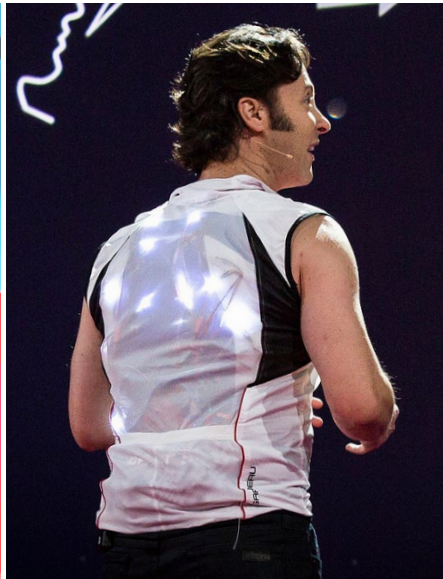


# TED Media Kit





# TED Vision

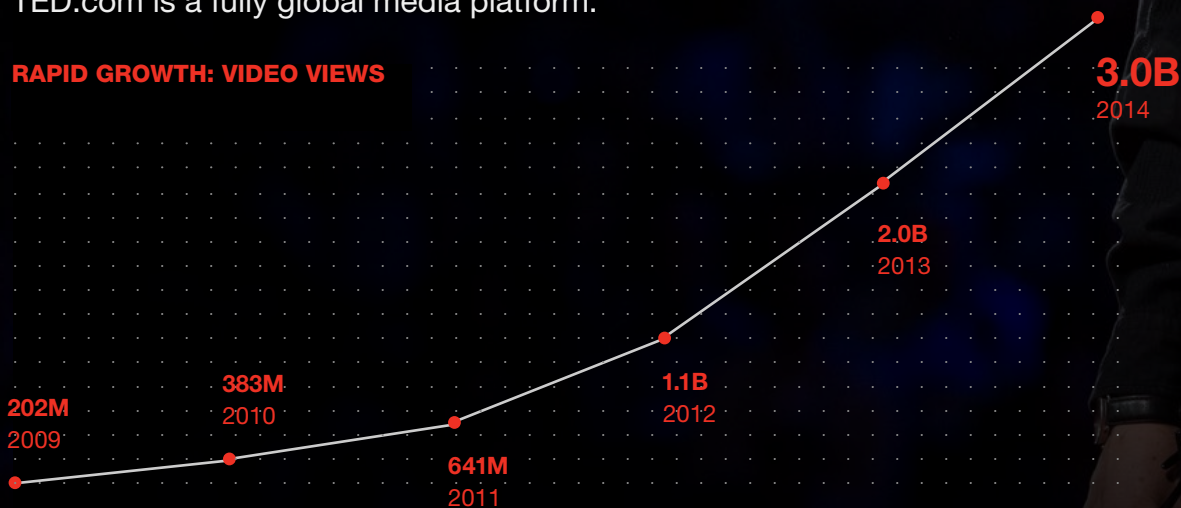
A rapidly growing global media platform devoted to spreading ideas.

TED challenges conventions, shares solutions, and reveals bold new ways to see the world. While originally focused on the convergence of Technology, Entertainment, and Design, TED now encompasses the full spectrum of human ingenuity.

