTIONS/POST 9.7 Total 828 reactions, 434 reposts, 588 comments.	 POST LENGTH 660 chars Median 632 · 29 days	 POSTS ANALYZED 85 29 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH +158 Last month	 CITATION RATE 6 Citation index · 27 channels mentioned all time	 CHANNEL AGE 4 years 1 month Created 20.04.2022

AI EDITOR SUMMARY

Channel «Belorusskoye Vremechko» — 8 792 subs. Each post avg views 2.6K people (29% of subs), good reach. Publishes 20 posts/week (~3/day) — regular. Week 25–31 May reach dropped -12.5% vs week 18–24 May — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **85** posts in 29 days.
- 02 Dominant format – **Video** (49/85 posts).
- 03 Avg post length – **660** chars (median 632).
- 04 Peak audience activity – **Tue**, 17:00 MSK.
- 05 Top posts get **3x** More views than weakest (5.3K avg top vs 2K worst) – among 85 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 14:30 PHOTO Let's talk about road safety ☑Today at 17:45 on ☑ «BELARUSIAN TIME» ☑ Together with our expert - Denis Vladimirovich...	VIEWS 9 012 REPOSTS 12	REACTIONS 6 ER 102.5%
Nº2 15.05 · 12:36 VIDEO Divorce, soft loan, family capital: how to split an apartment and transfer a share to children? Elena's question: «During divorce, there will be a division...	VIEWS 3 524 REPOSTS 5	REACTIONS 15 ER 40.1%
Nº3 14.05 · 14:37 VIDEO Utility Thursday: tree over house, common area grab, and football goals in the yard ☑Today at 17:45 on ☑ «BELORUSSKOYE VREMECHKO»...	VIEWS 3 393 REPOSTS 2	REACTIONS 5 ER 38.6%

Nº4 15.05 • 09:45 VIDEO Can a self-employed person do Botox and filler injections? Question: «Many masters call themselves cosmetologists and offer a wide range of...	VIEWS 3 360 REPOSTS 4 REACTIONS 16 ER 38.2%
Nº5 13.05 • 15:45 VIDEO Should the cardholder refund an erroneous transfer? Answered by Galina Komarovskaya, attorney...	VIEWS 3 319 REPOSTS 8 REACTIONS 19 ER 37.8%

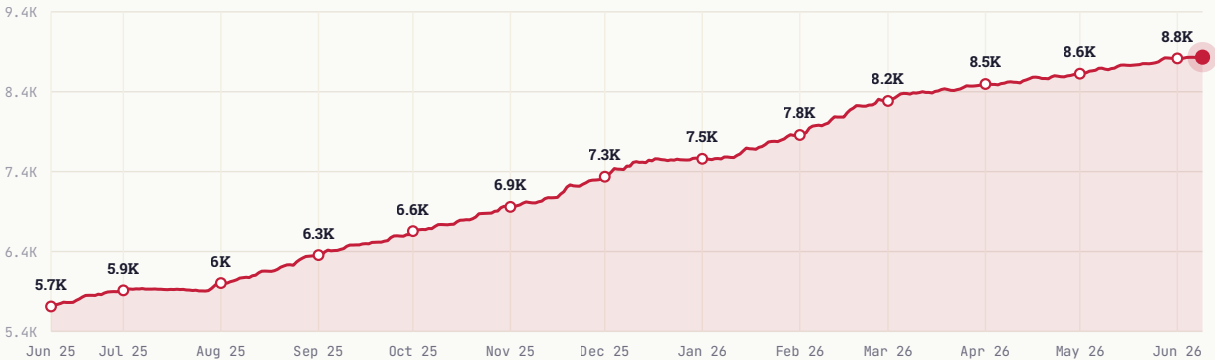
WORST 3

↓ 03.06 • 14:54 POLL (captionless post – poll)	VIEWS 2 058 REPOSTS — REACTIONS 6 ER 23.4%
↓ 20.05 • 12:11 PHOTO ☎ State Control Committee will hold a hotline on May 21 for problematic issues of providing rural residents with various goods On...	VIEWS 2 042 REPOSTS 2 REACTIONS 11 ER 23.2%
↓ 05.06 • 11:39 VIDEO Sick leave submitted late – when to expect payment? Elena's question: «I took sick leave, closed it on April 30, but submitted it at work only on the 4th...	VIEWS 1 957 REPOSTS 4 REACTIONS 10 ER 22.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained subs and which lost them.

