

PUBLIC REPORT PROMTPRESS

Channel audit

W — ЗНАЧИТ White



@whitenewsnda

News like no other. Manager: @LagutaeW _____ Send all offers to channel messages!

SUBSCRIBERS

961 441

-91026 per month

ERR (% SEE POSTS)

2.0%

24 h 1.0%

REACH/POST

11.6K

ad reach 9.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

SUBSCRIBERS 961 441 —	SUBS REACH 1.21% avg % subs see post	VIEWS/POST 11.6K median 11.4K · 29 days	POSTS/DAY 18.6 ~130 per week
7D TREND -1.4% vs previous week	REACTIONS/POST 351.2 total 193,134 reactions, 56,672 reposts, 16,598 comments	POST LENGTH 274 chars. median 256 · 29 days	POSTS ANALYZED 550 29 days
AD REACH 9.7K 24h avg	CHURN / MONTH -91026 last month	CITATION RATE 328 citation index · 1 798 channels mentioned all time	CHANNEL AGE 6 months 4 days created 04.12.2025

AI EDITOR SUMMARY

Channel «W — значит White» — 961 441 subs. Each post averages 11.6K people (1% from subs), reach is low — consider expanding audience. Publishes 130 posts/week (~19/day) — very active. Week of May 25–31 reach stable (-1.4% vs week 18–24 May).

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 SHARE

- 01 Analysis based on **550** posts over 29 days.
- 02 Dominant format – **Photo** (370/550 posts).
- 03 Avg post length – **274** chars (median 256).
- 04 Peak audience activity – **Monday**, 23:00 MSK.
- 05 Top posts get **2x** more views than the weakest (17.2K avg for top vs 8.9K for worst) – among 550 posts over 29 days. Analyze what the top have in common – topic, format, timing.

TOP 5 POSTS

Nº1 11.05 · 20:50 VIDEO 🇺🇦 Zelensky uses cocaine – now official 'I don't think it's a secret to anyone. He goes to the bathroom for 15 minutes and comes back...	VIEWS 17 635 REP. 346	REACTIONS 903 ER 1.8%
Nº2 14.05 · 20:12 PHOTO 🇺🇦 Gay couple* raped and killed adopted baby A 9-month-old boy was given to 37-year-old Jamie Varley and 32-year-old John...	VIEWS 17 318 REP. 311	REACTIONS 1 612 ER 1.8%
Nº3 14.05 · 19:00 PHOTO 🇺🇦 «Pidor» is not a swear word, Roskomnadzor said Media report that a citizen complained about the use of the word «pidor» in broadcasts...	VIEWS 16 656 REP. 500	REACTIONS 536 ER 1.7%

Nº4 11.05 · 20:05 VIDEO 🗑️ Putin's first teacher DIDN'T recognize the president «Is that you?», she asked. He invited Vera Gurevich to the Victory Parade in Moscow, and then...	VIEWS 16 491 REP. 100	REACTIONS 509 ER 1.7%
Nº5 09.05 · 20:56 PHOTO ☹️Coffee KILLS ADHD Just one small cup of coffee gives results in 30 minutes: a person's sensory system works better...	VIEWS 16 358 REP. 133	REACTIONS 212 ER 1.7%

