

Australian tech stories that help people decide.

TechManPat combines trusted YouTube storytelling with practical buying tools for Australians researching home energy, NBN, robotics, smart home and consumer technology.

35K+

YOUTUBE SUBSCRIBERS

1,200+

PUBLISHED VIDEOS

AUSTRALIA

PRIMARY MARKET

HIGH INTENT

BUYING RESEARCH

Why the audience pays attention

Real ownership

Long-term experience, actual bills, installation detail and the verdict after the launch-week excitement is gone.

Australian context

Local products, retailers, NBN connections, energy tariffs, rebates and the questions Australian buyers actually ask.

Useful next steps

Videos can continue into TechManPat Compare, Labs and qualified customer enquiries instead of ending at the view count.

Build something useful, not just visible.

Campaigns are shaped around the product, the audience question and the useful outcome. One-off videos are available, but the strongest work connects the story to research and buying intent.

Videos and integrations Dedicated reviews, sponsored segments, explainers, factory visits and event coverage for an Australian technology audience.	Long-term product stories Installation, daily use, software updates, costs and a later verdict that gives the audience more than a launch-day impression.
Compare annual partnerships Maintained product data, clearly labelled commercial support and relevant customer enquiries. Payment never affects ranking.	Integrated campaigns A video supported by a Labs article, a Compare pathway and newsletter coverage so the work remains useful after publication.

Editorial trust

Commercial relationships are disclosed. A brand may support production, supply a product or maintain its information in Compare, but payment does not guarantee a positive conclusion and never improves a product's recommendation or ranking.

Start with the product and the audience problem.

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