

ALEX CAULFIELD / UK TECHNOLOGY CHANNEL

Make the product make sense.

Long-form reviews, practical comparisons and useful product integrations.

[Explore the channel](#) ↗



TECH IT EASY IS WHERE IT BEGAN. NOW A STUDIO WYE CHANNEL.

42k+

YouTube subscribers

Alex update: 23 October 2026

9.8m

Lifetime video views

Rounded: 21 September 2026

74.3%

Audience aged 25-54

28 days ending 21 September 2026

01 / THE PEOPLE BEHIND THE VIEWS

Time spent with technology.

An established channel. A useful starting point for audience fit.

74.3%

AUDIENCE AGED 25-54

28 days ending 21 September 2026



94%

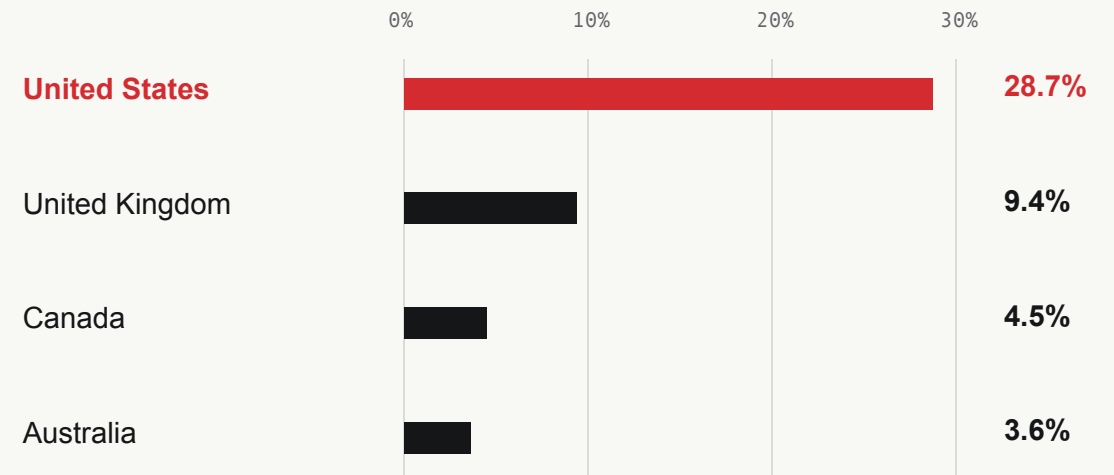
Male audience

432.7k

Lifetime hours watched

Where people watch.

Share of channel watch time



25 August - 21 September 2026. Selected markets only.
Chart scale: 0-30%; watch-time share, not viewer share.

Source: creator-supplied September 2026 YouTube media kit. Age and gender: 28 days ending 21 September 2026. Lifetime views and hours: rounded, 21 September 2026. Subscribers: separate Alex update, 23 October 2026. These are dated channel snapshots, not forecasts of campaign reach.

02 / A DEDICATED SPONSORED TECH IT EASY REVIEW

\$100k+

USD Amazon ordered value
attributed to this review



The iDock M10, explained through a practical
MacBook and Windows setup.

Published 22 April 2026

Milestone updated 19 October 2026

Milestone supplied by Alex on 19 October 2026; not independently audited. Product order value before cancellations, returns and adjustments, not creator income. Included within wider affiliate activity; do not add to aggregate totals. Historical results do not guarantee future performance.



Watch the review ↗

03 / A SPONSORED INTEGRATION

A product within the story.



TORRAS Q3 AIR PRO

30,119

Public full-video views

Snapshot: 19 October 2026

A clearly identified sponsor chapter at 09:53 within an iPhone and Galaxy comparison.

Watch the integration at 09:53 [↗](#)

Published 9 October 2026. Source: public YouTube metadata. Full-video views are not sponsor impressions or unique viewers, and do not measure sales. The TORRAS and AV Access measures are not combined.

BRANDS ACROSS ALEX'S WORK.

Channel, commissioned and wider brand experience.

acer

Wider brand
experience

CHERRY 

Commissioned
product film

 **HONOR**

Wider brand
experience

Insta360

Wider brand
experience

UGREEN

Wider brand
experience

XREAL

Tech It Easy
review

04 / MORE THAN ONE WAY TO TELL THE STORY

New technology. Familiar trust.

XREAL / DEDICATED SPONSORED REVIEW



Air 2 Pro + Beam Pro

A hands-on look at an augmented-reality workstation.
Tech It Easy review published 13 September 2024.

[Watch the XREAL review](#) ↗

WOOASK / A RETURNING BRAND

Two product launches. Two reviews.

Kickstarter products introduced to the Tech It Easy audience in 2021 and 2024.



3-in-1 / July 2021



A8 / May 2024

63,801

combined lifetime video views
Checked 19 October 2026

Full-video views, not unique viewers or campaign-period results.

05 / WORK WITH TECH IT EASY

The right fit. A clear brief.

01 / INTEGRATION

Part of the story.

A product segment within a relevant review, comparison or practical guide. The audience and context come first.

Paid partnerships are identified. A fee does not buy a positive review or a predetermined opinion. Sending a product does not guarantee coverage.

Deliverables, timing, factual checks, fees and rights are agreed before production. Advertising reuse and exclusivity are separately scoped.

02 / DEDICATED FEATURE

Room to go deeper.

A product-led video with space for hands-on demonstrations, everyday use and an honest presenter-led explanation.



ALEX CAULFIELD / CREATOR & PRESENTER / UK

[Read the editorial approach ↗](#)

SEND THE PRODUCT, AUDIENCE, TIMING AND ROUGH BUDGET

hello@techiteasycollective.com ↗

[Discuss a partnership](#)



[Studio Wye / Films for your own channels](#) ↗

[5 by Alex / Reviews in five minutes or less](#) ↗