



Darts n Gear

MEDIA DATA

GERMANY'S TOP
DARTS PRODUCTS
CHANNEL

INTRODUCTION

I started my youtube channel september 2021 and named it: Ollis Dartgarage. A german channel that gives orientation about darts & darts products. It reached it's first 1.000 subscribers in 2022 and so I began with ADs monetization. A few months later I passed 0.5 million views, had 5.000 subscribers and my first supporters.

I fired video reviews on launch days and had monthly giveaways. Ollis Dartgarage was the first channel to report & review the new PDC Dartboard Winmau Blade 6 TC. The first channel to test insulation systems, the only one with objective LED-light and Dartboard comparisons based on real measurements, the first to predict the moulded flights trend and we're the no.1 source for Autoscoring Systems and feature comparisons.



In Jan/Feb 2024 we passed 1 mio. views and 10K Subs.

In Jan / Feb 2025 we had 2.9 mio views, 17.5 K subs. 250 uploaded videos, 60K Likes and 17.5K comments!

--> quality content for an active and mature community. To reflect what we stand for, we re-named our brand to DartsnGear.

KEY VALUES - „Why do they watch us?“

Informative and Detailed Reviews

Viewers appreciate the in-depth analysis and information provided in the reviews, helping them make informed decisions about darts and related products.

Community Engagement and Giveaways

The channel engages with its audience through contests and celebrations of milestones, creating a sense of community among dart enthusiasts.

Expert Insight into Dart Equipment

The channel offers unique insights into the performance and specifications of various dart equipment, thus appealing to both beginners and advanced players.

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Declaration We're not buying any traffic nor subs! We're transparent with our data. Everything shown in this report is based on screenshots of analytics & tools we use to track trends and performance to reach our goals. see most of our statistics and trends here (these tools are open and free to everybody):

