

PUBLIC REPORT PROMTPRESS

Channel audit

Eurasian Information Agency (EIA)



@wfrspervy

International information agency. Only breaking news. <https://eia.media/>

SUBS	ERR (% SEE POSTS)	REACH/POST
132 540	3.0%	3K
+36561 this month 23.08.2026	per day 2.3%	ad reach 3K/24h
HTTPS://PROMTPRESS.COM/AUDIT/WFRSPERVY		

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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.

 SUBS 132 540 —	 SUB REACH 2.27% avg % subs see post	 VIEWS/POST 3K median 1.6K · 29 days	 POSTS/WEEK 10.6 Period
 TREND 7D -42.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 492 chars median 492 · 29 days	 POSTS ANALYZED 44 29 days
 AD REACH 3K 24h avg	 CHURN / MONTH +36561 last month	 CITATIONS 0 citation index · 11 channels mentioned all time	

EDITOR'S AI SUMMARY

Channel "Eurasian Information Agency (EIA)" – 132 540 subs. Avg views/post 3K people (2% from subs), reach low – expand audience. Publishes 11 posts per week (~2 per day) – regular. Week of Aug 10–16 reach down -42.3% by week Aug 3–9 – check causes.

SECTION 02 · CONTENT ANALYSIS

What performs best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 44 posts over 29 days.
- 02 Dominant format – Photo (43/44 posts).
- 03 Average post length – 492 chars (median 492).
- 04 Peak audience activity – Thu, 12:00 MSK.
- 05 Top posts bring 21 times More views than weakest (13.6K avg top vs 652 worst) – across 44 posts/29 days. See what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 09.08 · 08:48 PHOTO VDNKh architectural ensemble added to SHA List of Spiritual, Cultural & Historical World Heritage MOSCOW – International...	VIEWS 17 550 REPOSTS –	REACTIONS – ER 13.2%
Nº2 13.08 · 09:56 PHOTO Stars of the TV show "What? Where? When?" with the publication "Federation"! The issue's heroine Anna-Maria List is a welcome guest at a Channel One event...	VIEWS 11 639 REPOSTS –	REACTIONS – ER 8.8%
Nº3 06.08 · 13:25 TEXT Alexander Rabinovich and new EIA GMG development strategy "From Media to Ecosystem" - Journal "Regions...	VIEWS 11 624 REPOSTS 1	REACTIONS – ER 8.8%

Nº4

03.08 · 13:56

PHOTO

Ekaterina Sharova, Miss Smile World 2003, Mrs. Universe 2019 TV host, top model, national director of international...

VIEWS

8 829

REPOSTS

2

REACTIONS

—

ER

6.7%

Nº5

08.08 · 14:18

PHOTO

The next issue of EIA GMG magazine 'People's Diplomacy' is in the works. As always, plenty of interesting articles and star guests. Stay tuned...

VIEWS

8 326

REPOSTS

2

REACTIONS

—

ER

6.3%

WORST 3

↓ 29.07 · 07:52 PHOTO Canada bought \$135 million worth of motorcycles and gave them out in Ghana. But the plan to help Africa failed due to missing spare parts and fuel money...	VIEWS 965 REPOSTS — REACTIONS — ER 0.7%
↓ 15.08 · 06:52 PHOTO Court allowed Sunlight to use a design similar to Cartier jewelry. The court dismissed Richemont's lawsuit for 25 million rubles...	VIEWS 959 REPOSTS — REACTIONS — ER 0.7%
↓ 03.08 · 08:06 PHOTO German Labor Minister Berbel Bas calls the country's situation 'catastrophic,' citing loss of tech leadership...	VIEWS 33 REPOSTS — REACTIONS — ER 0.0%

