

# Gaming SmartTV Project

3labs



tom's **HARDWARE**  
THE AUTHORITY ON TECH



SPAZIO  
GAMES



# Gaming SmartTV Project

Publishing editorial content dedicated to **Smart TVs** designed for those who want the most from big-screen gaming. With informative **articles**, comparative **reviews** and **conversion-oriented content**, we explore how these technologies offer ultra-fast response times, reduced input lag and incredibly realistic colors, ensuring a fluid and immersive gaming experience.

From VRR capabilities, HDMI 2.1, and high refresh rates, to compatibility with next-gen consoles and PC gaming, we break down everything that makes a Smart TV the ideal companion for every gamer.

## Target Persona



**Age: 18 –55+**

**Sex:**

- **Men: 70%**
- **Women: 30%**



**Communication platform:**

- editorial
- social network



**User types:**

- Home entertainment enthusiasts
- Gamers and video game enthusiasts
- Consumers attentive to image quality

# PROPOSALS AND KPI\*

## EDITORIAL CONTENT



### SEO Article (Article entirely dedicated to SmartTVs)

- *Gaming on OLED TVs: Why They're the Ideal Choice for Consoles and PCs*
- *OLED Smart TVs and Gaming: All About VRR, HDMI 2.1 and Refresh Rate for an Uncompromised Experience*

**KPI: 5,000 minimum guaranteed users\***

### Product Placement

Insertion in already positioned Buying Guide:

- **Best Smart TVs**
- **Best 43" Smart TVs**
- **Best Gaming TVs**
- **Best TVs for PS5 Gaming**
- **Best TVs for Xbox Series X Gaming**

**KPI: 5,000 minimum guaranteed users\***

## SOCIAL CONTENT AND ADV



### Relaunch of the editorial part

Posts & reels dedicated to the product

- **KPI: 10,000 minimum views guaranteed**

### Advertising campaign

To expand the user base

### News Offer

- **KPI: 5,000 minimum guaranteed users**

\*These are the minimum guaranteed numbers, we have historically achieved higher results.



**100+**

Areas of expertise



**100+ million**

Unique visitors per year



**10 million€**

Induced turnover generated with  
Affiliates

***We successfully achieve your goals***

***Some brands we have collaborated with***