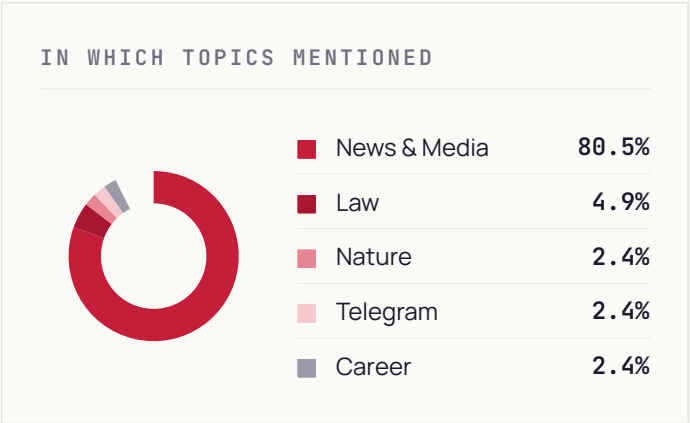
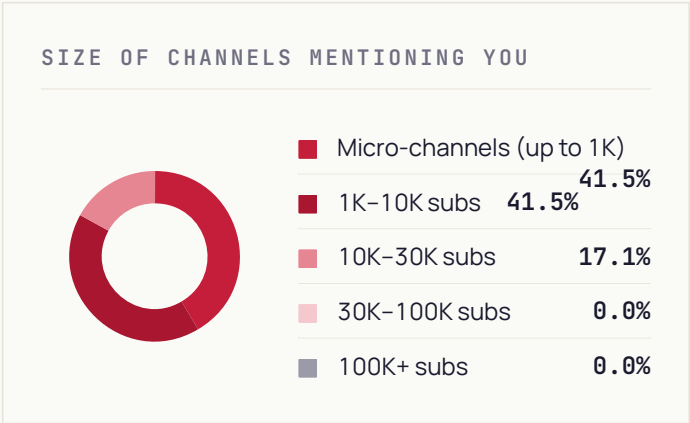
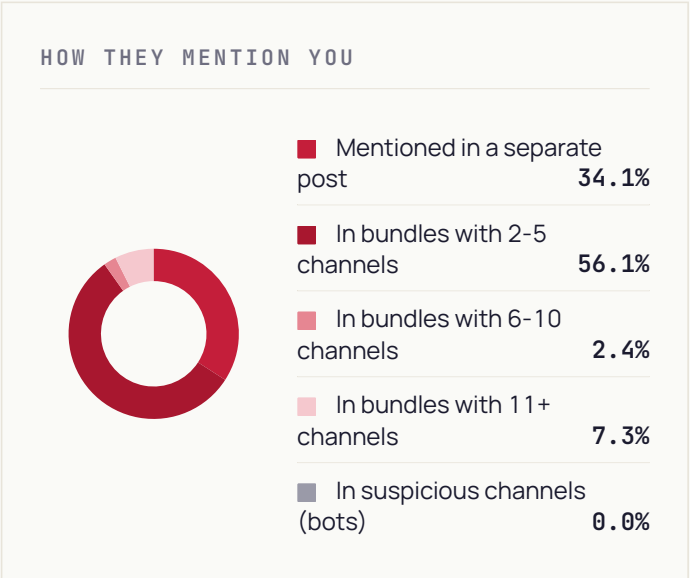
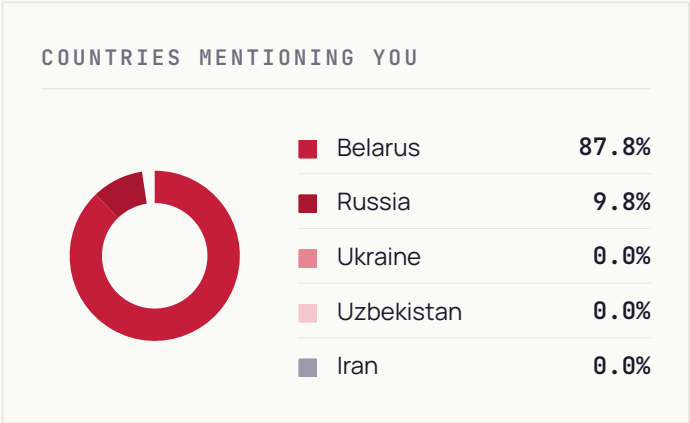