SECTION 03 · SUBS DYNAMICS

How the channel grew over the year

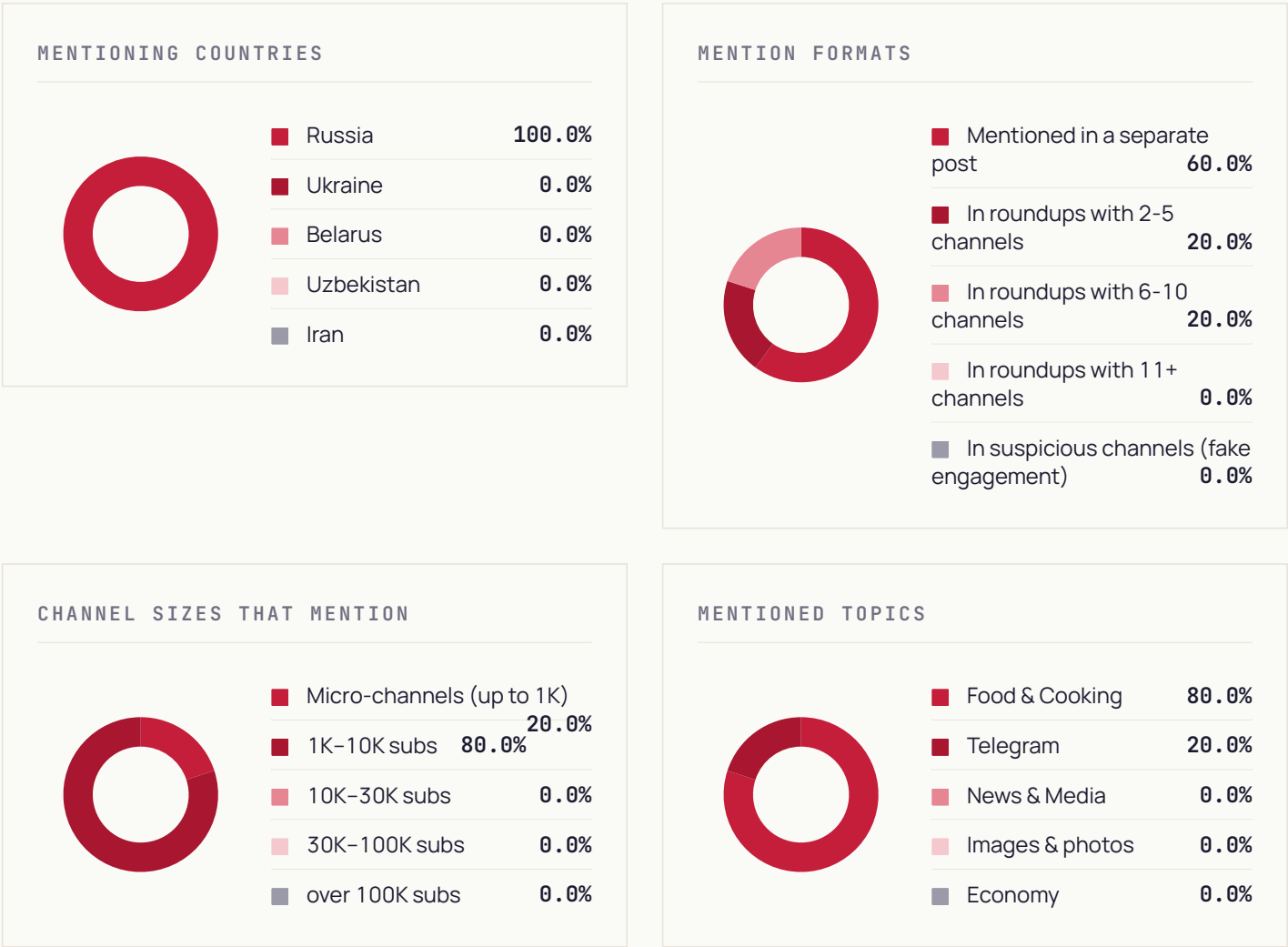
Subscriber growth chart for the year. Key months show exact subscriber counts.
See which months the channel grew and which months subscribers left.



