

PUBLIC PROMTPRESS REPORT

Channel audit

Zvezdanews |

«Звезда»



@zvezdanews

Official page of Zvezda TV channel Feedback bot:
@Zvezdanews_Bot A+ Included by Roskomnadzor in the list of
personal...

SUBSCRIBERS

125 675

-2308 per month

ERR (% SEE POSTS)

7.0%

per day 4.0%

REACH/POST

7K

ad reach 5.1K/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 125 675 —	 SUBS REACH 5.61% avg % subs see post	 VIEWS/POST 7K median 5.6K · 16 days	 POSTS/DAY 34.6 ~242 per week
 7D TREND — no data for period	 REACTIONS/POST 113.5 total 65,394 reactions, 15,418 reposts, 0 comments	 POST LENGTH 552 chars median 520 · 16 days	 POSTS ANALYZED 576 16 days
 AD REACH 5.1K 24h avg	 CHURN / MONTH -2308 last month	 CITATION RATE 4 740 citation index · 10,664 channels mentioned all time	 CHANNEL AGE 9 years 25 days created 21.06.2017

AI EDITOR SUMMARY

Channel «Zvezdanews | «Звезда»» — 125 675 subs. Each post gets avg 7K people (6% of subs), reach is low — consider expanding audience. Publishes 242 posts per week (~35/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **576** posts over 16 days.
- 02 Dominant format – **Video** (313/576 posts).
- 03 Avg post length – **552** chars (median 520).
- 04 Peak audience activity – **Friday, 23:00 MSK**.
- 05 Top posts get **7x** more views than the weakest (30.1K avg for top vs 4.4K for worst) – among 576 posts over 16 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 11:32 VIDEO 🚢 The small missile ship "Storm", equipped with precision weapons, was launched at the Amur Shipbuilding Plant. The ship has already...	VIEWS 31 035 REPOSTS 77	REACTIONS 138 ER 24.7%
Nº2 03.07 · 19:50 VIDEO 📺 First footage of Putin visiting one of auxiliary command posts of Joint Group of Forces. 📺 Video not loading? Watch in...	VIEWS 30 731 REPOSTS 89	REACTIONS 157 ER 24.5%
Nº3 11.07 · 05:28 VIDEO 🔥 Footage of powerful strikes by our army on targets in Ukraine. In the first video, burning warehouses and workshops used by the Ukrainian Armed Forces for...	VIEWS 28 634 REPOSTS 85	REACTIONS 120 ER 22.8%

Nº4 03.07 · 20:03 VIDEO !! Chief of General Staff of RF Armed Forces reports almost daily on situation in SMO zone, Putin said. What else the president said during...	VIEWS 27 227 REACTIONS 132 REPOSTS 62 ER 21.7%
Nº5 08.07 · 08:01 PHOTO ! A Ukrainian drone attacked a bus traveling from Krasnodar to Melitopol. There were 11 civilians on board (9 passengers and 2 drivers). All of them...	VIEWS 26 680 REACTIONS 167 REPOSTS 63 ER 21.2%

WORST 3

↓ 11.07 · 09:01 PHOTO 👊 Those arrested for the murder of Berezovskaya are testifying against each other. Details are provided by Ukrainian media citing...	VIEWS 4 452 REACTIONS 69 REPOSTS 13 ER 3.5%
↓ 11.07 · 09:19 VIDEO 🇷🇺 Russia's army took control of the village of Bachevsk in Sumy region, the Defense Ministry reported. ★ Subscribe to Zvezdanews 📧...	VIEWS 4 416 REACTIONS 120 REPOSTS 19 ER 3.5%
↓ 11.07 · 06:34 PHOTO Russians can learn about new laws via Gosuslugi Ministry of Digital supported this initiative and is ready to provide mass mailing...	VIEWS 4 218 REACTIONS 58 REPOSTS 2 ER 3.4%

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.

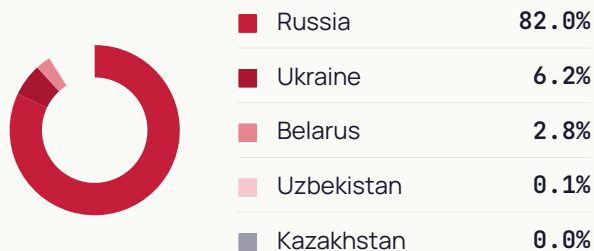


SECTION 04 • MENTIONS

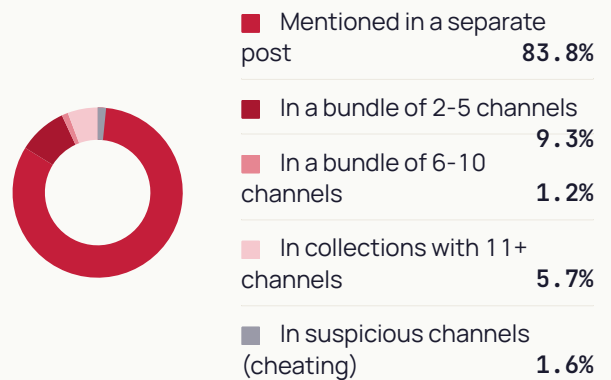
Who and how mentions the channel

Citation index **4 740** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time the channel was mentioned **10 664** different channels.