PERIOD START	NOW	NET GROWTH
5 675	8 792	+3 117

SECTION 04 · CITATIONS

Who mentions the channel and how

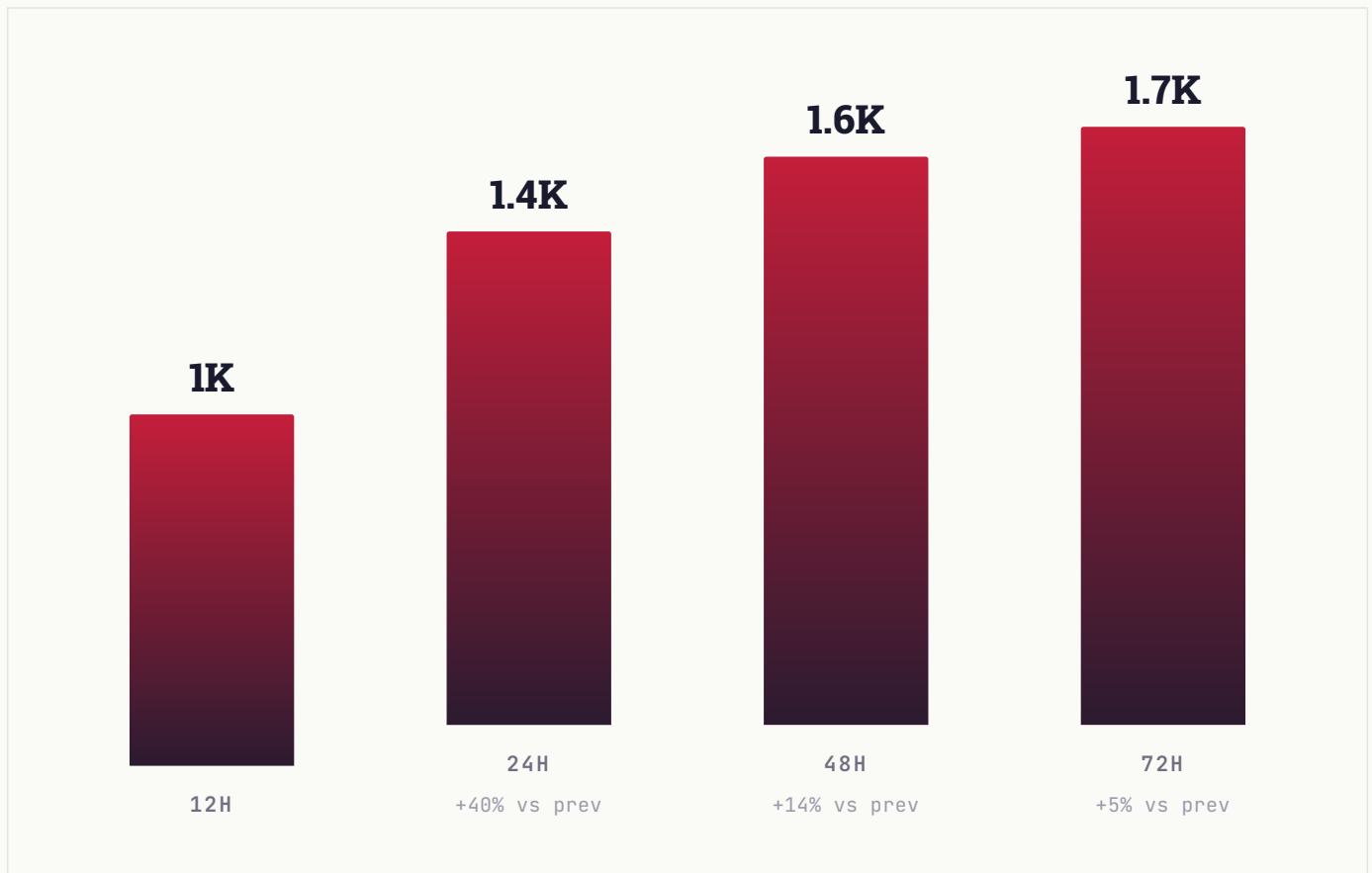
Citation index 6 – channel popularity score based on mentions. Considers not just count but weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 27 different channels.



