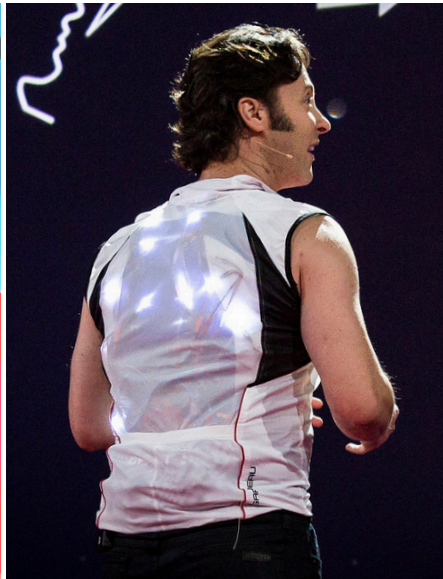


TED Media Kit



TED Vision

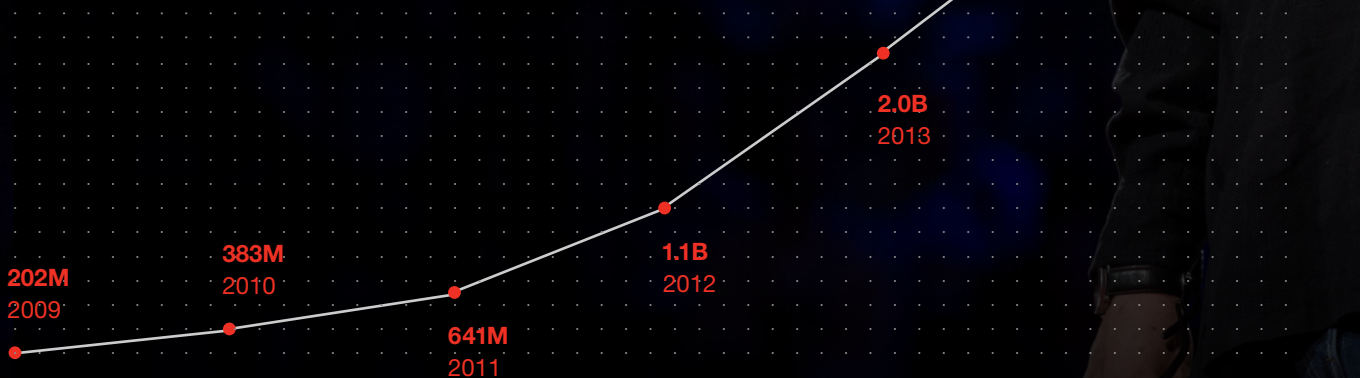
A rapidly growing global media platform devoted to spreading ideas.

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.

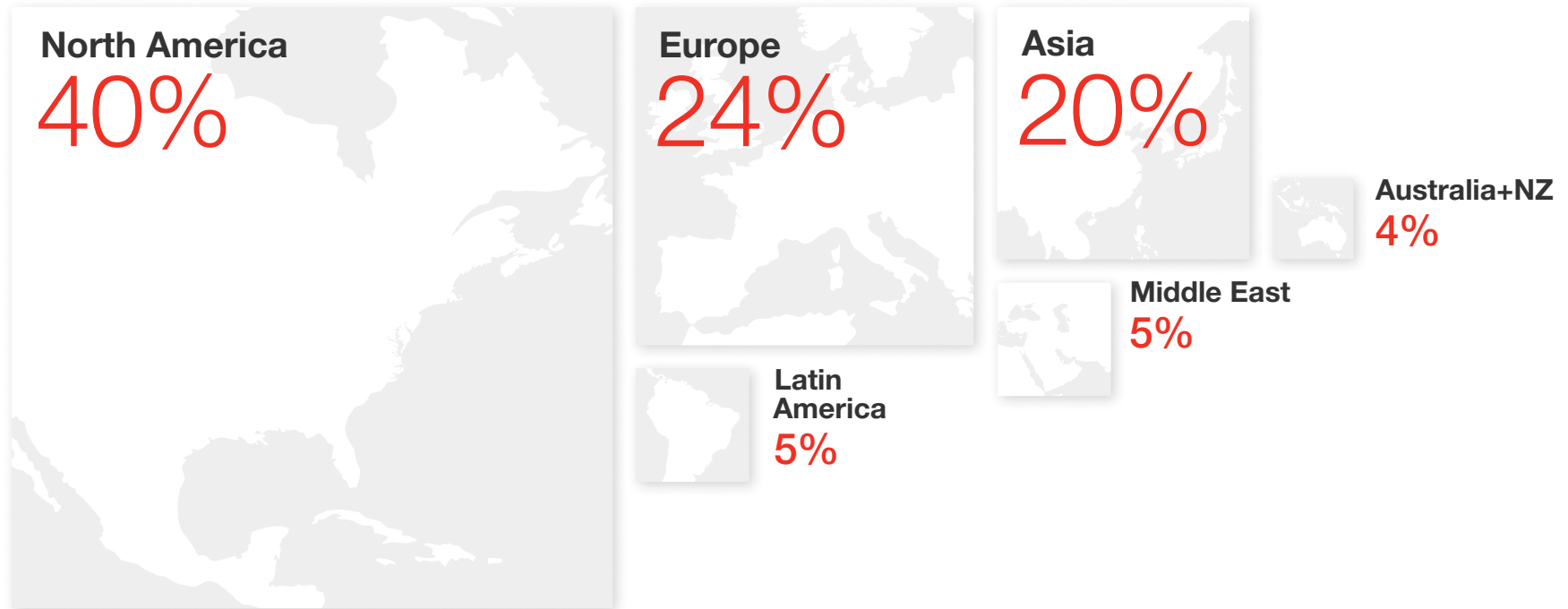
Its signature blend of innovation, insight, and storytelling has ignited a worldwide community committed to lifelong learning and to sparking positive change.