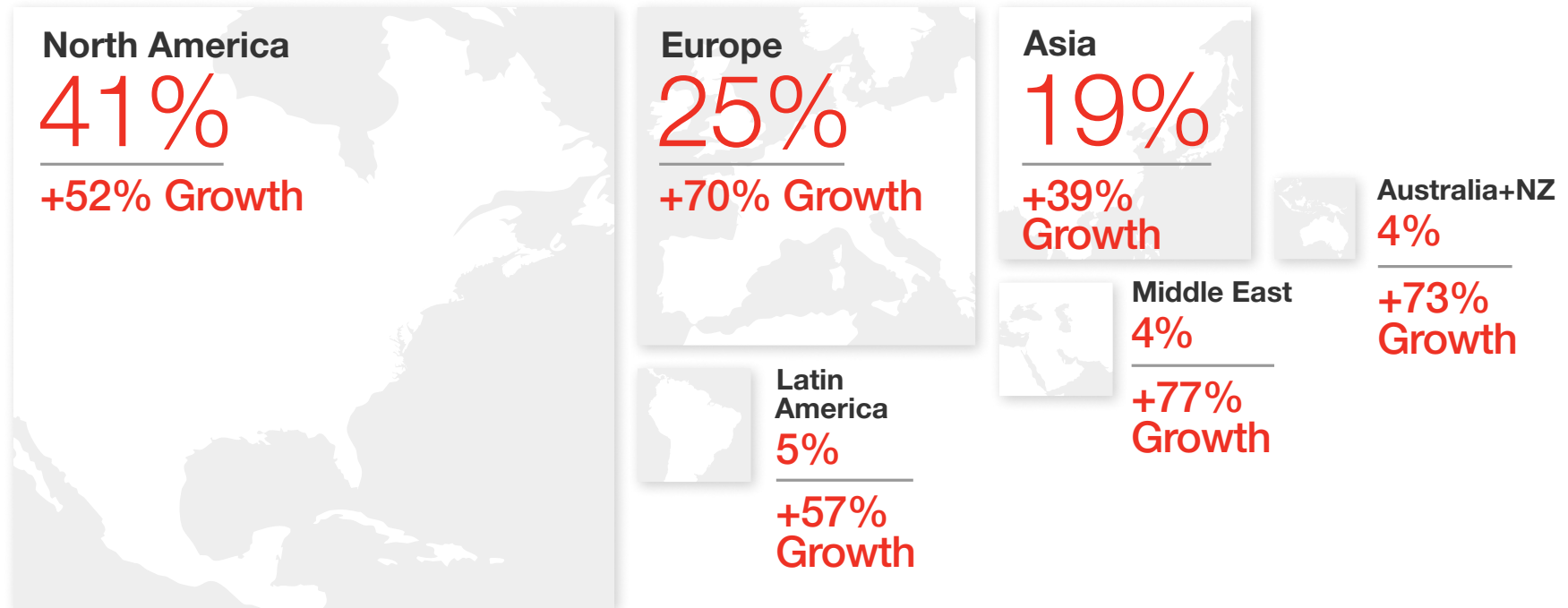
Its signature blend of innovation, insight, and storytelling has ignited a worldwide community committed to lifelong learning and to sparking positive change.

TED.com has grown rapidly since launch, ramping up from 0 to 1 billion video views in just 6 years. And with TED Talks now available in 105 languages, TED.com is a fully global media platform.

## RAPID GROWTH: VIDEO VIEWS



# TED Demographics



## Overall Growth

**+56%**

## Regional Growth

N. America	<b>+52%</b>	Latin America	<b>+57%</b>
Europe	<b>+70%</b>	Australia+NZ	<b>+73%</b>
Asia	<b>+39%</b>	Middle East	<b>+77%</b>

## Top Ten Cities Tuning into TED

London	Melbourne	San Francisco
New York	Los Angeles	Seoul
Sydney	Taipei	
Toronto	Chicago	

\* Growth in visits from Q4 2013 vs. Q42014

# TED Metrics

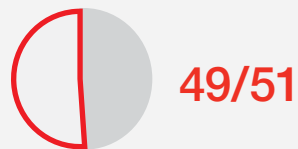
**80M** Monthly Video Views

**15M** Monthly Unique Visitors

**79M** Monthly Page Views on TED.com and TED Apps

## Demographics

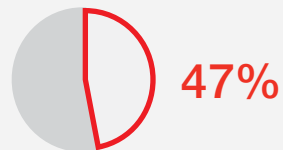
**\$100K**  
Household Income



Male / Female



College Graduate



C-Suite

**41**

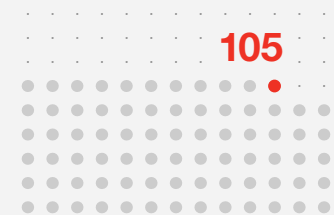
Age

## Engagement

**3-6%**  
Post Roll Video  
Click-Through Rate

**60-80%**  
Completion Rate

**10:26**  
Average Time on Site

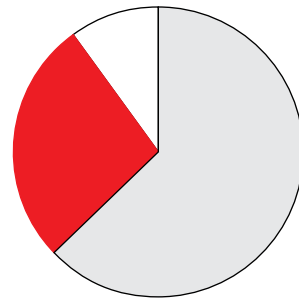


Available Languages

# TED Multiplatform + Multilayer

People tap into TED across a range of devices throughout the day, often starting a talk on their desktop and completing it later in the day on a portable device. TED has charted significant growth in mobile and tablet viewing.

