

Social Media Analytics Tools

**Your assistant for analyzing
Telegram channels**

 **seine**

Telegram Analytics Digest 2024 Results



Control the image of your brand using analytics tools and identifying informational trends,
analyze your competitors, and track mentions of your company.

Telegram Activity

Channels

Channel Growth and Activity Statistics in 2024

Channels

17 693 142

Under monitoring

Increase in collected channels

+6 547 660

Channels added in 2024

Inactive channels

4 165 060

No publications for more than 3 months

23.5%

Total inactive

TOP 5 languages by publications

43.1% Russian 11.6% English 6.3% Arab 5.8% Persian 4.7% Chinese

Active channels

4 453 979

Average value for the month

Authority rating. Top 5 channels in the most common languages: Russian and English

РИА Новости @rian_ru	3 399 478 Subscribers	Disclose.tv @disclosetv	383 672 Subscribers
Раньше всех. Ну почти. @bbbbraking	1 850 047 Subscribers	LauraAboli @lauraabolichannel	175 762 Subscribers
Readovka @readovkanews	2 857 997 Subscribers	The General @generalmcnews	138 263 Subscribers
Mash @mash	3 115 664 Subscribers	Sergeant News Network 🇺🇸 @sgtnewsnetwork	122 861 Subscribers
RT на русском @rt_russian	1 025 192 Subscribers	Insider Paper @insiderpaper	105 469 Subscribers