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



Top Ten Cities Tuning into TED

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

90M

Monthly Video Views

15M

Monthly Unique Visitors

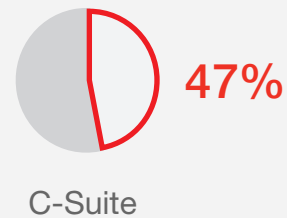
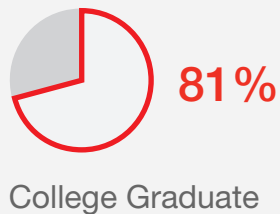
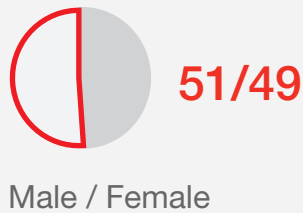
37M

Monthly Unique Visits

TED Metrics

Demographics

\$100K **41**
Household Income Age

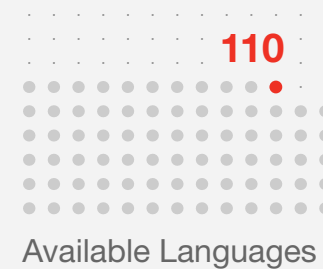


Engagement

5-8%
Post Roll Video
Click-Through Rate

40-80%
Completion Rate

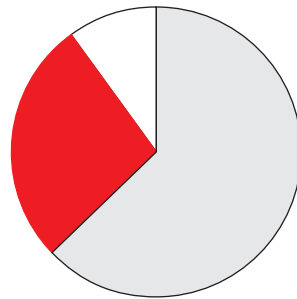
14:40
Average Time on Video Page



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

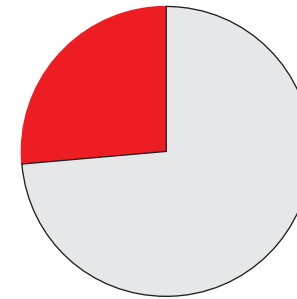


DESKTOP
55%

MOBILE
36%

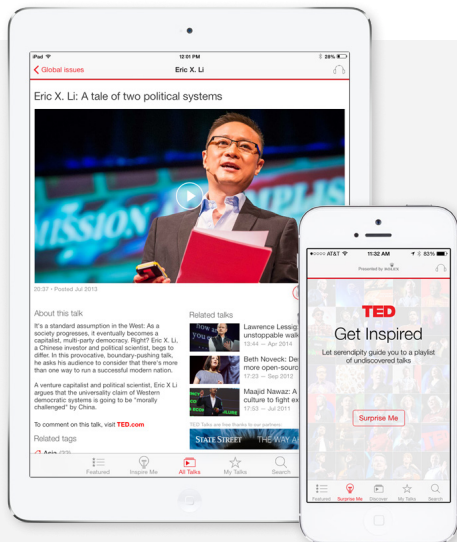
TABLET
9%

TED APP USERS



MOBILE
78%

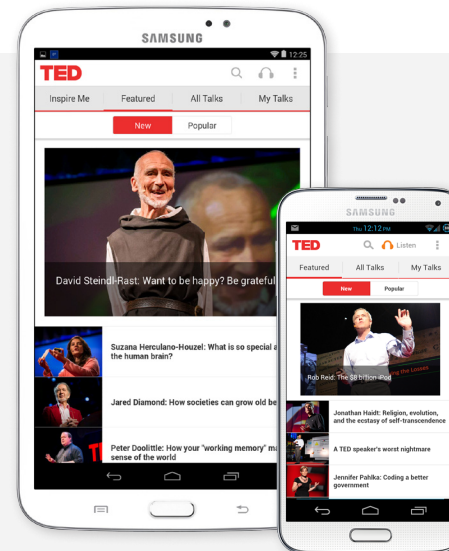
TABLET
22%



4.1M
Monthly iOS Visits

2.8M
iOS Visits on iPhone

1.3M
iOS Visits on iPad



6.5M
Monthly Android Visits

5.5M
Android Visits on Mobile

1.0M
Android Visits on Tablet

