

— PROMTPRESS PUBLIC REPORT

Channel audit

ZAO LIVE MOSCOW



@zao_live_mos

📢 Largest channel of Moscow's Western District Daily news on all key events in ZAO Bot for news tips @zao_live_bot For collab & ads @zao_live_bot

SUBSCRIBERS

39 083

+38635 per month

ERR (% WHO SEE
POSTS)

2.0%

per day 0.2%

REACH/POST

436

ad reach 77/24h

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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 39 083 —	 SUBS REACH 1.11% avg % subs see post	 VIEWS/POST 436 median 148 · 29 days	 POSTS/WEEK 24.1 for the period
 7D TREND -26.0% vs previous week	 REACTIONS/POST 9.5 only 969 reactions, 198 reposts, 8 comments	 POST LENGTH 492 chars. median 449 · 29 days	 POSTS ANALYZED 102 29 days
 AD REACH 77 24h avg	 CHURN / MONTH +38635 for the last month	 CITATION RATE 4 citation index · 6 channels mentioned ever	 CHANNEL AGE 2 years 9 months created 13.10.2023

AI EDITOR SUMMARY

Channel «ZAO LIVE MOSCOW» — 39 083 subs. Avg views per post: 436 people (1% of subs), low reach — need to grow audience. Publishes 24 posts/week (~3/day) — active. Week Jul 6–12 reach dropped -26.0% by week Jun 29 – Jul 5 — worth analyzing.

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 102 posts in 29 days.
- 02 Dominant format – Photo (48/102 posts).
- 03 Avg post length – 492 chars (median 449).
- 04 Peak audience activity – Saturday, 13:00 MSK.
- 05 Top posts get 62× more views than the weakest (6K avg for top vs 97 for worst) – among 102 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 09.07 · 09:26 PHOTO Another legendary cinema in our district, "Minsk" on Mozhayskoye Highway, is set to be demolished and replaced by a high-rise. City authorities...	VIEWS 6 175 REPOSTS 47	REACTIONS 18 ER 15.8%
Nº2 22.06 · 09:10 VIDEO We remember: tragic date June 22 🧡 On this day in 1941 the Great Patriotic War began. From that moment the lives of millions...	VIEWS 5 957 REPOSTS 3	REACTIONS 9 ER 15.2%
Nº3 04.07 · 15:36 PHOTO  Near Poklonnaya Hill, a huge complex with thermal baths & art gallery to appear by 2027 A gastro cluster will also open...	VIEWS 5 908 REPOSTS 39	REACTIONS 11 ER 15.1%

Nº4

24.06 · 08:55

PHOTO

A girl jumped from a burning apartment window in western Moscow and died. The tragedy occurred on Veernaya Street in the Ochakovo-Matveevskoye district...

VIEWS

5 657

REPOSTS

13

REACTIONS

9

ER

14.5%

Nº5

04.07 · 10:15

PHOTO

🚫 Today temporary local traffic restrictions in Central, Western & Northwestern districts due to night bike festival On several streets...

