

STUDIO WYE / TECH IT EASY / 5 BY ALEX

Make the product make sense.

Hands-on tech reviews and films made for brands. Led by Alex Caulfield, whose almost ten years in architectural visualisation now shape the films we make.

**121k+ views**

A RECENT TECH IT EASY REVIEW

[CLICK TO WATCH](#)

NEARLY

42k

SUBSCRIBERS

9.8m

LIFETIME VIEWS

432.7k

LIFETIME HOURS

Subscribers: Alex's update, 18 Oct 2026 (approx.). Lifetime views/watch time: YouTube Studio, 21 Sep 2026 (rounded). Featured review: 121,302 public views checked 19 Oct 2026; published 12 Aug 2026.



THE ESTABLISHED CHANNEL

Long-form reviews, deeper dives and practical buying advice for people who want to understand their tech.

74.3% 94%

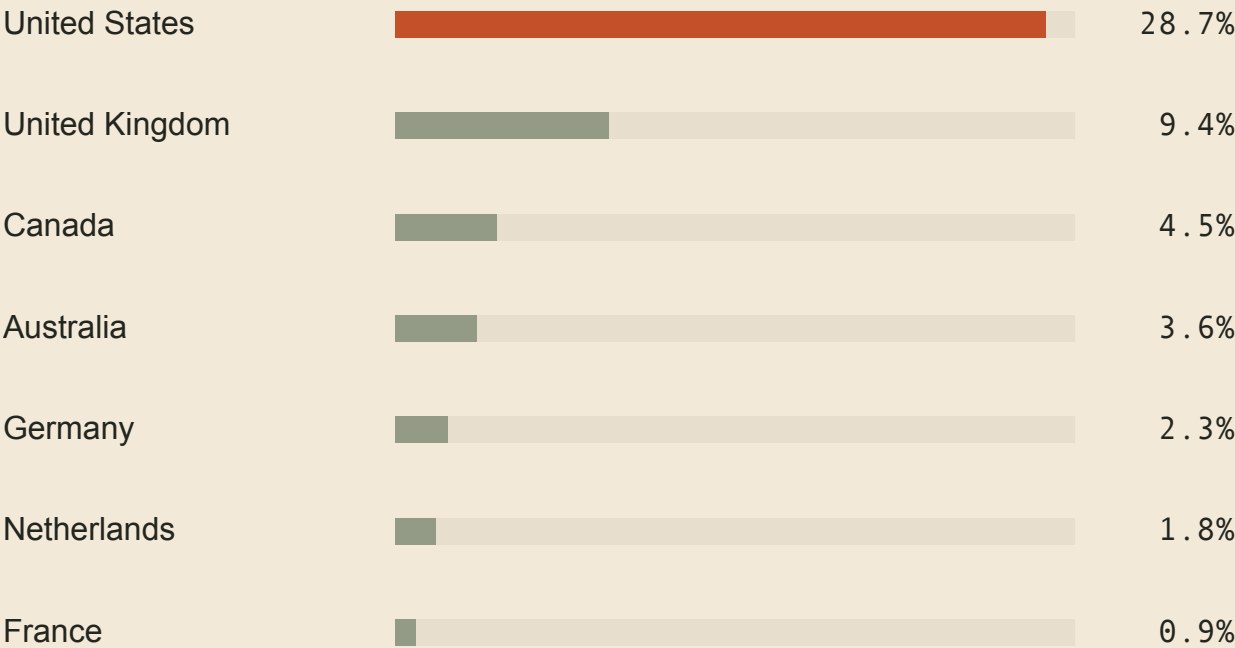
AGED 25-54

MALE

Where people watch.

28 DAYS / 25 AUGUST-21 SEPTEMBER 2026

Share of total channel watch time



Other countries: approximately 48.8% of watch time.

YouTube Analytics / media kit: last 28 days to 21 Sep 2026 (25 Aug-21 Sep). Country figures are watch-time shares, not shares of viewers or purchases. These audience statistics describe Tech It Easy; they are not attributed to 5 by Alex or commissioned UGC.

TECH IT EASY / A DEDICATED PRODUCT REVIEW

\$100k+

from one KVM review.

USD / AMAZON ATTRIBUTED ORDERED REVENUE

AV Access commissioned a practical review of its KVM dock. The film explains how it works and shows it in a real desk setup.

VIDEO PUBLISHED 22 APRIL 2026

MILESTONE UPDATED 19 OCTOBER 2026

Source: Alex's update, 19 Oct 2026. This case contributes to the broader affiliate business shown on page 6; it is not an extra amount to add to that total, and the update dates differ. Customer order value before returns and adjustments, not creator earnings.



WATCH THE CASE STUDY

TECH IT EASY / SELECTED COLLABORATIONS

Brands on Tech It Easy.

312,185

VIEWS ACROSS THESE FOUR VIDEOS

AULUMU



133,472

FULL-VIDEO VIEWS

Galaxy Watch apps guide

TORRAS



30,119

FULL-VIDEO VIEWS

Recent phone comparison

noreve
SAINT-TROPEZ

74,751

FULL-VIDEO VIEWS

Galaxy S26 Ultra review

ROBUST GOODS



73,843

FULL-VIDEO VIEWS

Apple Watch Ultra 3 review

Public YouTube view counts checked 19 Oct 2026. Views are for the complete videos, not measured sponsor impressions, unique viewers or sales. TORRAS video published 9 Oct 2026. Each logo and thumbnail links to the relevant collaboration.