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

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.

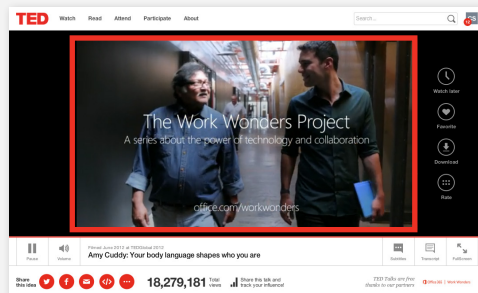
 8.7M

 7.8M

 745K

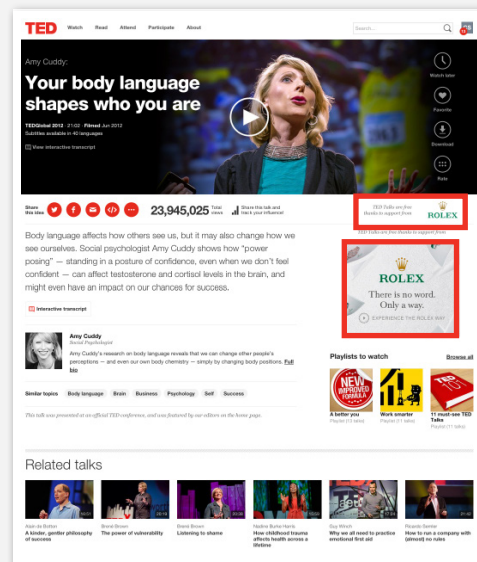
 1.6M

TED How to Buy



Post-Roll Video

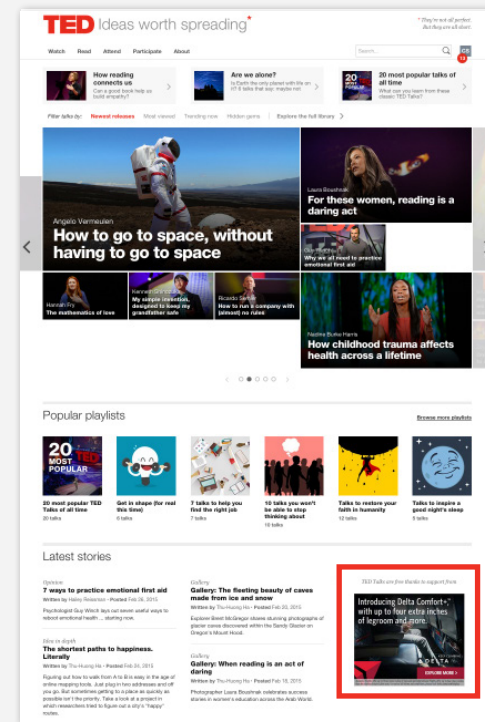
Auto-starts as soon as the TEDTalk completes. This is the heart of a partnership buy. It's a chance to communicate your idea to the TED audience.



Companion Units

300x250px
120x60px

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



300x250 Ideas Banner Unit

300x250px

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

TED Ecosystem

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

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.

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.

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.

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.

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.

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.

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.