VIEWS

5 233

REPOSTS

16

REACTIONS

7

ER

13.4%

|

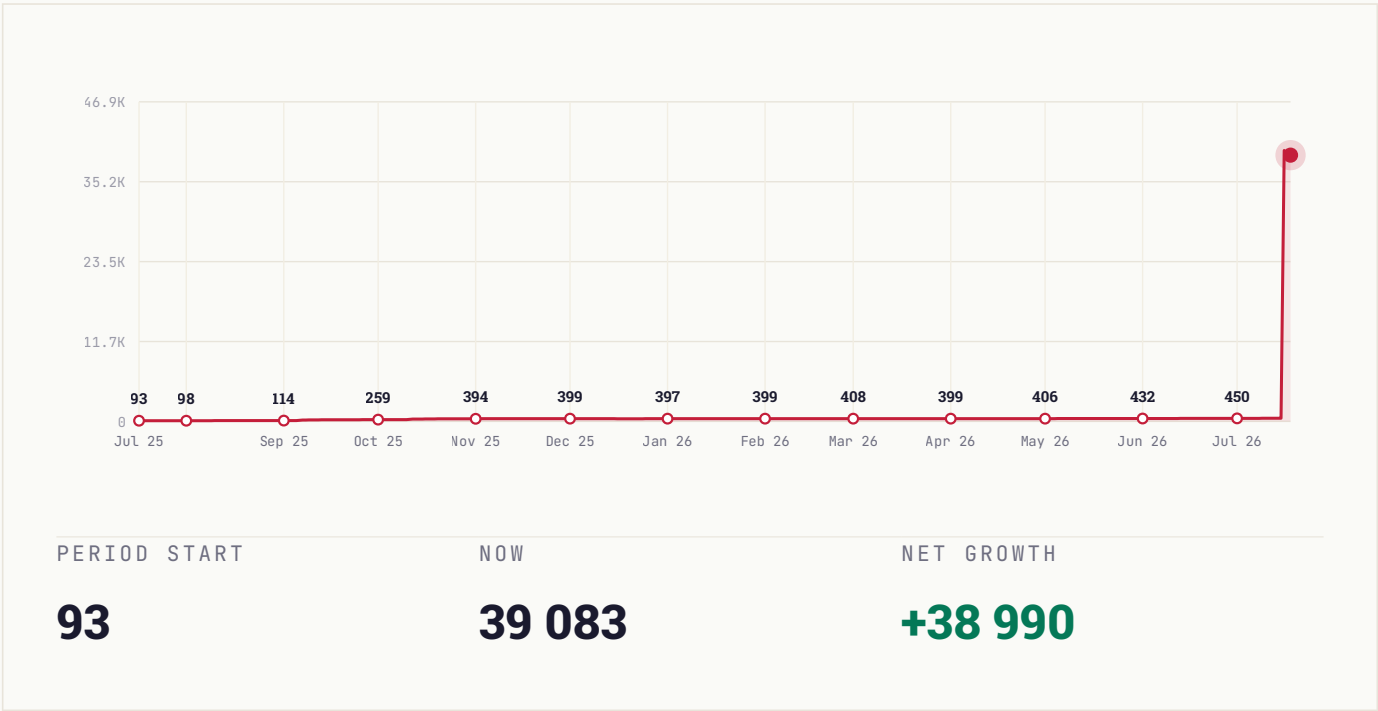
WORST 3

↓ 13.07 · 11:27 PHOTO 🏖️ 8 new-format recreation zones included in city's official list of water-side leisure spots Order on this matter...	VIEWS 116 REPOSTS 1	REACTIONS 8 ER 0.3%
↓ 15.07 · 07:00 PHOTO 🚢 Today a new pier 'Kievsky' opens on the 4th regular river route It will separate vessel flows and make trips...	VIEWS 110 REPOSTS —	REACTIONS 5 ER 0.3%
↓ 14.07 · 18:31 PHOTO 🌉 This is what the new bridge between Fili Park and Mnevnikovskaya floodplain will look like. Main feature: a large red arch spanning...	VIEWS 65 REPOSTS 1	REACTIONS 9 ER 0.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