Socialblade <https://socialblade.com/youtube/handle/dartsgear>

Viewstats: <https://www.viewstats.com/@dartsgear/channelytics>

ACHIEVEMENTS YouTube Channel - 4 years of darts content

March 2022, 1.500 Subs



Sept 2022, 250K views



March 2023, 500K views



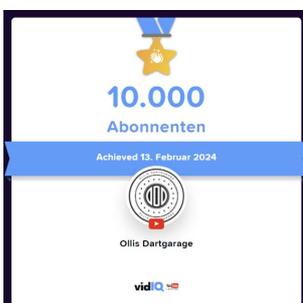
Oct 2023, 7.000 Subs



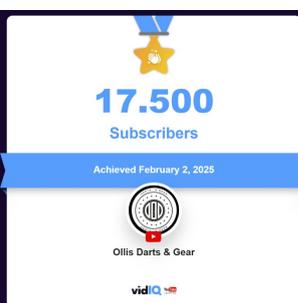
Jan 2024, 1 Million views



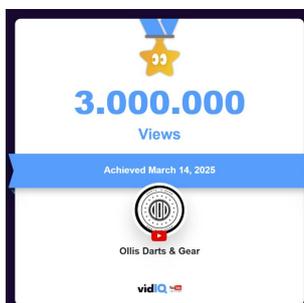
Feb 2024, 10K Subs



Feb 2024, 17.5K Subs



March 2024, 3 mio. views



PARTNER & SPONSORSHIPS



non Darts Cooperations



OVERVIEW - YOUTUBE

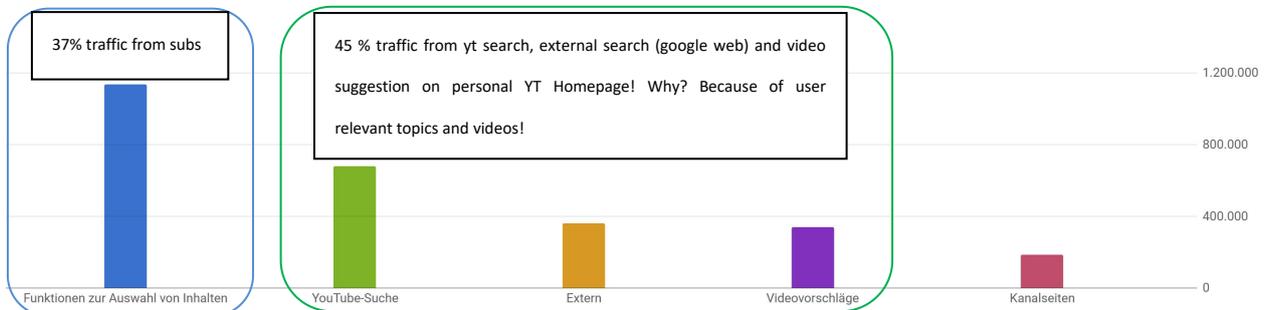
Source: Google Analytics YouTube-Studio

Overall Views Top 6 regions - Sept 2021 to Mrch 2025



Region	Aufrufe ↓	Wiedergabezeit (Stunden)	Durchschnittliche Wiedergabedauer
<input type="checkbox"/> Gesamt	3.056.922	230.706,9	4:31
<input type="checkbox"/> Deutschland	2.567.168 84,0 %	201.418,9 87,3 %	4:42
<input type="checkbox"/> Österreich	168.629 5,5 %	13.080,3 5,7 %	4:39
<input type="checkbox"/> Schweiz	55.547 1,8 %	4.245,4 1,8 %	4:35
<input type="checkbox"/> Vereinigtes Königreich	31.058 1,0 %	762,1 0,3 %	1:28
<input type="checkbox"/> Belgien	17.698 0,6 %	1.057,6 0,5 %	3:35
<input type="checkbox"/> Niederlande	13.200 0,4 %	754,2 0,3 %	3:25

Top Traffic Sources - Sept 2021 to Mrch 2025

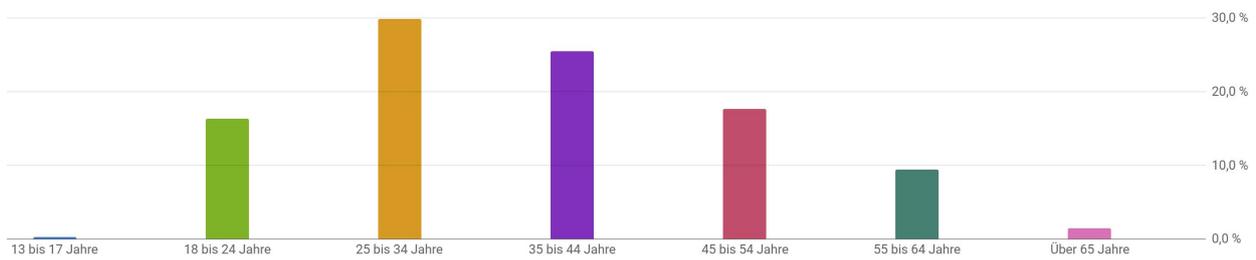


Traffic-Quelle	Aufrufe ↓	Wiedergabezeit (Stunden)	Durchschnittliche Wiedergabedauer
<input type="checkbox"/> Gesamt	3.056.922	230.706,9	4:31
<input type="checkbox"/> Funktionen zur Auswahl von Inhalten	1.135.393 37,1 %	87.954,2 38,1 %	4:38
<input type="checkbox"/> YouTube-Suche	677.496 22,2 %	46.254,3 20,1 %	4:05
<input type="checkbox"/> Extern	356.792 11,7 %	19.099,0 8,3 %	3:14
<input type="checkbox"/> Videovorschläge	338.202 11,1 %	43.476,8 18,9 %	7:42
<input type="checkbox"/> Kanalseiten	181.132 5,9 %	13.634,4 5,9 %	4:30
<input type="checkbox"/> Shorts-Feed	145.407 4,8 %	1.347,2 0,6 %	0:33
<input type="checkbox"/> Direkt unbekannt	59.202 1,9 %	3.989,9 1,7 %	4:03

We don't produce shorts regularly. They can be helpful to get a lot of views quickly, but they don't bring engagement, watchtime nor (returning) subscribers. Therefore: no branding, no partner representation!

TARGET GROUPS - Age and Engagement

Source: Google Analytics - overview: 2024



73% of our channel views are from people between 25 and 54 years.

16.5 % of traffic comes from people below 24 years. 11 % above 55 years.

Alter der Zuschauer ↓	Aufrufe	Durchschnittliche Wiedergabedauer
<input type="checkbox"/> 13 bis 17 Jahre	0,2 %	2:44
<input type="checkbox"/> 18 bis 24 Jahre	16,3 %	4:37
<input type="checkbox"/> 25 bis 34 Jahre	29,8 %	5:03
<input type="checkbox"/> 35 bis 44 Jahre	25,4 %	5:15
<input type="checkbox"/> 45 bis 54 Jahre	17,6 %	5:25
<input type="checkbox"/> 55 bis 64 Jahre	9,3 %	5:05
<input type="checkbox"/> Über 65 Jahre	1,4 %	5:01

COMPARISON DartsnGear Channel

YouTube all time overview - Sept. 2019 to Mrch 2025



YouTube 2024 - Jan to Dec



Subs Rate nearly same. That's because of our strategy switch not focussing on subs. instead provide content, that drives views and watchtime! --> we focussed trends and searched keywords in youtube- and web-search (see page 4: 45% traffic from these sources!)

