

— PUBLIC REPORT BY PROMTPRESS

Channel audit

ZTB NEWS - News of Kazakhstan



@ztb_qaz

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SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
180 561	11.0%	18.8K
04.07.2026 -3256 per month	per day 9.1%	ad reach 16.4K/24h
HTTPS://PROMTPRESS.COM/AUDIT/ZTB_QAZ		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 180 561 —	 SUBSCRIBER REACH 10.4% avg % of subs see post	 VIEWS/POST 18.8K median 18.6K · 29 days	 POSTS/DAY 13.3 ~93 per week
 7D TREND -1.2% vs previous week	 REACTIONS/POST 233.6 total 90,867 reactions, 8,263 reposts, 0 comments	 POST LENGTH 832 chars median 867 · 29 days	 POSTS ANALYZED 389 29 days
 AD REACH 16.4K 24h avg	 CHURN / MONTH -3256 last month	 CITATION RATE 378 citation index · 885 channels mentioned all time	 CHANNEL AGE 8 years 11 months created 23.07.2017

AI EDITOR SUMMARY

Channel «ZTB NEWS - Kazakhstan News» – 180 561 subs. Each post averages 18.8K people (10% of subs), reach is low – consider expanding audience. Publishes 93 posts per week (~13/day) – very active posting. For the week of Jun 22–28, reach stable (-1.2% vs week 15–21 Jun).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **389** posts over 29 days.
- 02 Dominant format – **Video** (198/389 posts).
- 03 Avg post length – **832** chars (median 867).
- 04 Peak audience activity – **Saturday**, 23:00 ALMT.
- 05 Top posts get **2×** more views than the weakest (26.2K avg for top vs 15.8K for worst) – across 389 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 18:02 VIDEO  Famous fighter Asu Almabaev stretched an American in the third round and won his 24th career victory Almabaev won early...	VIEWS 29 298 REPOSTS 21	REACTIONS 443 ER 16.2%
Nº2 10.06 · 17:29 VIDEO  Kazakh tennis star signs with top French club Alan Kurmangaliyev, a national team leader...	VIEWS 25 492 REPOSTS 24	REACTIONS 164 ER 14.1%
Nº3 14.06 · 13:49 PHOTO  Kazakh Foreign Ministry confirms citizen Aset Kuralbay missing in US. Diplomats have contacted...	VIEWS 23 943 REPOSTS 14	REACTIONS 303 ER 13.3%

Nº4 15.06 · 04:38 PHOTO US and Iran ready to sign peace agreement this week After months of tension and mutual strikes, Washington...	VIEWS 22 981 REPOSTS 16	REACTIONS 98 ER 12.7%
Nº5 06.06 · 12:22 PHOTO !! Reports that the site for Astana's second airport has already been determined are false. This was stated by the capital's...	VIEWS 22 948 REPOSTS 5	REACTIONS 40 ER 12.7%