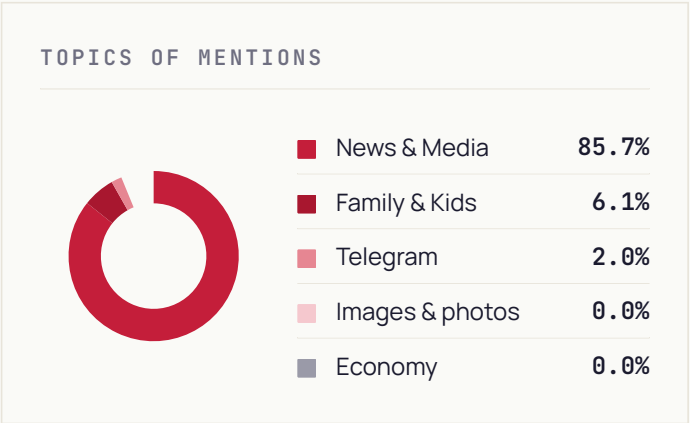
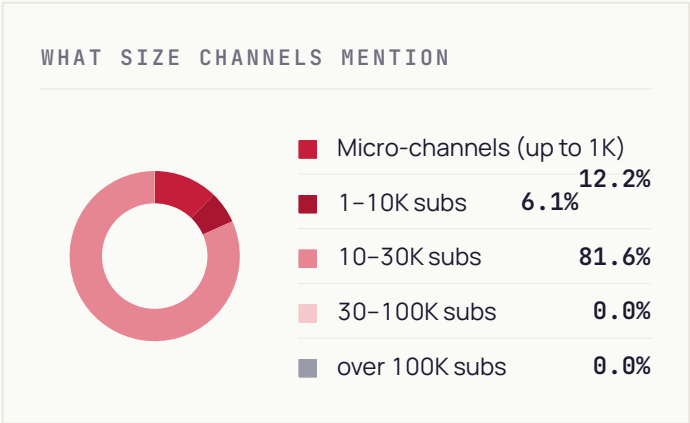
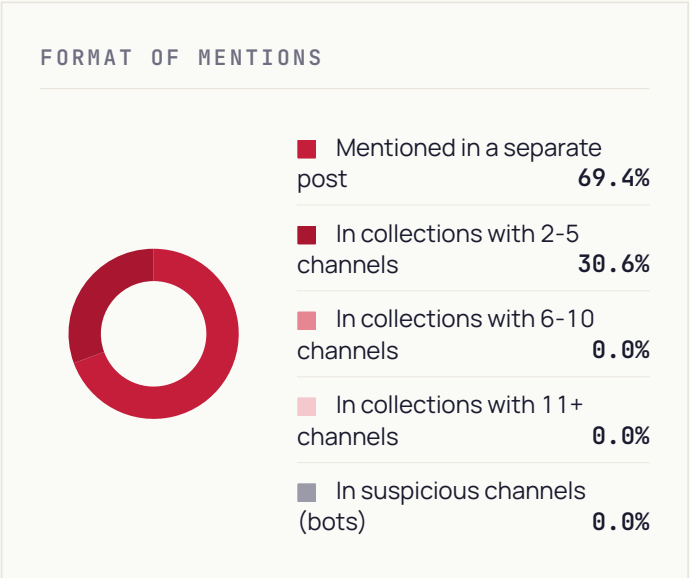
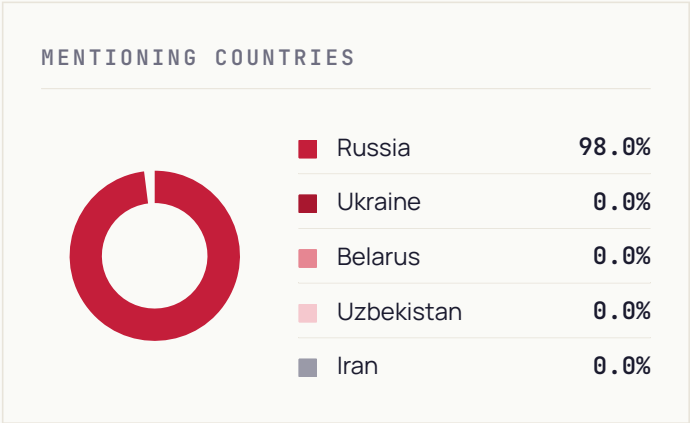
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