## TED.COM VISITORS

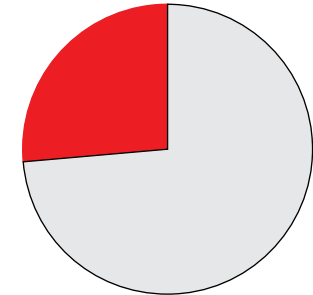


**DESKTOP**  
**63%**

**MOBILE**  
**27%**

**TABLET**  
**10%**

## TED APP USERS

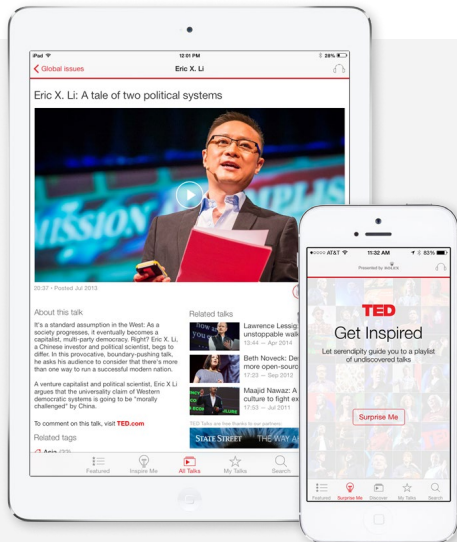


**MOBILE**  
**73%**

**TABLET**  
**24%**

**24M**

TED App Downloads  
(iOS+ Android)

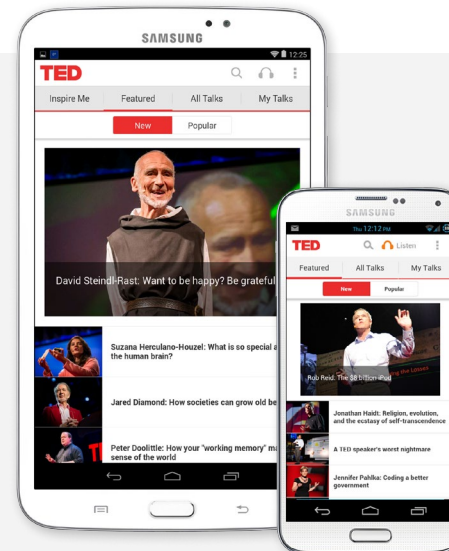


**4.1M**  
Monthly iOS Visits

**2.5M**  
iOS Visits on iPhone

**1.6M**  
iOS Visits on iPad

**15M**  
iOS Downloads



**5.2M**  
Monthly Android Visits

**4.4M**  
Android Visits on Mobile

**0.8M**  
Android Visits on Tablet

**9M**  
Android Downloads

# TED Awards + Acclaim

---

## The Peabody Award

### Digiday

- Best Use of Video by a Publisher
- Best Use of iPad/Tablet by a Publisher

### National Design Award

### Webbys

- 21 Webby Awards
- Best Use of Video People's Voice Winner
- Education: People's Voice Winner
- Radio/Podcasts Webby Award Winner and People's Voice Winner
- Variety People's Voice Winner

### iTunes

- Best Podcast of the Year: 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013 2014

### Google Play — Best Apps

- Best Apps of 2012, 2013 and 2014

### AIGA Annual Design Competition

### Communication Arts Interactive Annual Competition

**“TED has created a product that’s sophisticated, popular, lucrative, socially conscious, and wildly pervasive.”**

—The New Yorker

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## Social Media Footprint

The TED global community is a highly engaged group, keeping abreast of all developments in the TED universe through multiple social media channels. TED's social media footprint rivals that of the New York Times, CNN, and the Financial Times.