— SECTION 05 · AD POTENTIAL

How long a post drives reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Emergency Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Eavesdropping Belarus	58.2K
БГ Belarus Галоўнае	56.8K
GG Gomel. Main!	56K
ББ Белорусское времечко YOU	8.8K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** Such mentions: **5**, they brought **1 864** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	335	
November 2025	0	0	380	
October 2025	1	1	361	
September 2025	1	1	285	
August 2025	3	2	352	
July 2025	0	0	151	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
5	6	1 864

— SECTION 08 • NICHE COMPARISON

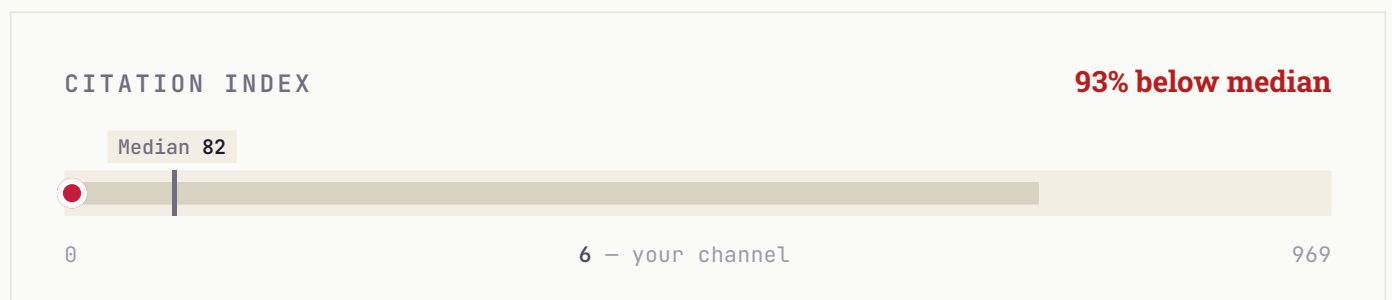
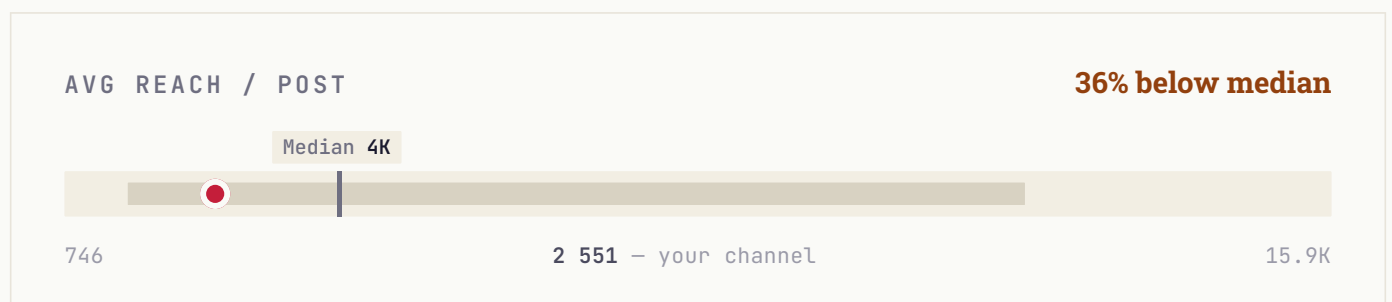
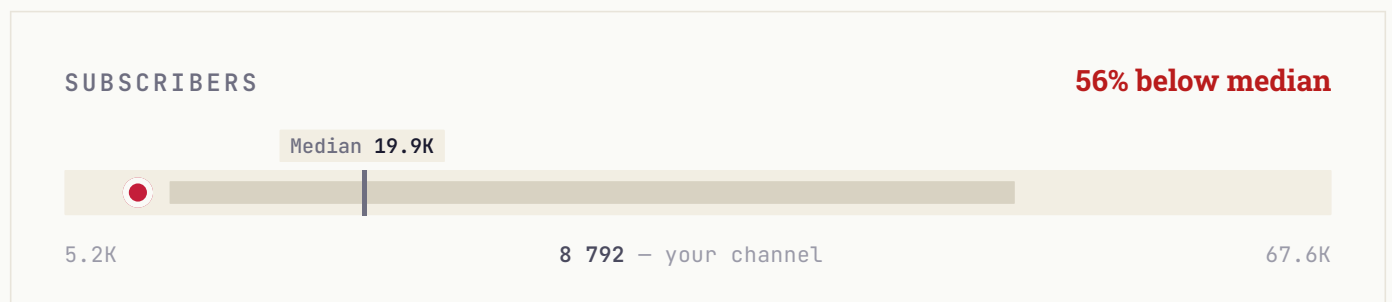
Where your channel ranks in its league

Top-100 Channels in category "News & Media» (Belarus) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#100 /100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked 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 17:00 MSK.

EFFECT

**Best time for
an important
post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. 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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