COUNTRIES MENTIONING



MENTION FORMAT



SIZE OF CHANNELS MENTIONING



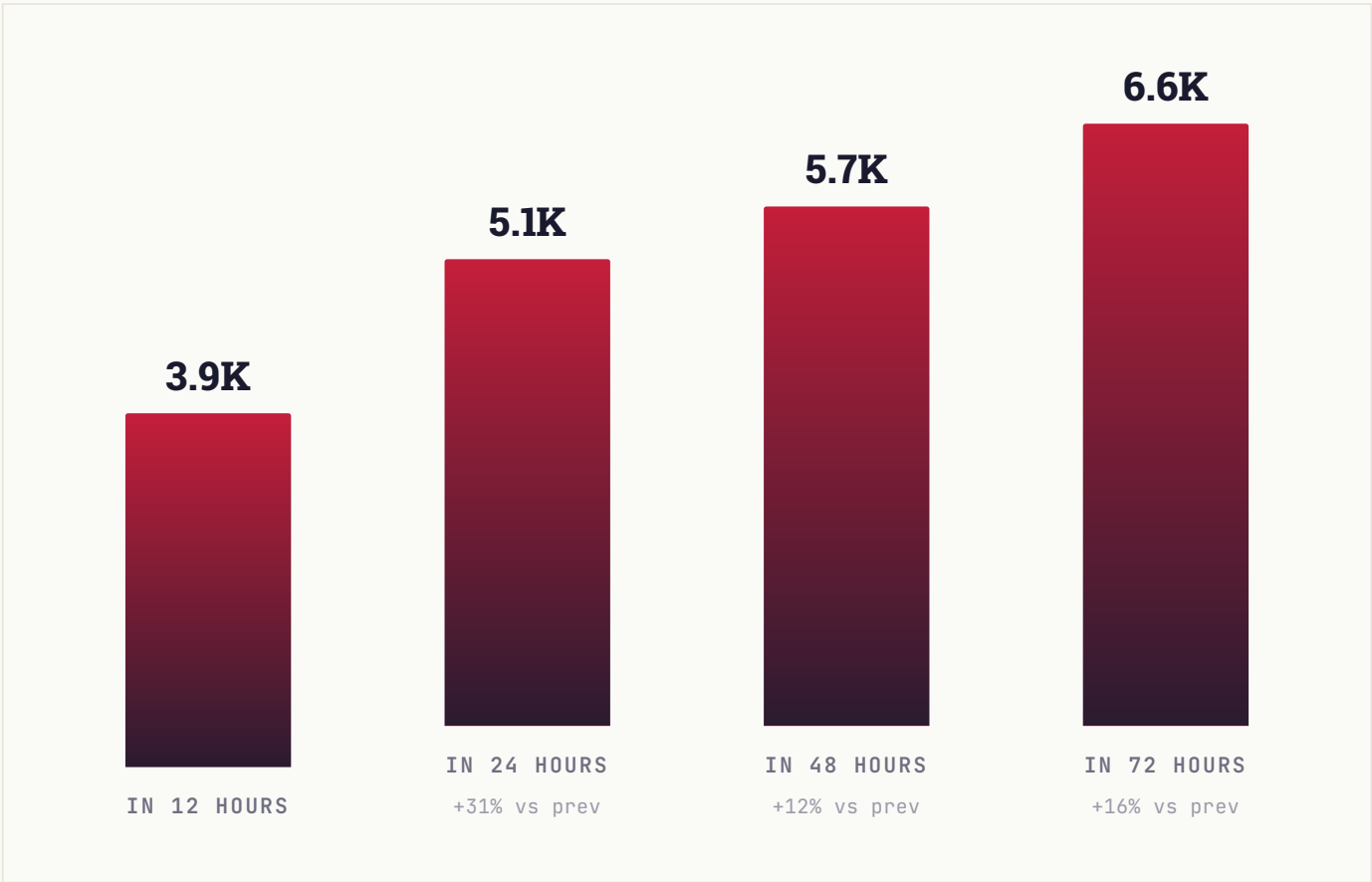
MENTIONED IN TOPICS



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can 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
کا کانال اخبار فوری خبر فوری	4.3M
PE Live • 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
ZI Zvezdanews «Звезда» YOU	125.7K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **13 891**, they brought **6 022** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	2 332	504	690
December 2025	2 658	571	452
November 2025	2 115	460	1 378
October 2025	1 867	399	723
September 2025	2 029	447	1 128
August 2025	2 890	598	1 651

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
13 891	6	6 022

Where the channel stands in its league

SUBSCRIBERS

90% below median

498.9K 125 675 — your channel 4.1M

median 1.3M

AVG REACH / POST

92% below median

733 7 046 — your channel 443.8K

median 93.7K

CITATION INDEX

better than 67% of niche

0 4 740 — your channel 11.2K

median 1.9K

— SECTION 09 · STRATEGY

What to Do Right Now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

01**Main post of the week — on Friday**

On this day at 23:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****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****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 point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

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

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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

02 Contact manager t.me/PromptPress_manager
