

PUBLIC REPORT BY PROMTPRESS

Channel audit

Yug 24/7 News



@yug24_7

Yug 24/7 — news you can't miss. Accidents, emergencies, weather, traffic, crime — everything happening in Southern Russia, here and now. No panic. No spam. Only the essentials

SUBSCRIBERS

13 116

+10340 per month

ERR (% SEE POSTS)

2.0%

last day 0.8%

REACH/POST

185

ad reach 107/24h

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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 13 116 —	 SUBS REACH 1.41% avg % subs see post	 VIEWS/POST 185 median 134 · 28 days	 POSTS/WEEK 31.4 for period
 7D TREND +11.6% vs prev week	 REACTIONS/POST 0.1 only 18 reactions, 189 reposts, 21 comments	 POST LENGTH 342 chars median 266 · 28 days	 POSTS ANALYZED 126 28 days
 AD REACH 107 24h avg	 CHURN / MONTH +10340 last month	 QUOTE RATE 3 citation index · 16 channels mentioned all time	 CHANNEL AGE 9 months 1 day created 10.10.2025

AI EDITOR SUMMARY

Channel «South 24/7 News» – 13 116 subs. Each post averages 185 people (1% of subs), reach low – should expand audience. Publishes 31 posts/week (~4/day) – active posting. For week Jun 29 – Jul 5 reach grew +11.6% to week 22–28 Jun – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works 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 **126** posts over 28 days.
- 02 Dominant format – **Video** (64/126 posts).
- 03 Avg post length – **342** chars (median 266).
- 04 Peak audience activity – **Monday**, 12:00 MSK.
- 05 Top posts get **17x** more views than the weakest (1.8K avg for top vs 107 for worst) – among 126 posts over 28 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 22.06 · 09:17 VIDEO How embarrassing, what a disgrace... Crookedly glued Volga badges, smeared with glue – that's all the localization, all that sets Volga apart from...	VIEWS 3 353 REPOSTS 7	REACTIONS — ER 25.6%
Nº2 30.06 · 11:59 VIDEO Russians' cars break down due to oil residue after refueling at some gas stations. It gets into the fuel tank and disables the car...	VIEWS 1 054 REPOSTS 14	REACTIONS — ER 8.0%
Nº3 28.06 · 06:17 VIDEO 🐼 No one has ever abused a Niva like this... ➡ Join Yug 24/7 News 🍿	VIEWS 947 REPOSTS 9	REACTIONS — ER 7.2%

Nº4 29.06 • 12:25 VIDEO Harsh reality 🤔 ➡️ Join Yug 24/7 News 🍿	VIEWS 941 REPOSTS 4 REACTIONS — ER 7.2%
Nº5 01.07 • 17:13 VIDEO Beach scene in Mariupol ➡️ Join South 24/7 News 🍿	VIEWS 372 REPOSTS 2 REACTIONS — ER 2.8%

