



ITALIAN GAMING CREATOR - ROBLOX - ENTERTAINMENT

Reach Italy's gaming generation.

SPARX creates daily gaming entertainment for a highly engaged Italian community. Campaigns are integrated into formats viewers already choose to watch: dedicated videos, native short-form content, livestreams and product-led activations.



AVAILABLE FOR PARTNERSHIPS

**Gaming. Tech.
Products.
Launches.**

640K+

Cross-platform
community

TOTAL AUDIENCE

404K

YouTube subscribers

YOUTUBE

171K

TikTok followers

TIKTOK

20.5K

Instagram followers

INSTAGRAM

PLATFORM SCALE

114M+

Lifetime YouTube channel
views

578.6K

YouTube views in the last 28
days

475.7K

TikTok video views in the last 60
days

6K+

Discord
members

Cross-platform totals represent followers and community members, not unique individuals.



VERIFIED ANALYTICS

A multi-platform audience.

Platform statistics are shown with their original reporting windows and source labels.

YouTube		TikTok		Instagram	
Subscribers	404K	Followers	171K	Followers	20.5K
Views - last 28 days	578.6K	Video views - last 60 days	475.7K	Top Reel views - 90 days	83.6K
Unique viewers - 28 days	95.9K	Total viewers - 60 days	141.9K	Top Reel reach - 90 days	97.6K
Watch time - 28 days	32K h	New viewers - 60 days	58.4K	Primary format	Reels
Returning viewers	83.3%	Profile views - 60 days	13.3K	Niche	Gaming
Audience in Italy	91.5%	Likes - 60 days	10.9K	Language	Italian

CROSS-PLATFORM AUDIENCE SIGNALS

YouTube audience in Italy		91.5%
TikTok followers in Italy		57.4%
TikTok followers aged 18-34		66%
TikTok male followers		58%
TikTok female followers		41%

Instagram demographics are not inferred from other platforms. Instagram performance is reported using its own available reach and view data.



SELECTED BRAND WORK

Native integrations, real content.

Click any campaign card to open the published video.

ASUS ROG - DEDICATED YOUTUBE VIDEO

My new ASUS gaming build

15K+ views

MESHY AI - YOUTUBE SHORTS

AI-powered Roblox creations

22K+ combined views

MATCH MASTERS - DEDICATED GAMEPLAY

Winning strategies in competitive PvP

Mobile gaming campaign

SONIC RUMBLE - LAUNCH AND UNBOXING

Global release creator activation

Dedicated YouTube video

ADDITIONAL PARTNERSHIPS

Dave's American Food

FlexiSpot

Skifidol Brainrots

ICAM

Dolce & Toys

LDCloud

Parma Esports

Diramix



HOW WE CAN WORK TOGETHER

Built around the campaign goal.

Deliverables, usage rights, exclusivity and distribution are agreed according to scope.

01

Dedicated video

A complete YouTube concept built around a game, product or launch.

02

Video integration

A natural sponsored segment inside an established long-form format.

03

Short-form

YouTube Shorts, TikTok and Instagram Reels designed for native discovery.

04

Live activation

Gameplay, brand mentions, overlays, giveaways and community interaction.

05

Product showcase

Unboxing, setup transformation, demonstration or creator-led review.

06

Multi-platform campaign

A coordinated package with defined deliverables across selected channels.

BUSINESS ENQUIRIES

Let's build the right campaign.

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sparxofficial.com/work-with-me