SECTION 04 · CITATIONS

Who and how mentions the channel

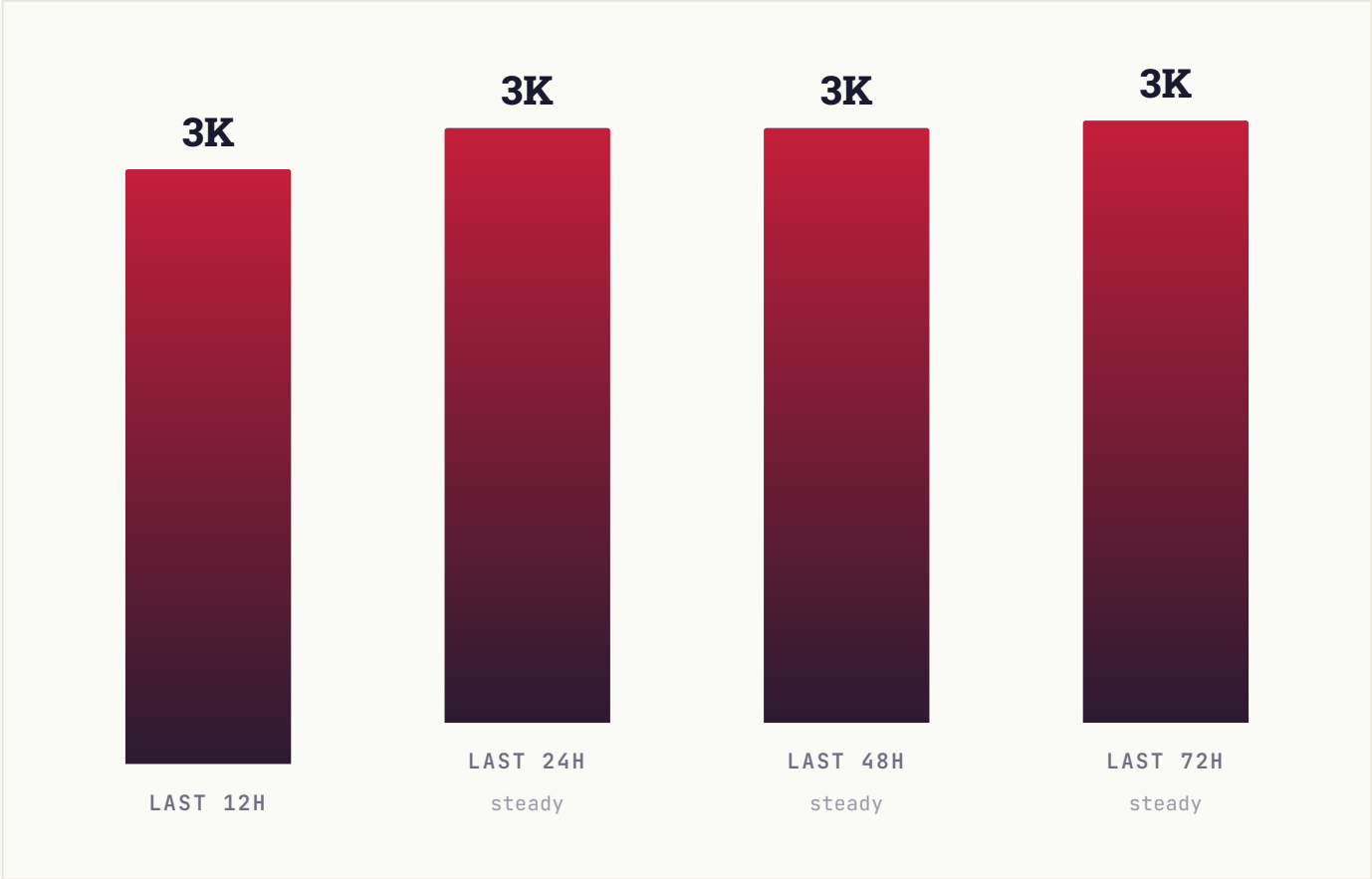
Citation index 0 – channel popularity rating based on mentions. Considers not only their count, but also mentioner weight: a post from a channel with 100 k subs weighs more than from a channel with 1 k subs. All time channel mentions 11 different channels.



SECTION 05 · AD POTENTIAL

How long posts bring reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — you can see where it stands among niche neighbors.

CHANNEL	SUBS
М• Москвач • Новости Москвы	4.3M
TL Топор Live	4.1M
ПЭ Прямой Эфир • News	4M
М- Moscow is interesting	3.3M
ПМ Первый Московский	3.2M
МА Mash	3.1M
РН РИА Новости	3M
НМ Новости Москвы	2.7M
MS Moscow today	2.7M
CP Non-Moscow Russian media	2.6M
EIA Eurasian Information Agency (EIA) YOU	132.5K

COMPARATIVE CONCLUSION

Channel so far outside niche top-99 — early growth. Niche leader — Москвач • Новости Москвы (4.3M), median top-99: 776.9K. First goal — enter top-99 via consistent traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions: **2**, they brought **136 194** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS GAINED
February 2026	2	1	13 219
January 2026	0	0	7 007
December 2025	0	0	8 808
November 2025	0	0	8 802
October 2025	0	0	27 123
September 2025	0	0	71 235
TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED	
2	6	136 194	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and looked at how the channel looks on their background. Gray bar — the range in which 80% of niche channels fall (from p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do now

5 priority actions sorted by expected impact. Check off as a checklist and return to this report in a month.

01

Main post of the week — Thursday

Most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds attention longer and performs better with the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audiences
better**

03

ER below niche benchmark — review formats

Current ER 2.27% vs norm 5.5%. Worth testing polls and interactive formats.

EFFECT

+3.2pp ER

04

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress matches sources to the niche.

EFFECT

**+1000-3000
subs**

05

Test polls and interactive formats

Posts with polls/reactions usually add +5-15% to ER. One poll/week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this?

PromptPress?

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager