

**TED**

# MEDIA KIT



**TED**





**TED**

**TED**  
is a dynamic platform  
for creativity, innovation,  
and change.

By showcasing the ideas of the world's most original thinkers, inventors, and visionaries, TED amplifies the potential impact of their concepts through a global network of influencers. Partners can tap into this powerful network to communicate their own discoveries and missions in compelling new ways.

**TED**

# 35 people watch a TED Talk **EVERY SECOND**

**At home. At the office.  
On the go. On a train. On a flight.  
Via video. Via audio.  
In English. In Chinese. In 116 languages.  
Partners can connect with every interaction.**





# TED connects partner messages with relevant ideas and all the right people

## **SCALE**

18 million  
monthly uniques

## **AFFLUENT**

68% have HHI  
of \$75K+

## **EDUCATED**

64% are college  
graduates+

## **INFLUENTIAL**

Business decision  
makers: Index 284

**HALO**

**EFFECT**

**88% OF TED VIEWERS TRUST AND  
ARE INSPIRED BY TED CONTENT**

**66% OF THESE OF THESE SAME  
VIEWERS FEEL THAT OUR  
ADVERTISERS SHARE TED'S  
VALUES**

## EXPLOSIVE GROWTH

TED Talks are now available worldwide in 116 languages, with local events in 179 countries, and TED-Ed clubs in 100+ countries.

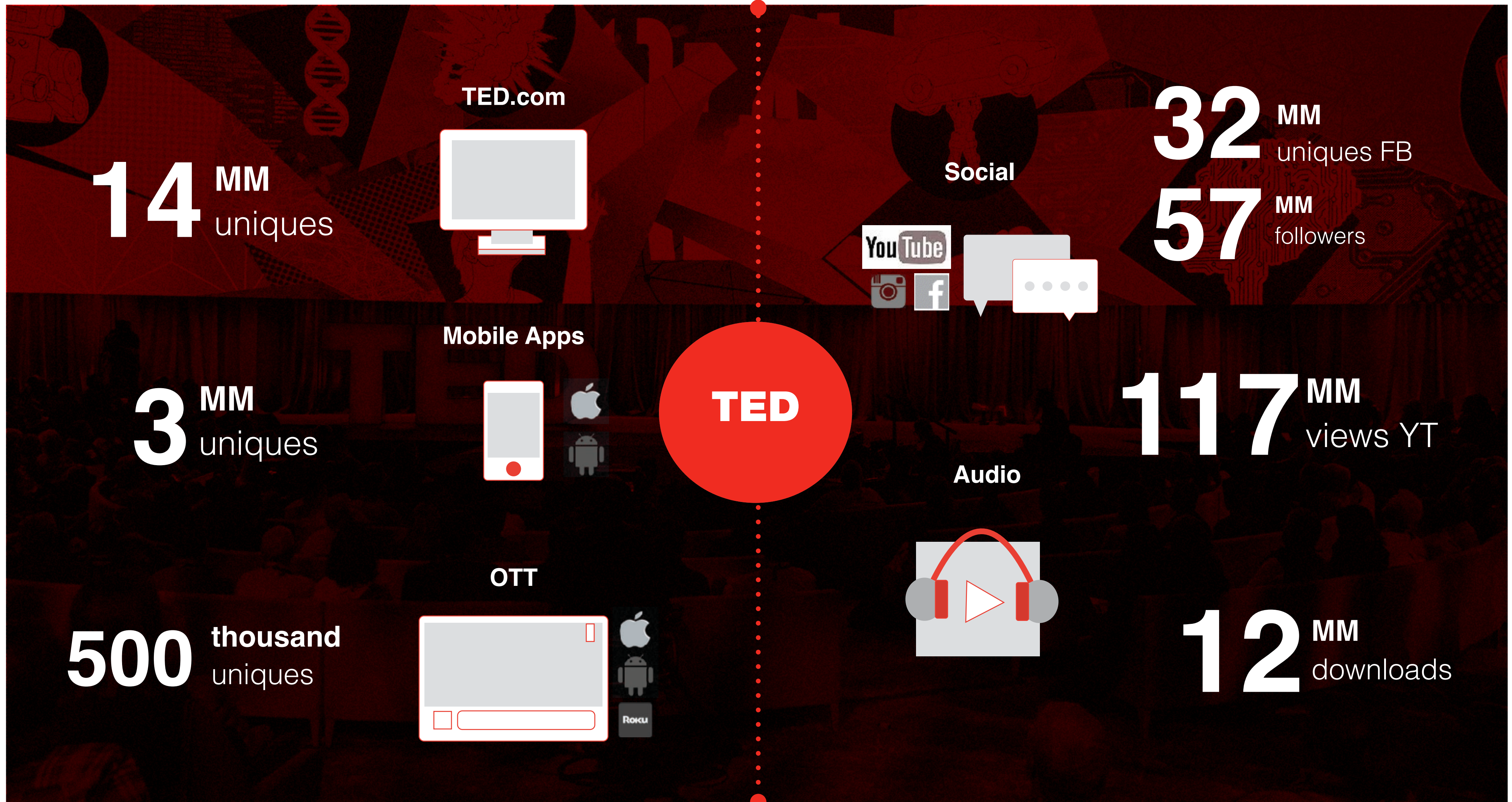
A large, high-resolution image of the Earth as seen from space, showing the Americas and surrounding oceans. The Earth is the central focus of the slide, with the text overlaid on it.