Publications

Dynamics of posting messages

Messages

13 222 346 600

Publications in the database

Increase in the number of publications from year to year

+4 199 772 499

Growth in 2024 compared to 2023

Deleted messages

722 596 505

Number of deleted messages per year

Dynamics of publication growth in 2024

Publication ratio in 2024

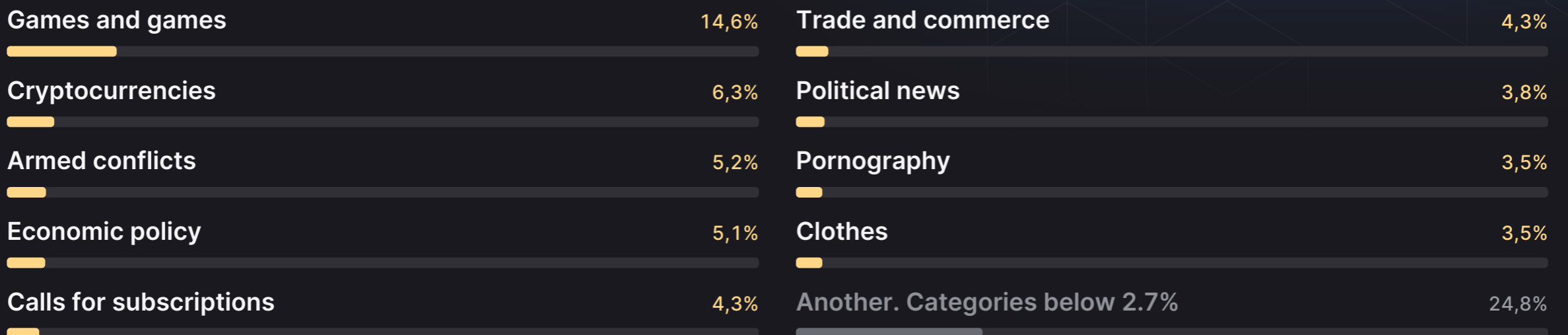
92% Unique messages

8% Reposts made

Popular categories

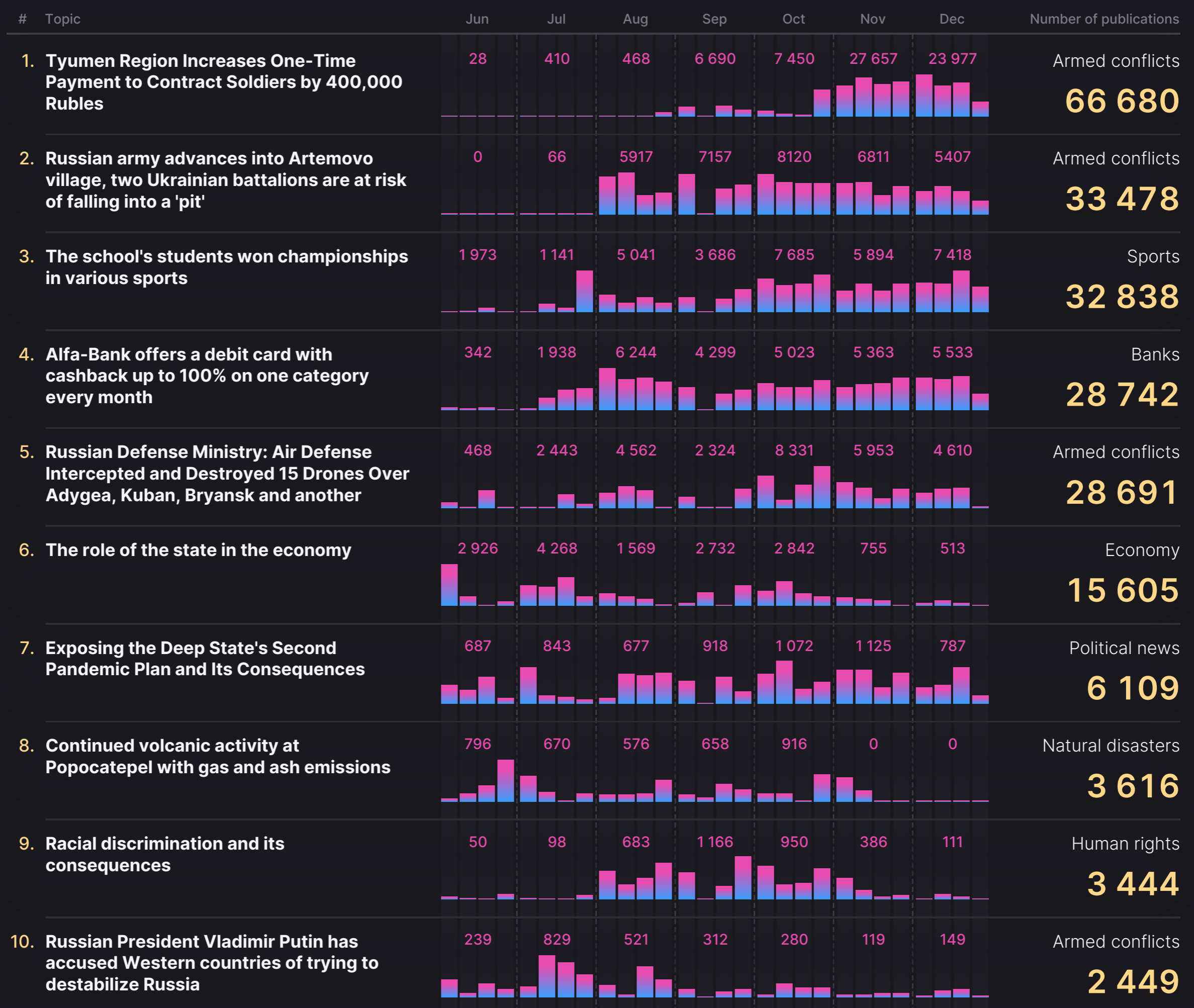
Categories

Main categories of publications for 2024



Topics

Top 10 most popular publication topics for the second half of 2024



Mentions

Top 10 mentioned persons for the second half of 2024

Total mentions include metrics since May 28

#	Person	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Mentions
1.	 Vladimir Putin President of Russia	683 664	484 151	511 288	414 868	541 888	623 619	708 319	3 968 306
2.	 Donald Trump 45th President of the United States	168 291	617 351	218 391	178 593	185 281	817 284	385 910	2 572 097
3.	 Volodymyr Zelenskyy 6th President of Ukraine	199 510	230 963	230 315	235 241	265 152	252 240	253 349	1 666 999
4.	 Joe Biden 46th President of the United States	229 320	398 015	120 752	108 899	101 724	172 009	73 795	1 205 467
5.	 Pavel Durov Founding VK in 2006 and Telegram Messenger in 2013	23 357	42 331	502 564	85 835	48 049	21 306	17 105	740 593
6.	 Kamala Harris 49th Vice President of the United States	12 652	132 172	127 961	97 362	88 976	108 408	5 845	573 385
7.	 Elon Musk Founder, CEO, and chief engineer of SpaceX CEO and product architect of Tesla	43 884	76 112	113 399	43 436	61 232	99 781	54 187	492 101
8.	 Alexander Lukashenko President of Belarus	41 179	64 658	92 061	39 711	85 968	54 882	47 665	426 238
9.	 Emmanuel Macron 25th President of France	97 076	62 600	59 899	18 090	21 554	27 135	50 225	336 712
10.	 Viktor Orbán Prime Minister of Hungary	30 941	145 548	7 607	5 580	21 785	21 554	36 264	269 317

Domains

List of domains most frequently mentioned in publications

#	Domen	Mentions	#	Domen	Mentions
1.	t.me	320 907 805	11.	bit.ly	6 960 723
2.	teraboxapp.com	74 199 414	12.	terafileshare.com	6 931 580
3.	1024terabox.com	43 572 500	13.	instagram.com	6 691 176
4.	teraboxlink.com	25 455 438	14.	wildberries.ru	5 776 586
5.	amzn.to	15 584 300	15.	amazon.in	5 473 705
6.	youtu.be	15 543 151	16.	vk.com	5 208 963
7.	youtube.com	12 211 538	17.	ift.tt	4 975 944
8.	x.com	9 312 163	18.	fkrt.co	4 605 487
9.	wa.me	9 167 113	19.	twitter.com	4 403 526
10.	freeterabox.com	8 150 257	20.	t.co	2 964 383

Rating of original sources

Positions of channels that most often publish popular news first

■ Trends started
 ■ Channels that supported trends
 ■ Total views

1.		РИА Новости 3404881 subscribers	520	19k	35m
2.		Prasadtechintelugu 873341 subscribers	328	12k	1m
3.		SHOT 1228939 subscribers	55	5k	9m
4.		Deals point 813079 subscribers	5	405	79k
5.		Mash 3121728 subscribers	76	4k	15m
6.		One Piece 35092 subscribers	7	31	106k
7.		Baza 1591471 subscribers	56	4k	9m
8.		Disclose.tv 383642 subscribers	21	420	252k
9.		TACC 504583 subscribers	488	26k	26m
10.		Dealdost 3535123 subscribers	5	979	59k
11.		112 364178 subscribers	6	260	6m
12.		Watcher Guru 371713 subscribers	16	524	462k
13.		Комсомольская правда: KP.RU 292217 subscribers	9	3k	8m
14.		Offers & Deals By India Desire - Idoffers 341544 subscribers	48	6k	316k
15.		BioClandestine 150458 subscribers	15	98	14k

How to determine the original source?

The calculation is based on the normalization* of five indicators within a certain period of time:

1. Number of publications of the channel's original sources, on the basis of which the trend (topic) was formed.
2. The sum of views of all publications of trends.
3. Number of unique channels that mentioned trends.
4. Number of channel subscribers.
5. Total number of publications.

The rating includes channels that have at least one original source that became a trend within the selected period of time.
















Final calculation formula:

$$\text{Index} = 1 * 2 * 3 * 4 / 5$$

* Normalization is a method of preprocessing numerical features in order to bring them to some common scale without losing information about the difference in ranges.

Authority rating

The ranking of authoritative channels determined by the HITS algorithm

1.		Disclose.tv 383 637 subscribers	3.25 ER	28.75 ERR	77.102 Authority rating	0 Intermediary rating
2.		РИА Новости 3 405 239 subscribers	0.11 ER	17.72 ERR	95.853 Authority rating	0.349 Intermediary rating
3.		LauraAboli 175 757 subscribers	2.87 ER	10.17 ERR	73.108 Authority rating	4.226 Intermediary rating
4.		Раньше всех. Ну почти. 1 851 410 subscribers	0.26 ER	24.13 ERR	87.876 Authority rating	1.099 Intermediary rating
5.		The General 138 296 subscribers	5.11 ER	49.54 ERR	70.669 Authority rating	0.397 Intermediary rating
6.		Readovka 2 862 521 subscribers	0.71 ER	28.52 ERR	86.85 Authority rating	7.98 Intermediary rating
7.		Sergeant News Network 122 846 subscribers	3.75 ER	10.17 ERR	70.611 Authority rating	4.253 Intermediary rating
8.		Mash 3 121 933 subscribers	0.38 ER	29.73 ERR	86.316 Authority rating	0.371 Intermediary rating
9.		Insider Paper 105 490 subscribers	2.29 ER	23.13 ERR	68.498 Authority rating	0.036 Intermediary rating
10.		RT на русском 1 025 888 subscribers	1.95 ER	16.94 ERR	84.364 Authority rating	3.651 Intermediary rating
11.		David Avocado Wolfe 119 233 subscribers	0.91 ER	8.7 ERR	68.07 Authority rating	8.489 Intermediary rating
12.		TACC 504 637 subscribers	0.16 ER	11.49 ERR	81.02 Authority rating	0.095 Intermediary rating
13.		Midnight Rider Channel 226 649 subscribers	4.11 ER	12.19 ERR	67.216 Authority rating	13.083 Intermediary rating
14.		EЖ 564 062 subscribers	1.46 ER	9.15 ERR	77.787 Authority rating	19.747 Intermediary rating
15.		Police frequency 78 577 subscribers	3.57 ER	6.86 ERR	65.318 Authority rating	3.81 Intermediary rating

How is the authority rating calculated?

It is based on an algorithm, named Hyperlink-Induced Topic Search (HITS) — is a link analysis algorithm that rates Web pages, developed by Jon Kleinberg.

The idea behind Hubs and Authorities stemmed from a particular insight into the creation of web pages when the Internet was originally forming: that is, certain web pages, known as hubs, served as large directories that were not actually authoritative in the information that they held, but were used as compilations of a broad catalog of information that led users direct to other authoritative pages.

In other words, a good hub represents a page that pointed to many other pages, while a good authority represents a page that is linked by many different hubs. We believe that pages are Telegram channels, and links are direct reposts of messages or links to channels. So a more authoritative channel is one that is linked to by other equally authoritative channels. And a channel - a hub is considered to be a channel that reposts or mentions other authoritative channels, although it is mentioned to a lesser extent.

Channel networks

List of channels under one management or participating in common mailings

Estimated network leader	First event date	Last event date	Channels	Events	Potential reach
Топор+	04/04/2024, 08:00	04/26/2024, 09:45	5	5	6 680 799
Young Holder Crypto	10/13/2024, 12:45	12/19/2024, 07:00	8	16	5 392 173
ЖЕСТЬ ВИДЕО ЧП 18+	01/12/2024, 07:00	12/24/2024, 09:55	65	1 751	4 269 378
Правдивости	01/07/2024, 12:00	12/24/2024, 08:05	67	1 277	4 175 489
МОЛОДЕЖКА НОВАЯ	01/09/2024, 08:30	06/12/2024, 08:30	18	68	4 066 250
РИА Новости	03/17/2024, 11:11	05/24/2024, 04:32	34	413	3 441 074
ФИЛЬМЫ КИНО СЕРИАЛЫ	02/02/2024, 08:35	04/14/2024, 08:35	20	65	3 333 946
Что произошло?	03/05/2024, 06:03	12/24/2024, 08:14	14	1 111	3 127 862
Музыка Bosco	05/11/2024, 05:15	08/23/2024, 05:27	17	9	2 866 953
MELLSTROY ДВИЖ	06/26/2024, 09:32	12/23/2024, 06:47	9	100	2 541 626
Москвач • Новости Москвы	03/11/2024, 10:18	07/27/2024, 04:58	8	17	2 345 051
ДЕТИ ПЕРЕМЕН СЕРИАЛЫ	04/07/2024, 07:37	04/13/2024, 01:47	8	6	2 338 355
Россия на максималках 18+	02/01/2024, 12:00	12/24/2024, 07:30	47	488	2 304 318
Readovka	05/27/2024, 09:36	05/27/2024, 10:15	5	3	2 287 806
Музыка из TikTok	04/18/2024, 09:07	05/17/2024, 09:27	12	16	2 151 170
Николаевский Ванёк	11/28/2024, 05:38	11/28/2024, 05:50	5	3	2 129 332
Срочные Новости	03/14/2024, 08:13	12/24/2024, 08:57	23	1 821	2 123 343
Yaxshi Yomon Расмий канал	02/13/2024, 02:29	02/16/2024, 01:59	5	2	2 110 442
Рифмы и Панчи	11/06/2024, 08:40	12/11/2024, 09:40	6	5	2 076 030
ДЕТИ ПЕРЕМЕН СЕРИАЛЫ	05/15/2024, 07:17	06/20/2024, 07:17	12	27	2 004 062
Музыка из TikTok	03/10/2024, 09:07	03/12/2024, 09:27	8	4	1 989 252
ЖЕСТЬ ВИДЕО ЧП 18+	04/04/2024, 01:05	12/24/2024, 05:00	17	710	1 980 234
Маникюр Ногти	01/10/2024, 05:38	12/24/2024, 04:33	7	71	1 951 860
ТИК ТОК 18+	01/07/2024, 09:50	12/24/2024, 11:30	106	5 542	1 909 509
Музыка Bosco	06/02/2024, 08:37	06/13/2024, 08:37	9	14	1 893 342
ДЕТИ ПЕРЕМЕН СЕРИАЛЫ	10/23/2024, 10:15	10/24/2024, 10:15	6	2	1 874 945
Баклажан	01/07/2024, 09:15	09/25/2024, 11:15	13	288	1 864 476
Музыка Bosco	02/08/2024, 05:47	02/12/2024, 05:47	7	2	1 860 286
Жесть дня	06/05/2024, 11:00	10/13/2024, 03:00	5	5	1 830 513
По моде Тренды 2024	02/05/2024, 06:05	12/23/2024, 06:05	16	83	1 824 502