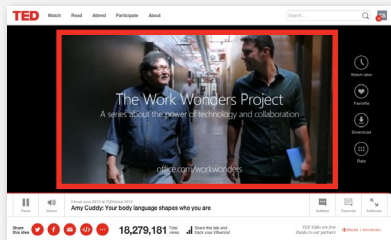
 7.37M

 7.43M

 170K

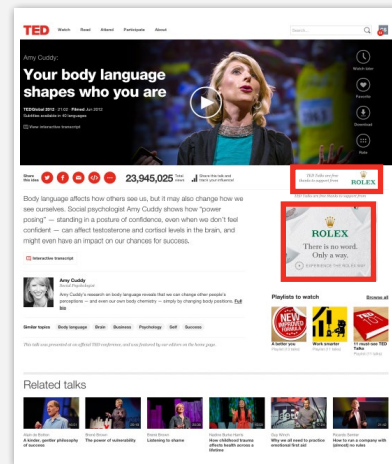
 620K

# TED How to Buy



## Post-Roll Video

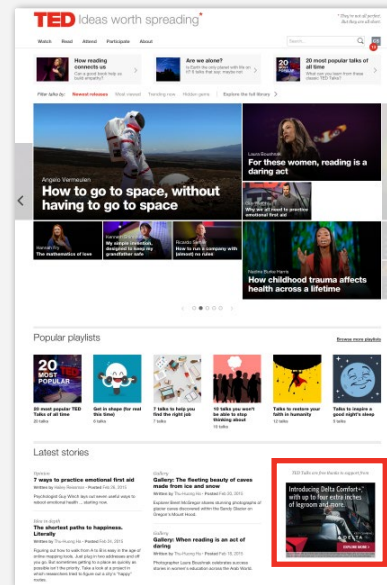
Auto-starts as soon as the TEDTalk completes. This is the heart of a partnership buy. It's a chance to communicate your idea to the TED audience.



## Companion Units

300 x 250px  
120 x 60px

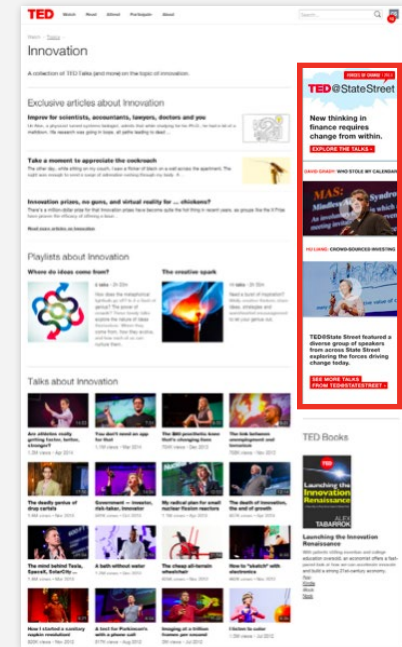
Image/text units present for the entirety of the pre-roll slate, TEDTalk and post-roll video.



## 300x250 Ideas Banner Unit

300 x 250px

Text/image unit featured on the TED.com homepage, Ideas@TED, the TED Blog, and other pages throughout TED.com.



## Rich Media Ideas Unit

300 x 1050px

Opportunity to blend video, display, and interactive content within a dynamic rich media ad unit.



# TED Ecosystem

What began as a small conference in 1984 and has grown into a global media platform with multiple channels and initiatives.

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## TED Conference

Now taking place in Vancouver, our original annual conference remains the marquis event, with 1,800 attendees who are leaders in every field. Entry to the conference is competitive, and excitement runs high among both regular and new attendees.

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## TED Institute

An opportunity for corporations to work with TED to discover and unlock great thinking and ideas within their own organizations. This yearlong engagement concludes with a TED@ event curated, produced, and hosted by TED and featuring speakers and thinkers from inside the company.

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## TEDGlobal Conference

TEDGlobal adds an extra international flair to the original TED program. TEDGlobal changes locations every year. Throughout 2015, three single-day events will be held in London and Geneva.

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## TED Media

The ideas on TED's digital platforms are powerful. Through our multiple channels, these thinkers and doers find a platform to share their ideas, inspire others and catalyze astonishing change in every corner of the world.

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## TED Distribution

TED content is distributed in a wide range of media around the world, including The TED Radio Hour on NPR, TEDWeekends on Huffington Post, the Super Presentation Show on NHK in Japan, and on Netflix.

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## TEDx

Created in the spirit of TED's mission, "ideas worth spreading," the TEDx program gives communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level.

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## TED Fellows

The TED Fellows program helps world-changing innovators from around the globe become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities.