TECH IT EASY / WOOASK KICKSTARTER REVIEWS

63k+ views. A returning brand.

Two Kickstarter projects for the same brand, reaching shoppers through practical tech reviews.

**27,459 views**

31 MAY 2024

**36,342 views**

20 JULY 2021

Public video view counts checked 19 Oct 2026; dates beside the figures are publication dates. 63,801 combined views across the two reviews are not unique people, sponsor impressions, sales or Kickstarter pledges.

AMAZON AFFILIATE LINKS

From a useful review to a purchase.



REVIEWS



PRODUCT LINKS

Tech It Easy reviews are one place we share product links.
Shoppers can explore the product, then decide whether it is right
for them.

Source: Amazon Associates dashboard, 1 Jan-18 Oct 2026. The total covers the reported affiliate links; it is not claimed to come solely from YouTube. Video images illustrate the review-to-link journey, not individual revenue attribution. Separate from Amazon Influencer on-site totals.

2026 YEAR TO DATE

\$143,007.76

USD / ORDERED REVENUE

1 January-18 October 2026

30,928

CLICKS

2,148

ORDERED ITEMS

6.95%

CONVERSION

Amazon-attributed customer order value, before returns and
adjustments. This is not creator earnings.

2026 YEAR TO DATE

Amazon Influencer.

A newer venture, with strong early results.

\$59,100

APPROX. USD TOTAL REVENUE

1 January-18 October 2026

£44,300

APPROX. GBP EQUIVALENT

39

VIDEOS IN THE PORTFOLIO



ALEX CAULFIELD

CREATOR & PRESENTER



GOLD TIER · AMAZON CREATOR STARS

Reached in under a year

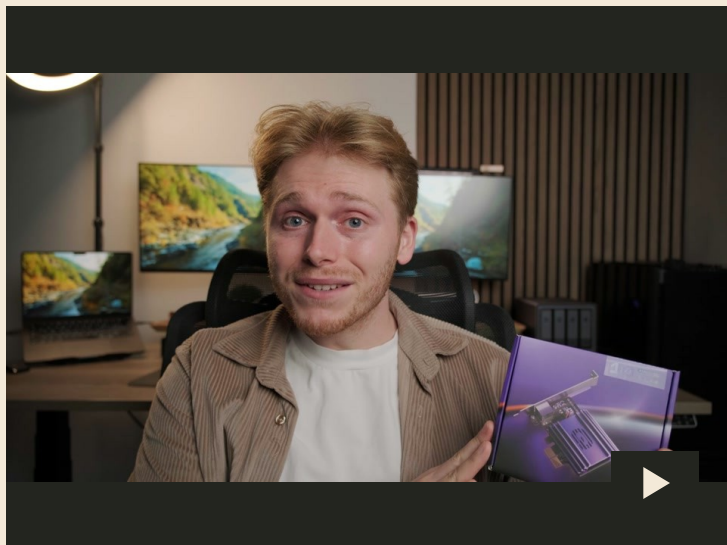
Broader creator status, separate from these on-site video results.

Influencer dashboards: US, UK, Canada and Australia, 1 Jan-18 Oct 2026. Amazon-reported Total Revenue, converted at 16 Oct 2026 Banque de France rates. Do not combine with affiliate-link ordered revenue. Gold status/timing reported by Alex, 19 Oct 2026.

STUDIO WYE / UGC & COMMISSIONED FILMS

For your channels. Made by us.

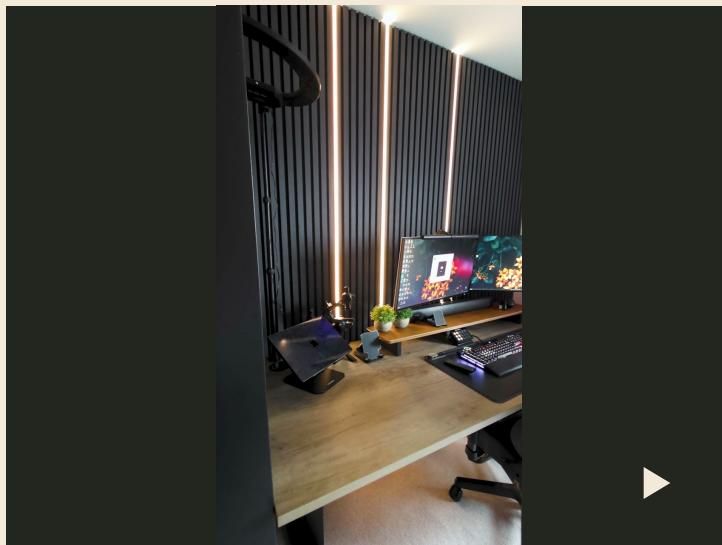
Product demonstrations and creator-led films. Each example opens the finished work.



Qronoz

2:18 / PRODUCT DEMONSTRATION

Networking hardware explained with a hands-on introduction.



Naturewall

1:22 / VERTICAL SHORT

A short-form film showing the product in a home setting.



CHERRY

4:09 / PRODUCT FILM

A closer look at the CHERRY MX 3.1 keyboard.



A NEW CHANNEL / SHORTER REVIEWS

START A FLOW

Let's find the right format.

hello@studiowye.com



Five-minute reviews built around the questions shoppers ask before buying. Watch a keyboard review to see the format.

Tech It Easy partnerships. UGC for your own channels. A five-minute review where the product fits. Tell us the product, audience and timing.

[VIEW THE INTERACTIVE KIT](#)