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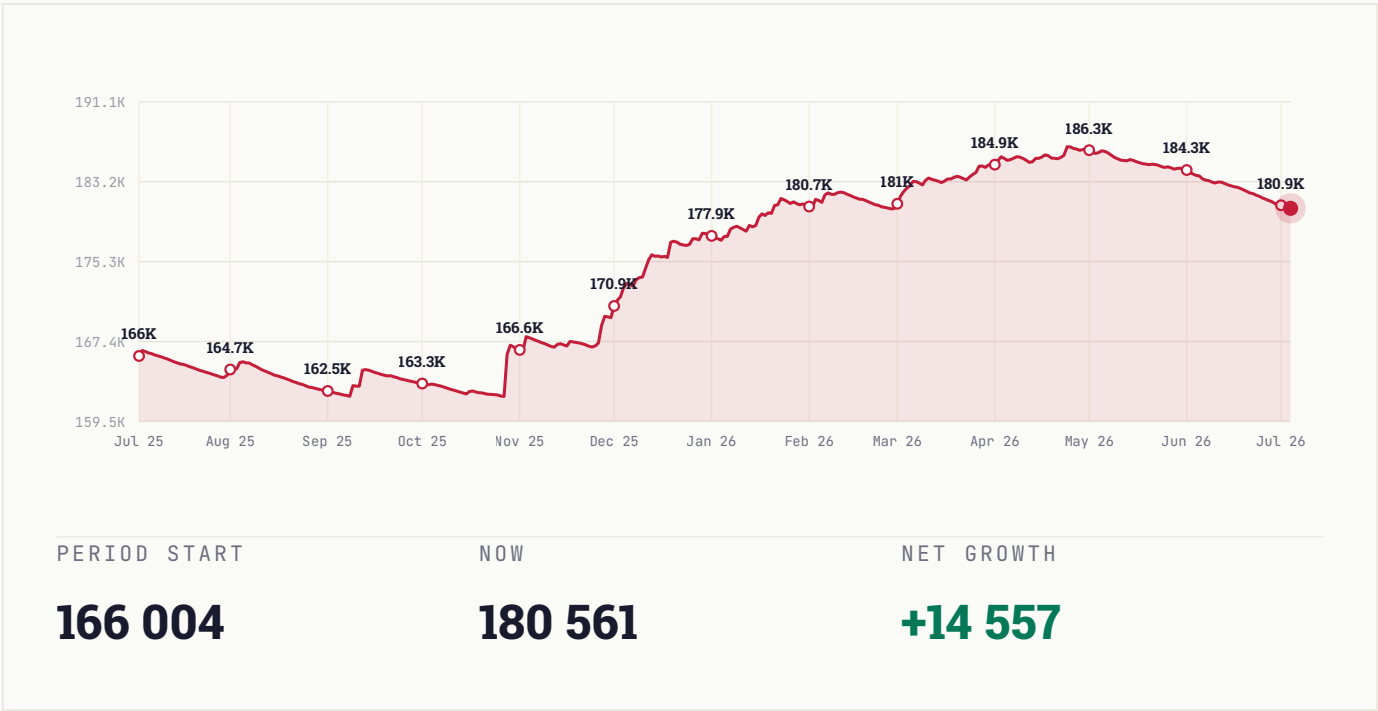
WORST 3

↓ 18.06 · 07:53 POLL (post without caption – poll)	VIEWS 16 014 REPOSTS 1	REACTIONS 26 ER 8.9%
↓ 30.06 · 06:31 VIDEO !! Also right now a joint session of the Majilis and Senate is underway. President Tokayev is speaking. And starting tomorrow, the New Constitution...	VIEWS 15 734 REPOSTS 7	REACTIONS 387 ER 8.7%
↓ 30.06 · 06:26 VIDEO ⚡ Court hearing on the murder of a family in Atyrau postponed to July 7 At the hearing, state prosecutor Maira Yerzhanova...	VIEWS 15 723 REPOSTS 2	REACTIONS 25 ER 8.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