|

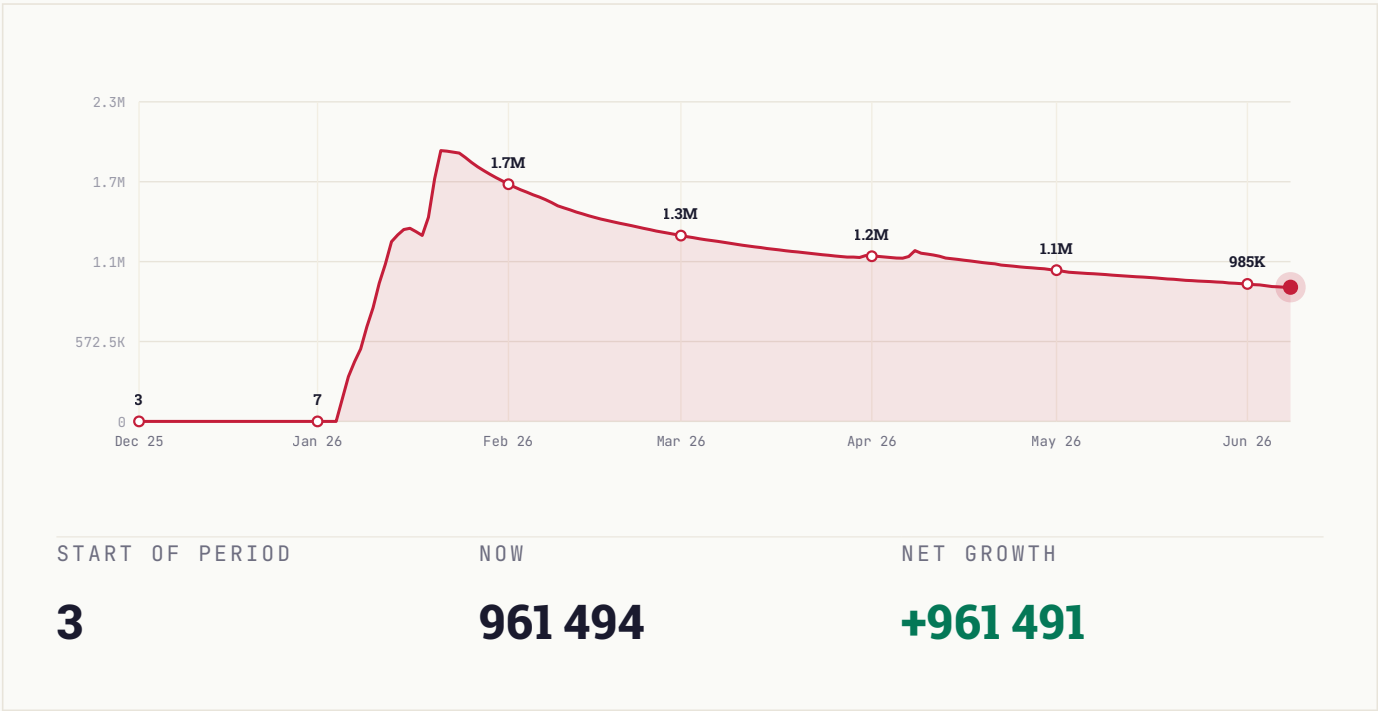
WORST 3

↓ 04.06 · 12:12 PHOTO ☹️ Russia needs a 'millionaires club' whose members could donate 1 million rubles per child in large families —...	VIEWS 9 106 REP. 35	REACTIONS 262 ER 0.9%
↓ 31.05 · 16:00 VIDEO 😄 'The brain never works, you don't even need to turn it on' Presidential aide Ushakov explained how it works. And what is he wrong about? 😄 ◦ W —...	VIEWS 8 891 REP. 57	REACTIONS 239 ER 0.9%
↓ 31.05 · 18:05 VIDEO ☹️ The main thing is to remember to control your direction when drunk Unfortunately, the character in the video doesn't...	VIEWS 8 791 REP. 61	REACTIONS 156 ER 0.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

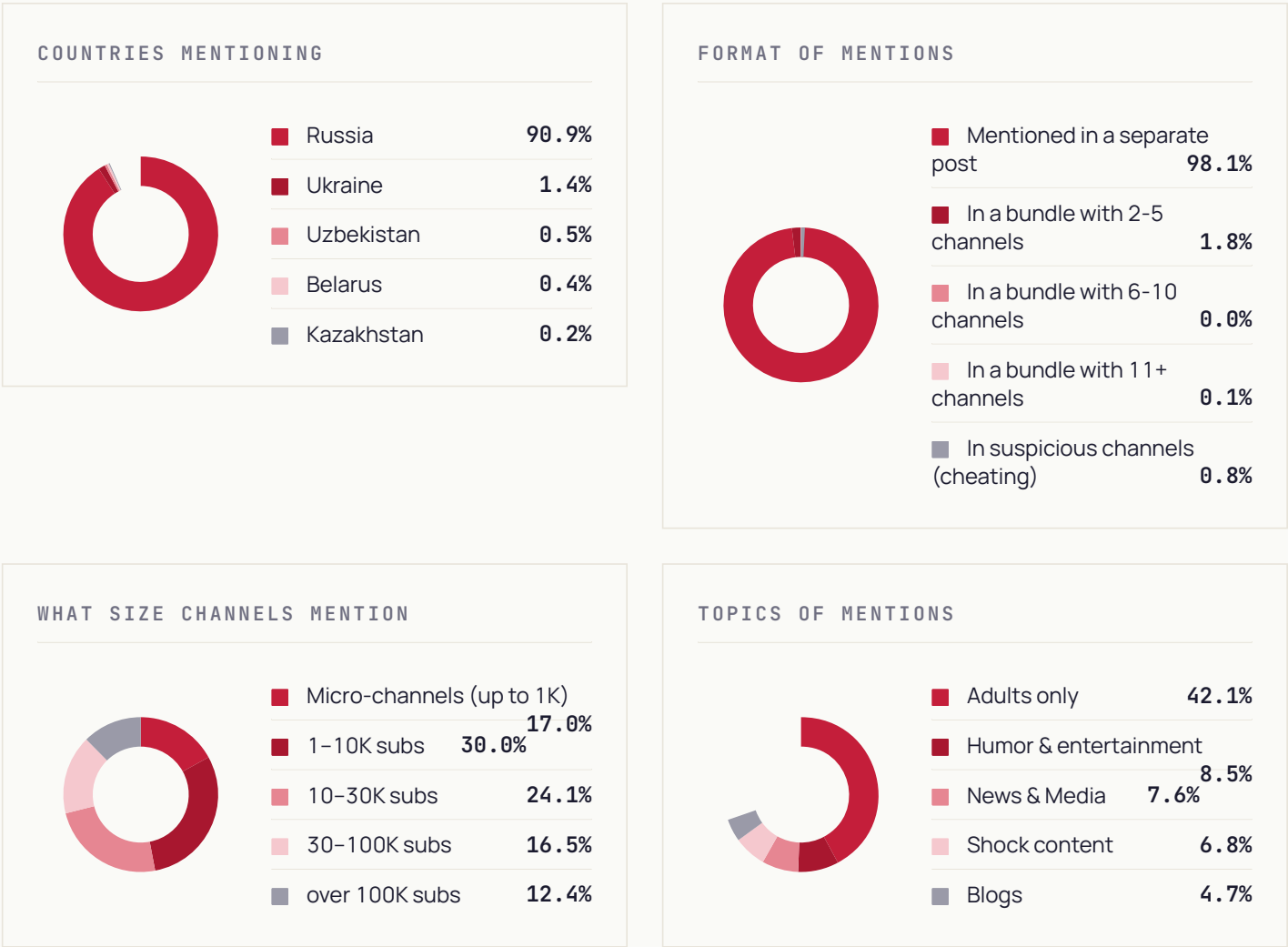
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows when the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