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## Special Projects / TED Initiatives

TED initiatives now also include TED-Ed, the Open Translation Project, TEDBooks, the annual TED Prize, and Ads Worth Spreading.



# TED Asia

安吉拉 李 杜克沃斯:  
**成功的钥匙? 毅力**  
 TED Talks Education · 6:12 · Filmed Apr 2013  
 Subtitles available in 40 languages  
 View interactive transcript

Share this idea | 6,176,586 Total views | Share this talk and track your influence

辞去企业管理咨询行业的一份前途无量的工作, 安吉拉 李 杜克沃斯到纽约的一所公立学校教七年级学生数学。她很快意识到IQ并不是将呢写成功的学生和那些挣扎过但失败的学生区分开来的唯一标准。在这里, 她解释了她自己的理论——成功的先兆是“毅力”。

YOU CAN CHANGE EVERYTHING

## Growth in visits Q42014 vs. Q42013

**+39%**

## Top 10 Cities

Taipei  
 Seoul  
 Tokyo  
 Bangalore  
 Singapore

Hong Kong  
 New Delhi  
 Mumbai  
 Bangkok  
 Beijing

Monthly visits **6.8 million**  
 Monthly video views **5.0 million**  
 Monthly unique visitors **2.6 million**  
 Monthly pageviews **19.9 million**

Average time on site **7:41**  
 % of global visits that derive from Asia **19%**  
 % of Asian visits on TED.com that derive from desktop **66%**

Monthly app visits in Asia **3.1 million**  
 Monthly app visits on mobile **82%**  
 Monthly app visits on tablet **18%**

# TED North America

The screenshot shows a TED video player interface. At the top, there's a navigation bar with 'TED' logo and links for 'Watch', 'Read', 'Attend', 'Participate', and 'About'. A search bar is on the right. The main video area features a play button over a still image of Chimamanda Ngozi Adichie. To the right of the video are icons for 'Watch later', 'Favorite', 'Download', and 'Rate'. Below the video, there's a share section with social media icons and a view count of 8,511,635. A paragraph of text describes the talk's theme: 'Our lives, our cultures, are composed of many overlapping stories. Novelist Chimamanda Adichie tells the story of how she found her authentic cultural voice — and warns that if we hear only a single story about another person or country, we risk a critical misunderstanding.' A 'ROLEX' logo is visible as a sponsor, and a 'YOU CAN CHANGE EVERYTHING' banner is at the bottom right of the video player.

## Growth in visits Q42014 vs. Q42013

**+52%**

## Top 10 Cities

New York	Vancouver
Toronto	Montreal
Los Angeles	Seattle
Chicago	Houston
San Francisco	San Diego

Monthly visits	<b>14.6 million</b>
Monthly video views	<b>9.4 million</b>
Monthly unique visitors	<b>6.6 million</b>
Monthly pageviews	<b>27.1 million</b>

Average time on site	<b>8:20</b>
% of global visits that derive from North America	<b>41%</b>
% of North American visits on TED.com that derive from desktop	<b>60%</b>

Monthly app visits in North America	<b>2.8 million</b>
Monthly app visits on mobile	<b>70%</b>
Monthly app visits on tablet	<b>30%</b>

# TED Europe

The screenshot shows a TED talk video player interface. At the top, there's a navigation bar with 'TED' logo and links for 'Watch', 'Read', 'Attend', 'Participate', and 'About'. A search bar is on the right. The main video area features a large play button over a photo of Amy Cuddy. To the left of the video, the title 'Amy Cuddy: votre langage corporel forge qui vous êtes' is displayed, along with 'TEDGlobal 2012 · 21:02 · Filmed Jun 2012' and 'Subtitles available in 41 languages'. To the right of the video are icons for 'Watch later', 'Favorite', 'Download', and 'Rate'. Below the video, there are social sharing icons (Twitter, Facebook, Email, Print, etc.) and a view count of '24,931,803 Total views'. A small bar chart icon is next to the text 'Share this talk and track your influence!'. On the right, there's a 'ROLEX' logo and the text 'TED Talks are free thanks to support from'. Below the video, there's a paragraph of text in French: 'Le langage du corps affecte la façon dont les autres nous voient, mais cela peut aussi changer la façon dont nous nous voyons nous-mêmes. La psychologue sociale Amy Cuddy montre comment "les poses de pouvoir" — se tenir dans des posture confiantes, même quand nous ne nous'. At the bottom right, there's a 'YOU CAN CHANGE EVERYTHING' logo.