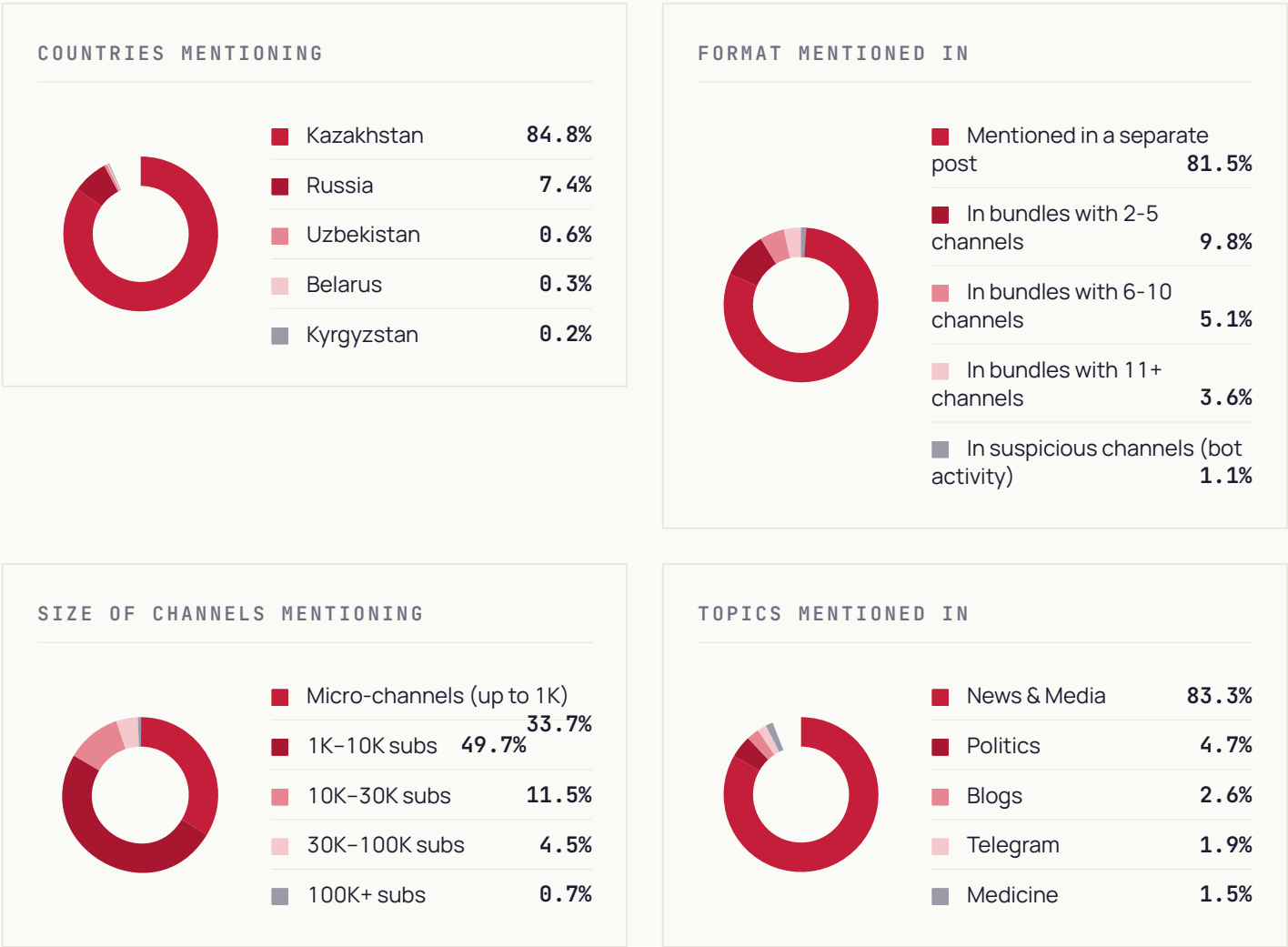
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