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 [Twitter] [Facebook] [Email] [Code] [More] **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

Top 10 Cities

Taipei	New Delhi
Seoul	Ho Chi Minh City
Hong Kong	Bangkok
Singapore	Beijing
Bengaluru	Shinjuku

Monthly visits	7.3 million
Monthly video views	5.3 million
Monthly unique visitors	2.6 million
Monthly pageviews	9.1 million

Average time on video page	11:21
% of global visits that derive from Asia	20%

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

TED North America

Chimamanda Ngozi Adichie:
The danger of a single story
TEDGlobal 2009 · 18:49 · Filmed Jul 2009
Subtitles available in 43 languages
View interactive transcript

8,511,635 Total views

Share this talk and track your influence!

TED Talks are free thanks to support from ROLEX

TED Talks are free thanks to support from

YOU CAN CHANGE EVERYTHING

Top 10 Cities

New York	Seattle
Los Angeles	Houston
Toronto	San Diego
Chicago	Washington
San Francisco	Dallas

Monthly visits	14.6 million
Monthly video views	10 million
Monthly unique visitors	6.8 million
Monthly pageviews	21.3 million

Average time on video page	16:51
% of global visits that derive from North America	40%

Monthly app visits in North America	3 million
Monthly app visits on mobile	74%
Monthly app visits on tablet	26%

TED Europe

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 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 with the text 'TED Talks are free thanks to support from'. Below the video, there's a short paragraph 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.

Top 10 Cities

London
Paris
Madrid
Dublin
Warsaw

Stockholm
Moscow
Amsterdam
Barcelona
Bucharest

Monthly visits **8.8 million**
Monthly video views **5.8 million**
Monthly unique visitors **3.8 million**
Monthly pageviews **13.5 million**

Average time on video page **14:17**
% of global visits that derive from Europe **24%**

Monthly app visits in Europe **2 million**
Monthly app visits on mobile **71%**
Monthly app visits on tablet **29%**

TED Australia & NZ

The screenshot shows a TED talk video player interface. At the top left is the TED logo and navigation links: Watch, Read, Attend, Participate, About. A search bar is on the top right. The main video area features a play button and a thumbnail of Pranav Mistry. The title is 'The thrilling potential of SixthSense technology'. Below the title, it says 'TEDIndia 2009 · 13:50 · Filmed Nov 2009' and 'Subtitles available in 41 languages'. On the right side of the video area are icons for Watch later, Favorite, Download, and Rate. Below the video player is a social sharing section with icons for Twitter, Facebook, Email, and a code icon, followed by the text 'Share this idea' and '13,666,387 Total views'. To the right of the views is a bar chart icon and the text 'Share this talk and track your influence!'. Below the social sharing is a paragraph of text: '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'. To the right of the text is a logo for Rolex with the text 'TED Talks are free thanks to support from' and 'YOU CAN CHANGE EVERYTHING'.

Top 10 Cities

Sydney	Adelaide
Melbourne	Wellington
Brisbane	Christchurch
Auckland	Canberra
Perth	Gold Coast

Monthly visits	1.5 million	Average time on video page	16:10
Monthly video views	1.0 million	% of global visits that derive from Australia+NZ	4%
Monthly unique visitors	600,000		
Monthly pageviews	1.9 million		

Monthly app visits in Australia+NZ	400,000
Monthly app visits on mobile	72%
Monthly app visits on tablet	28%

TED Middle East



Top 10 Cities

Tel Aviv
Istanbul
Dubai
Riyadh
Ankara

Cairo
Jeddah
Tehran
Kuwait City
Abu Dhabi

Monthly visits **1.8 million**
 Monthly video views **1.2 million**
 Monthly unique visitors **700,000**
 Monthly pageviews **1.5 million**

Average time on video page **11:06**
 % of global visits that derive from the Middle East **5%**

Monthly app visits in the Middle East **800,000**
 Monthly app visits on mobile **86%**
 Monthly app visits on tablet **14%**

TED Latin America



Top 10 Cities

Sao Paulo	Rio de Janeiro
Mexico City	Belo Horizonte
Bogota	La Victoria
Santiago	Medellin
Buenos Aires	Guadalajara

Monthly visits	1.9 million
Monthly video views	1.3 million
Monthly unique visitors	900,000
Monthly pageviews	2.7 million

Average time on video page	14:12
% of global visits that derive from Latin America	5%

Monthly app visits in Latin America	500,000
Monthly app visits on mobile	78%
Monthly app visits on tablet	22%

TED Contact

A person with long brown hair is seen from behind, wearing a VR headset. They are holding the VR controller with both hands, and the screen of the headset shows a TED talk. The background is a blurred crowd of people at a TED event, illuminated with blue and purple stage lighting.

For more information:

TED Partnerships
partnerships@ted.com