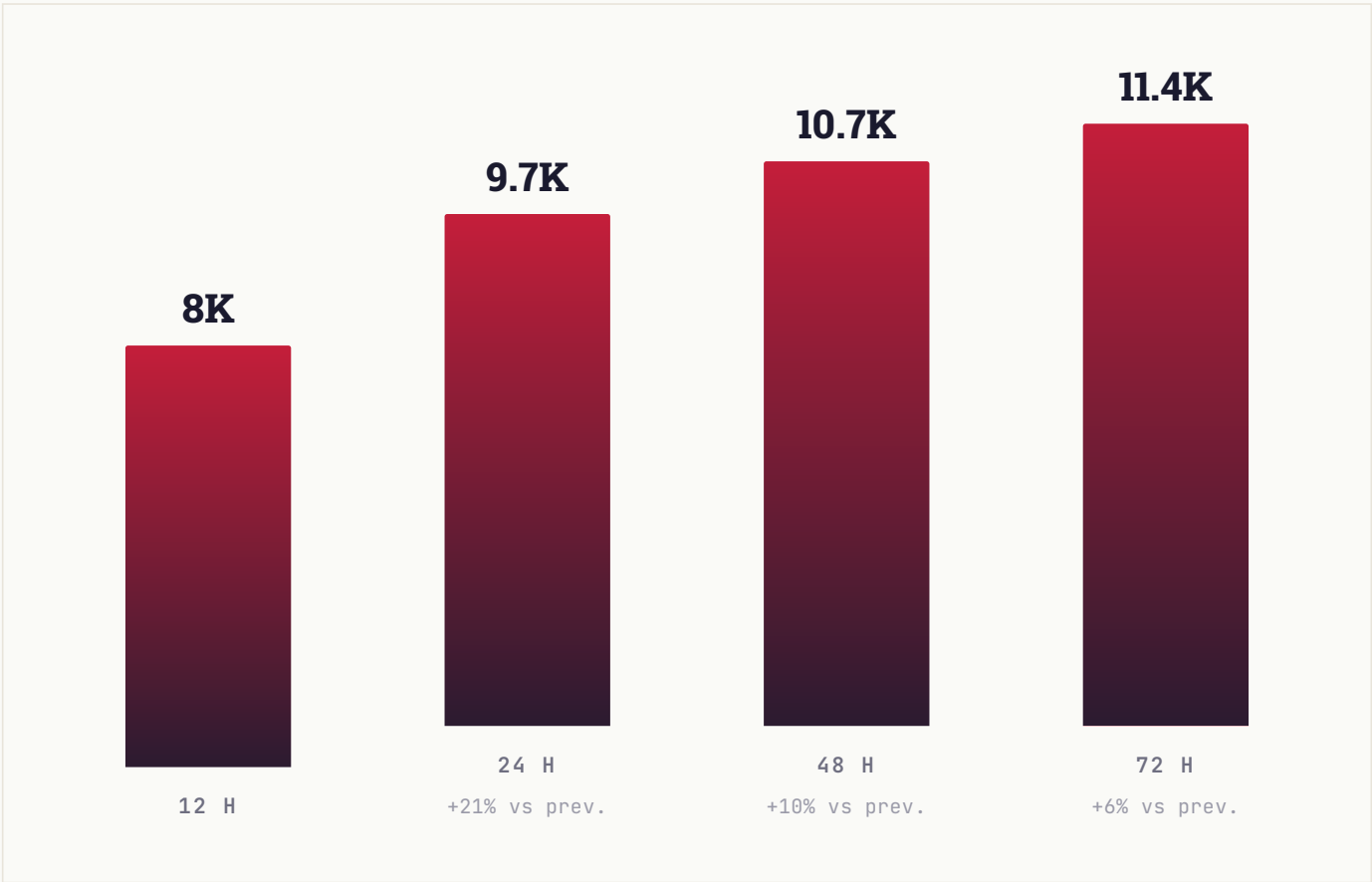
Citation index **328** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from a channel with 1K. All time channel was mentioned **1 798** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
PE Live • 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
W- W — значит White YOU	961.4K