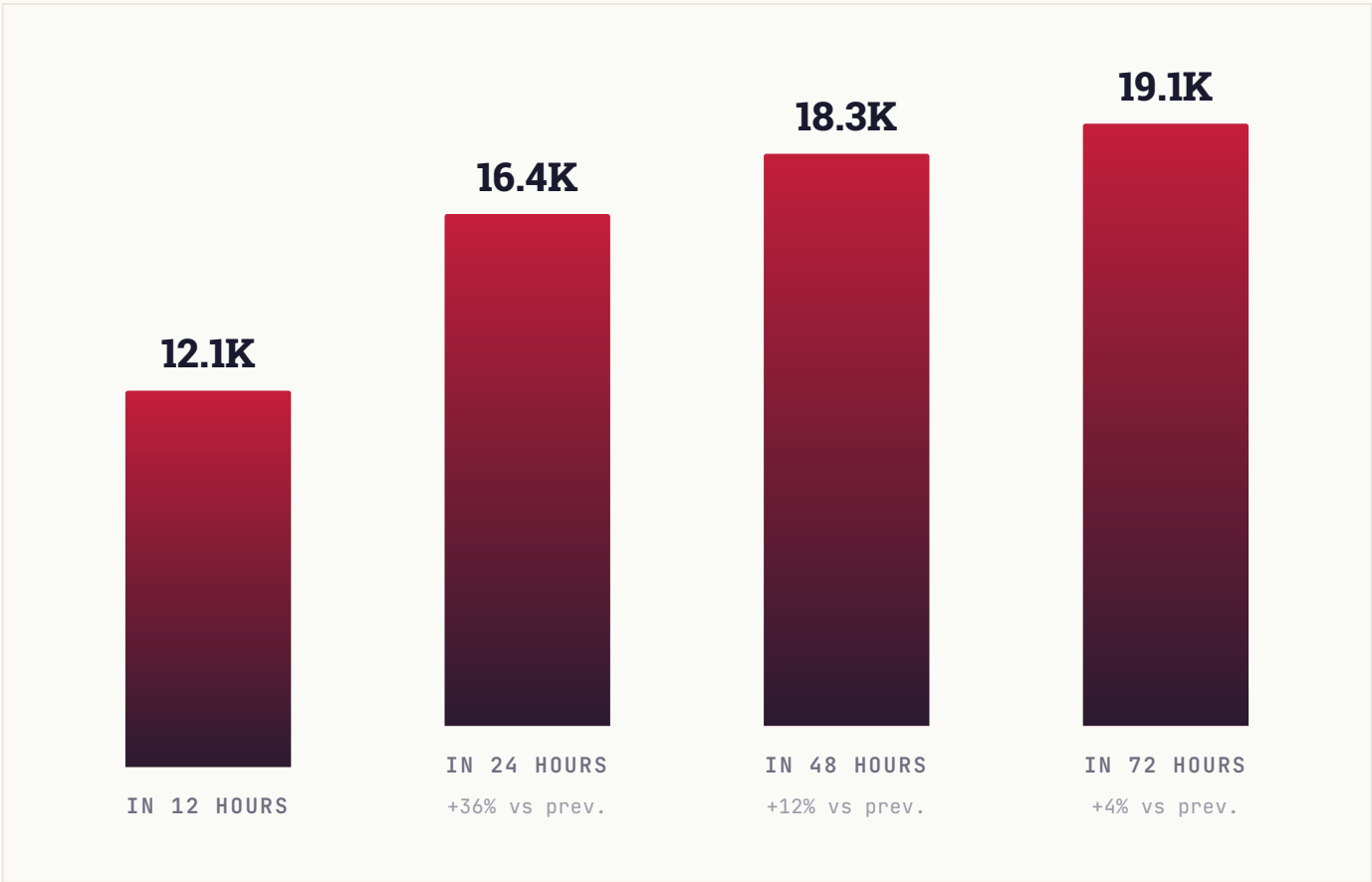
Citation index **378** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **885** different channels.



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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - News of Kazakhstan	256.4K
Z- Zakon.kz - News of Kazakhstan and world	204.1K
ZN ZTB NEWS - News of Kazakhstan YOU	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT NOT Khabar	76.2K
AB Atameken Business - News of Kazakhstan	74.2K
N- NUR.KZ - News of Kazakhstan	73.6K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#4 of 99). Strong position. Niche leader — Dauletten (342.4K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

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 were **444**, they brought **29 498** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	123	36	5 269	
December 2025	100	30	9 481	
November 2025	101	31	5 254	
October 2025	30	19	5 419	
Sep 2025	47	32	2 721	
August 2025	43	25	1 354	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
444	6	29 498