YouTube actual year 2025 - Jan to Mrch



Awesome, right? The top season in darts is dec, jan and feb!! we profit from our seeded content the months before, when new darts interested people start their search and orientation phase.

TOP CONTENT DartsnGear

YouTube Top Videos in Q1 2025 (last 90 days)

Inhalte	Durchschnittliche Wiedergabedauer	Aufrufe
 <p>1 DIY Darts Autoscoring mit AUTODARTS Update 2025 09.01.2025</p>	4:27 (25,4 %)	69.882
 <p>2 Dieses Dartboard ändert alles! Precise 180 Endorphine - Sneak ... 12.01.2025</p>	3:47 (31,8 %)	68.883
 <p>3 Autodarts vs SCOLIA Showdown: Wachablösung vom Underdog? 03.06.2024</p>	6:55 (30,7 %)	51.493
 <p>4 Dartsmind: Autoscoring gratis mit dem Handy? 31.01.2025</p>	4:05 (30,6 %)	39.746
 <p>5 Beste Dartscheibe 2025: Tipps in jeder Preisklasse 23.01.2025</p>	3:04 (29,0 %)	35.461
 <p>6 Die #1 Sache die du über Scolia und Omni wissen musst! 30.11.2024</p>	6:07 (40,4 %)	35.320
 <p>DIY Dartboard Dämmung: kleines Teil, MAXIMALE WIRKUNG !!! 23.07.2024</p>	3:18 (39,2 %)	33.351
 <p>Top Dartpfeile und Dart Sets unter 30 Euro! 19.01.2025</p>	5:39 (34,5 %)	28.301

We produced **user centric** and NOT *content creator centric* content!!!
That makes a big, big difference.

You see all the product trends and most interesting topics represented in our top videos for the last 90 days:

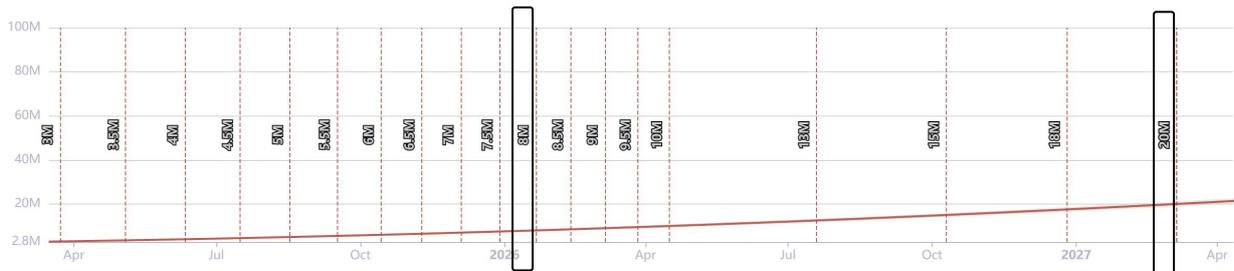
Autoscoring Systems like Autodarts, Scolia, Omni or possible alternatives like Dartsmind.

Dartboard market overview and also actual new players on the market like Precise 180 Endorphine.

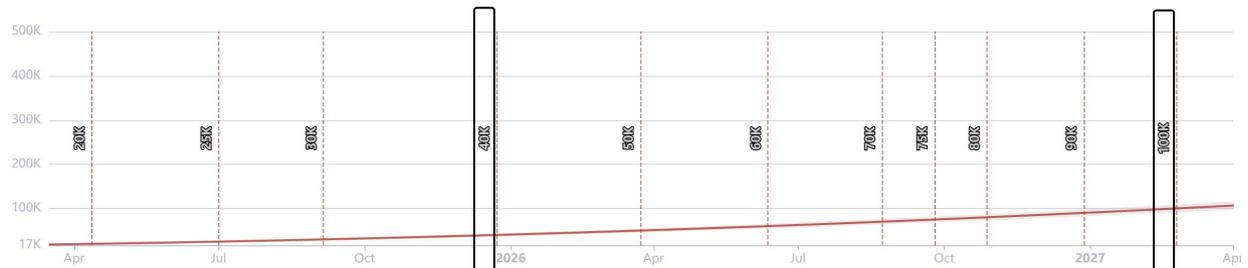
Dartboard Dampening Tips and **Top Darts** within special price range.