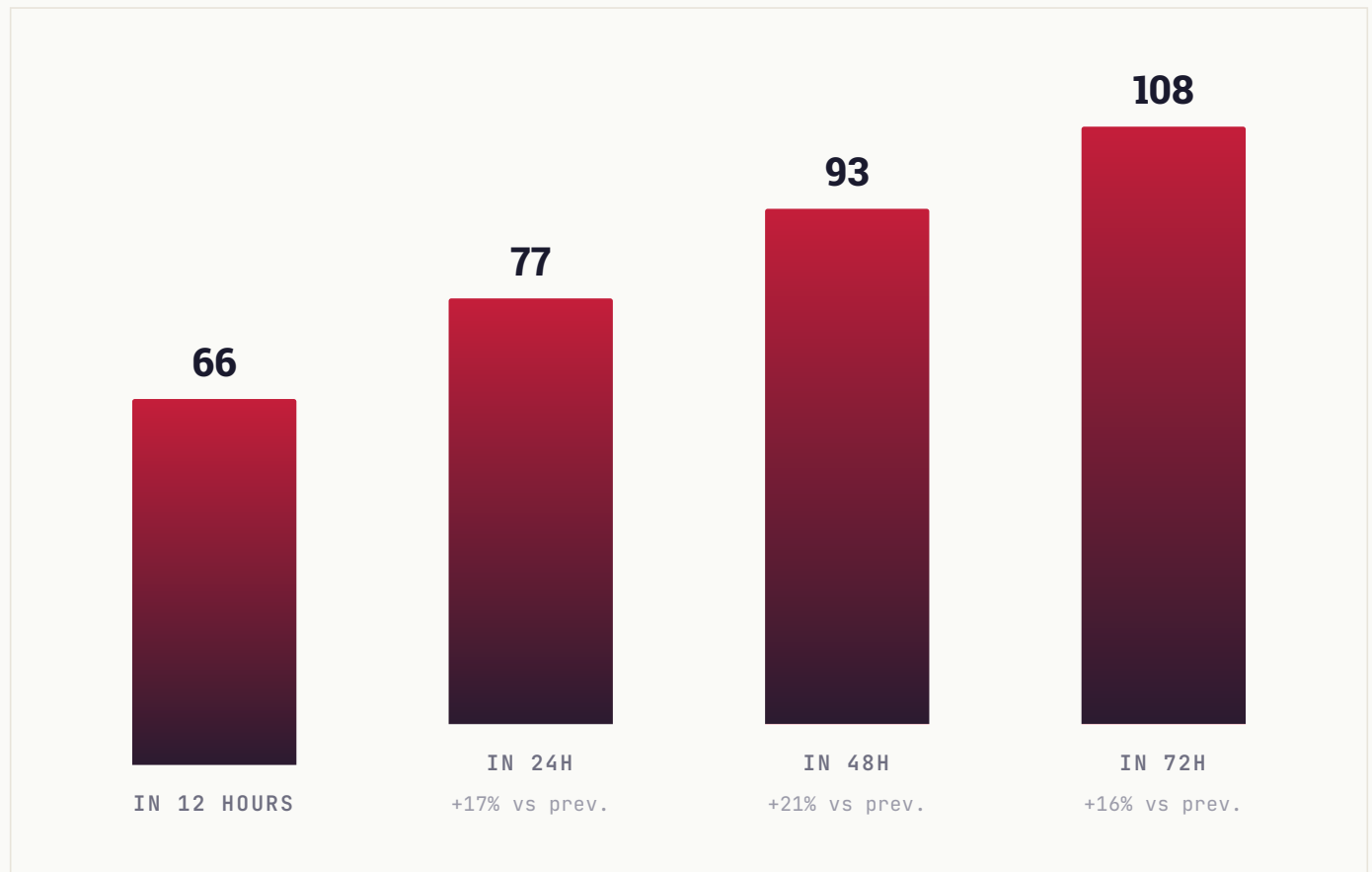
Citation index 4 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: 6 different channels.



— 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 closest channels by topic and audience. Your channel highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.4M
ک ا کانال اخبار فوری خبر فوری	4.3M
PE Live Stream • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM Perviy Moskovskiy	3.2M
TP Труха ⚡ Україна	3.1M
3L ZAO LIVE MOSCOW YOU	39.1K

COMPARATIVE INSIGHT

Channel still outside top-97 of niche — early growth stage. Niche leader — اخبار فوری (6M), median top-97: 1.3M. First goal: break into top-97 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions: **20**, they brought **348** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	6	3	10
December 2025	3	1	14
Nov 2025	0	0	8
Oct 2025	4	1	142
Sep 2025	7	2	151
August 2025	0	0	23

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
20	6	348

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.



— 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 Saturday**

On this day at 13:00 MSK the audience is most active.

EFFECT

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

Current ER 1.11% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+4.4pp 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 & interactive formats**

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic is an easy win.

EFFECT

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

Exchange posts with channels in the same segment quarterly. 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 minutes from public data. To go further — run ads through us and hit your growth plan in a month.

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

02 **Contact manager** t.me/PromptPress_manager