SECTION 08 · NICHE COMPARISON

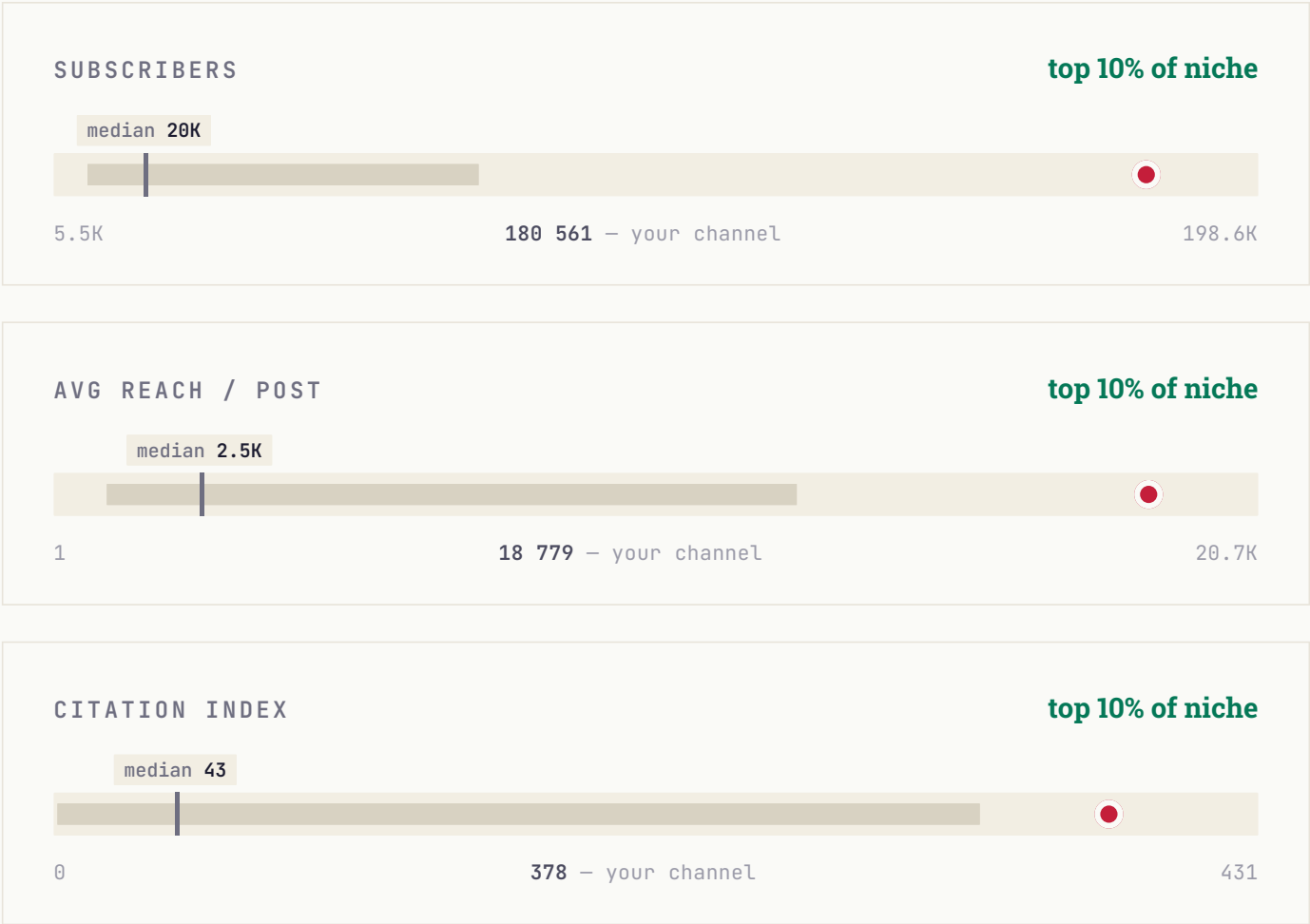
Where the channel stands in its league

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

#4/100

RANK IN NICHE

Channel in top 4% news & media



— 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

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

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels 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 — what we can do in minutes using public data. Want to go further? Run ads with us and hit 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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