COMPARATIVE INSIGHT

Channel in top half of niche (#44 of 99). Niche leader — Live • News (4.1M), median subs 843.7K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **1 month** such mentions **0**, they brought **4** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	4 

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	1	4

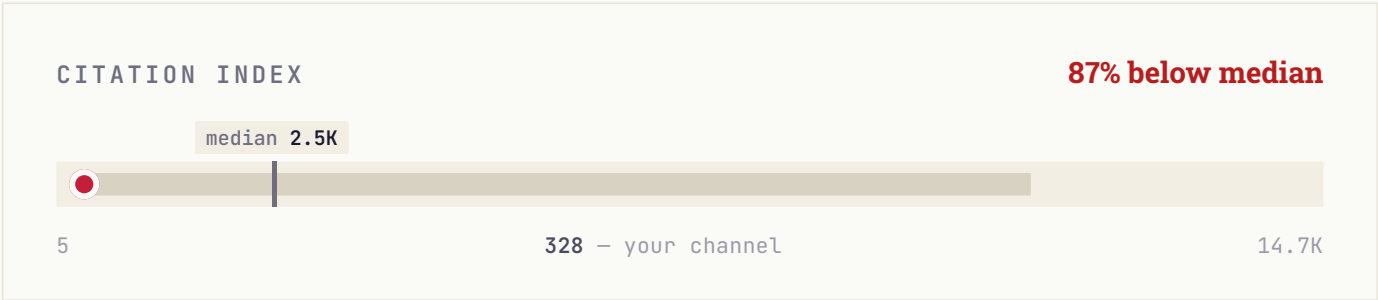
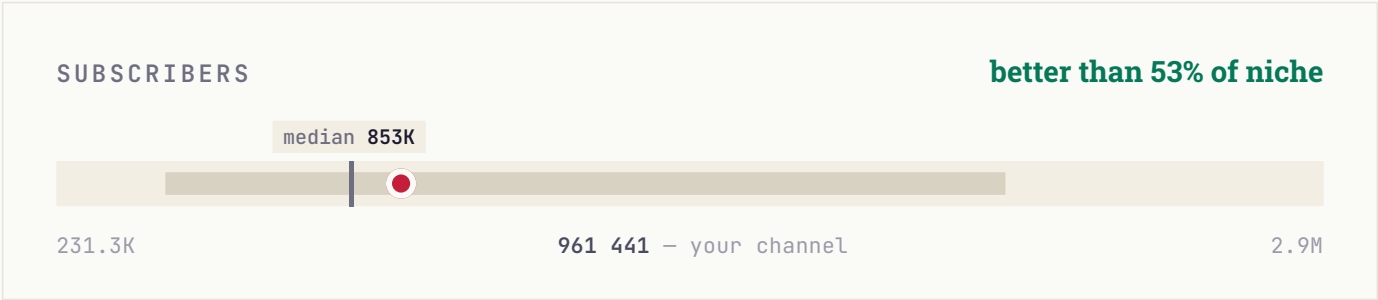
SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#86/100

POSITION 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

Main post of the week — on Monday

Audience is most active on this day at 23:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 1.21% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+4.3pp ER
- 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 typically boost ER by +5-15%. One poll per week on a hot topic — an easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. 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 a few minutes based on public data. Want to go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