## Growth in visits Q42014 vs. Q42013

**+70%**

## Top 10 Cities

London	Bucharest
Paris	Warsaw
Madrid	Barcelona
Dublin	Moscow
Stockholm	Budapest

Monthly visits	<b>9.0 million</b>
Monthly video views	<b>6.1 million</b>
Monthly unique visitors	<b>3.8 million</b>
Monthly pageviews	<b>19.2 million</b>

Average time on site	<b>8:27</b>
% of global visits that derive from Europe	<b>25%</b>
% of European visits on TED.com that derive from desktop	<b>68%</b>

Monthly app visits in Europe	<b>1.2 million</b>
Monthly app visits on mobile	<b>65%</b>
Monthly app visits on tablet	<b>35%</b>

# TED Australia & NZ

The screenshot shows a TED video player interface. At the top, there's a navigation bar with 'TED' logo and links for 'Watch', 'Read', 'Attend', 'Participate', and 'About'. A search bar is on the right. The main content area features a video player with a play button and a title 'The thrilling potential of SixthSense technology' by Pranav Mistry. Below the video, there are social sharing icons (Twitter, Facebook, Email, Print, etc.), a view count of 13,666,387, and a Rolex logo. A description at the bottom reads: 'At TEDIndia, Pranav Mistry demos several tools that help the physical world interact with the world of data — including a deep look at his SixthSense device and a new, paradigm-shifting paper "laptop." In an onstage Q&A, Mistry says he'll open-source the software behind...'

## Growth in visits Q42014 vs. Q42013

**+73%**

## Top 10 Cities

Sydney  
Melbourne  
Brisbane  
Auckland  
Perth

Adelaide  
Wellington  
Canberra  
Christchurch  
Gold Coast

Monthly visits **1.5 million**  
 Monthly video views **1.0 million**  
 Monthly unique visitors **600,000**  
 Monthly pageviews **2.8 million**

Average time on site **9:18**  
 % of global visits that derive from Australia+NZ **4%**  
 % of Australia+NZ visits on TED.com that derive from desktop **55%**

Monthly app visits in Australia+NZ **300,000**  
 Monthly app visits on mobile **67%**  
 Monthly app visits on tablet **23%**



# TED Middle East



## Growth in visits

Q42014 vs. Q42013

**+77%**

## Top 10 Cities

Tel Aviv  
Istanbul  
Dubai  
Ankara  
Riyadh

Cairo  
Jeddah  
Tehran  
Kuwait City  
Abu Dhabi

Monthly visits **1.6 million**  
 Monthly video views **1.5 million**  
 Monthly unique visitors **700,000**  
 Monthly pageviews **4.3 million**

Average time on site **7:30**  
 % of global visits that derive from the Middle East **4%**  
 % of Middle East visits on TED.com that derive from desktop **61%**

Monthly app visits in the Middle East **500,000**  
 Monthly app visits on mobile **80%**  
 Monthly app visits on tablet **20%**

# TED Latin America



## Growth in visits Q42014 vs. Q42013

**+57%**

## Top 10 Cities

Mexico City	Rio de Janeiro
Sao Paulo	Monterrey
Bogota	La Victoria
Santiago	Guadalajara,
Buenos Aires	Medellin

Monthly visits	<b>1.8 million</b>
Monthly video views	<b>1.3 million</b>
Monthly unique visitors	<b>800,000</b>
Monthly pageviews	<b>4.6 million</b>

Average time on site	<b>8:43</b>
% of global visits that derive from Latin America	<b>5%</b>
% of Latin American visits on TED.com that derive from desktop	<b>69%</b>

Monthly app visits in Latin America	<b>530,000</b>
Monthly app visits on mobile	<b>73%</b>
Monthly app visits on tablet	<b>27%</b>



# TED Contact

A person with long brown hair is seen from behind, holding a smartphone to record a TED talk. The phone's screen shows a stage with a speaker and the TED logo. The background is a large, dimly lit audience in a theater or auditorium.

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**For more information:**

Partnership Development  
[partnerships@ted.com](mailto:partnerships@ted.com)