FUTURE PROJECTION for DartsnGear

Socialblade predicts to reach **8 mio. views 2026 / 2027** and passing the 20 mio. views mark in Q1 2028

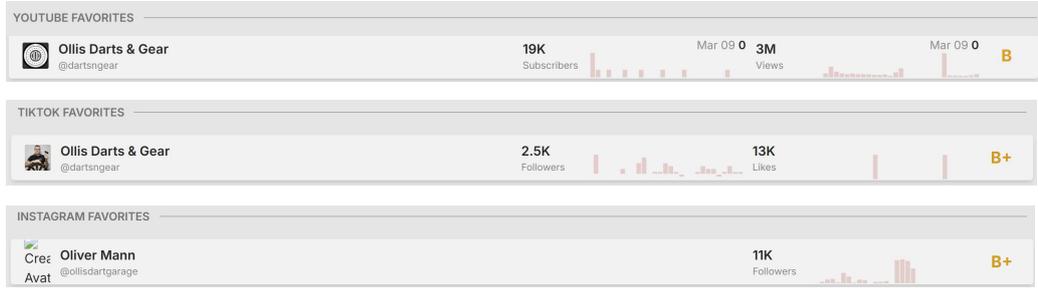


Socialblade predicts to pass the **40K Subs end of 2026** ... and reach the 100K Subs mark 2027 / 2028



COMPETITOR OVERVIEW

DartsnGear is active on Social Media: YouTube, Instagram, TikTok
 our Whatsapp-Channel has 918 Subs (15.03.2025)



Ranking of German YouTube Channels in darts products niche, ranked by subscribers (Tracking Data from Socialblade)

In my opinion a channel has a clear strategy and focus, with regular content (the right one at right time) and when new content regularly sets a mark (growth). I see some difficulties from user perspective, when colors for „category“ and „main topics“ differ



YOUTUBE FAVORITES	category	Performance Metrics			main topics
Ollis Darts & Gear @dartsgear	education	19K Subscribers	Mar 09 0 3M Views	Mar 09 0 B	reviews, launches, products, tips & comparisons
Darts Gondel dartsgondel	mixed	17K Subscribers	Feb 27 0 8M Views	Feb 27 646 B	flowliga, floor tournaments, random stuff grows less & less the last 3 years
Dartblog dartblog	education	15K Subscribers	Feb 27 0 2.1M Views	Feb 27 2.5K B	darts coaching, how to become better in darts
dein-dart.de deindartde	mixed	10K Subscribers	Feb 28 0 1.6M Views	Feb 28 510 B	started again dec 2024 after a long break, no growth
DartSpeak @dartsspeak	education	8.7K Subscribers	Mar 03 20 894K Views	Mar 03 3.8K B	how to become better in darts, way of ambitious darter
DartSturm - Dein online Dartshop dartsturmdedeinonlinedartshop	shop / merch	8.1K Subscribers	Feb 28 10 1.4M Views	Feb 28 2K B	launches, products, tips - shop or user centric?
Dartrossa Darts dartrossadarts	education	6.5K Subscribers	Feb 23 0 1.5M Views	Feb 23 607 B	reviews, launches, products, tips - had a 1 year break was back for big target launch, grows less & less
Zinker's Dartstube zinkersdartstube	mixed	6.5K Subscribers	Mar 16 10 1.2M Views	Mar 16 2.4K B	Re-activated after 3 years of zero content product reviews and tips
DartsGrind @dartsg grind	education	4.6K Subscribers	Mar 12 10 877K Views	Mar 12 0 B	become better in darts, many shorts, deleted vids
Sarah Milkowski sarahmilkowski319	mixed	2.3K Subscribers	Mar 04 0 172K Views	Mar 04 0 B	Darts influencer? heavily content creator centric
WolfDarts @wolfdarts	education	2.1K Subscribers	Mar 05 10 324K Views	Mar 05 0 B	launches, products, tips
Wagner Automaten - Wagner Dartsport GmbH wagnerautomaten3222	shop / merch	2K Subscribers	Feb 27 0 929K Views	Feb 27 785 B	launches, products, tips - special solutions