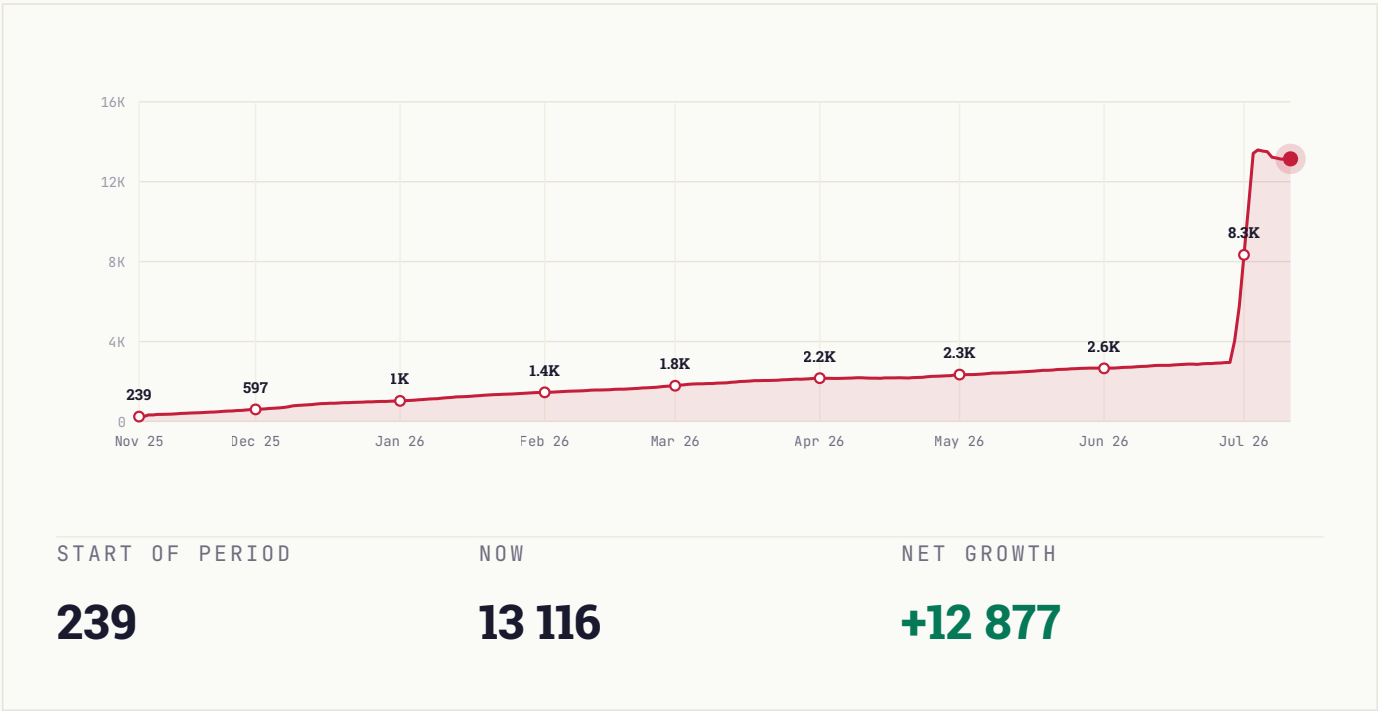
WORST 3

↓ 11.06 • 17:09 VIDEO 🤔 Man who attacked a shop assistant with a knife promptly detained by police In Kurganinsky district, a 43-year-old local resident entered...	VIEWS 108 REPOSTS 1 REACTIONS — ER 0.8%
↓ 23.06 • 13:55 PHOTO Russians start receiving unexpected «letters of happiness» from customs — for car owners who imported vehicles via EAEU countries in 2021-2023...	VIEWS 108 REPOSTS 1 REACTIONS — ER 0.8%
↓ 22.06 • 09:25 VIDEO A chase like in a movie unfolded on Kalinina Street in Krasnodar A 43-year-old Suzuki moped driver didn't stop when ordered by traffic police and hit the gas...	VIEWS 105 REPOSTS 1 REACTIONS — ER 0.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

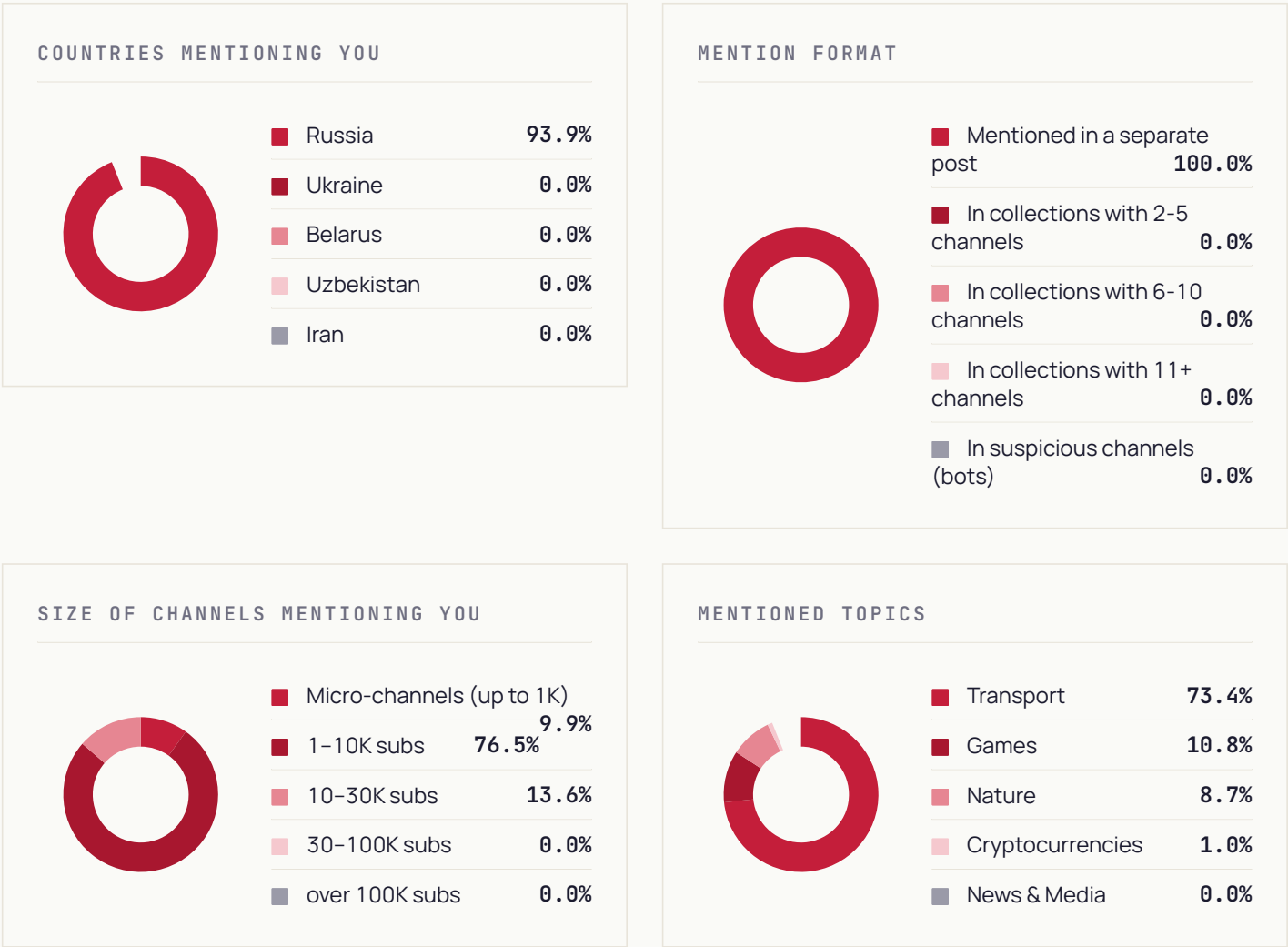
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

Citation index **3** – 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 mentions: **16** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement makes sense to 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.5M
کانال اخبار فوری خبر فوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
U2 Yug 24/7 News YOU	13.1K

COMPARATIVE INSIGHT

Channel not yet outside top-97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **4 months** such mentions were **254**, they brought **1 098** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	52	14	425	
December 2025	106	12	428	
November 2025	96	12	245	
October 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
254	4	1 098

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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.



— SECTION 09 • STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01**Top post of the week — on Monday**

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 1.41% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+4.1pp ER**03****Systematic traffic buying**

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 usually boost ER by +5-15%.
One weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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