# 7.3 billion

ideas shared

A comprehensive global media ecosystem that reaches users across multiple devices and audience segments at scale.

OWNED & OPERATED



DISTRIBUTION

# TED An Inspired + Engaged Audience

female audience **56%**

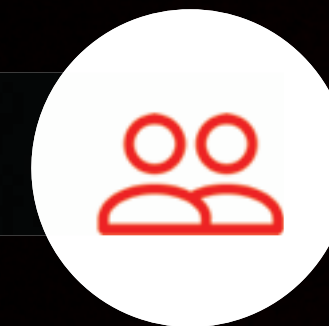
75K+ household income **68%**

college-educated **64%**



**intellectually curious**

**737** index  
graduate students



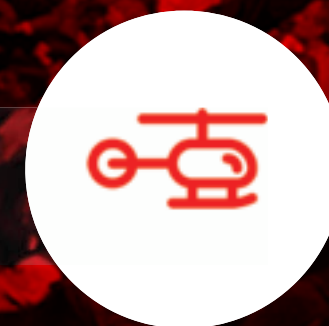
**influencer**

**295** index  
share advice on social media



**affluent**

**183** index  
brokerage portfolio value of \$250K+



**traveler**

**527** index  
20+ domestic trips



**tech savvy**

**276** index  
bought computer equip. in the last 6 months



**business decision maker**

**284** index  
business purchases, banking services





**TED**

**TED**

**PARTNERSHIP  
MEDIA  
OPPORTUNITIES**



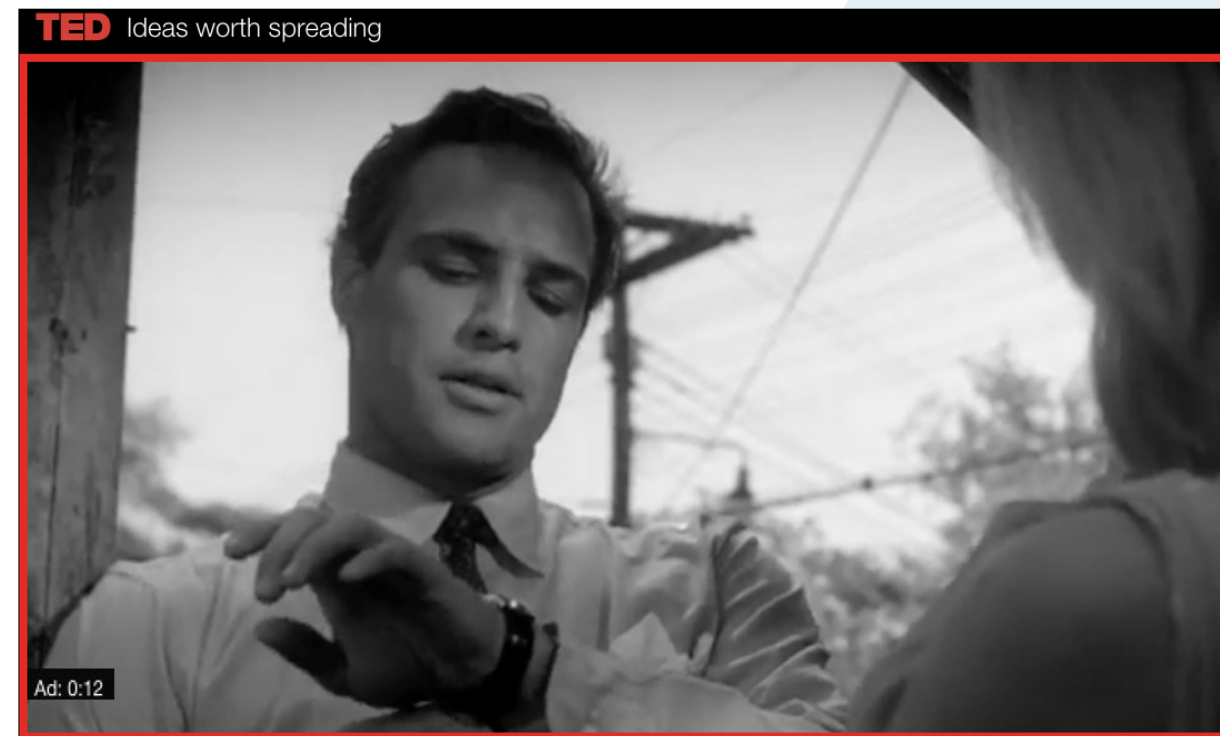
# TED MEDIA: EXCLUSIVE SPONSORSHIP

For premium brand engagement on TED.com Desktop and Mobile, partners will have 100% Share of Voice surrounding a TED Talk, TED Original Series or content.



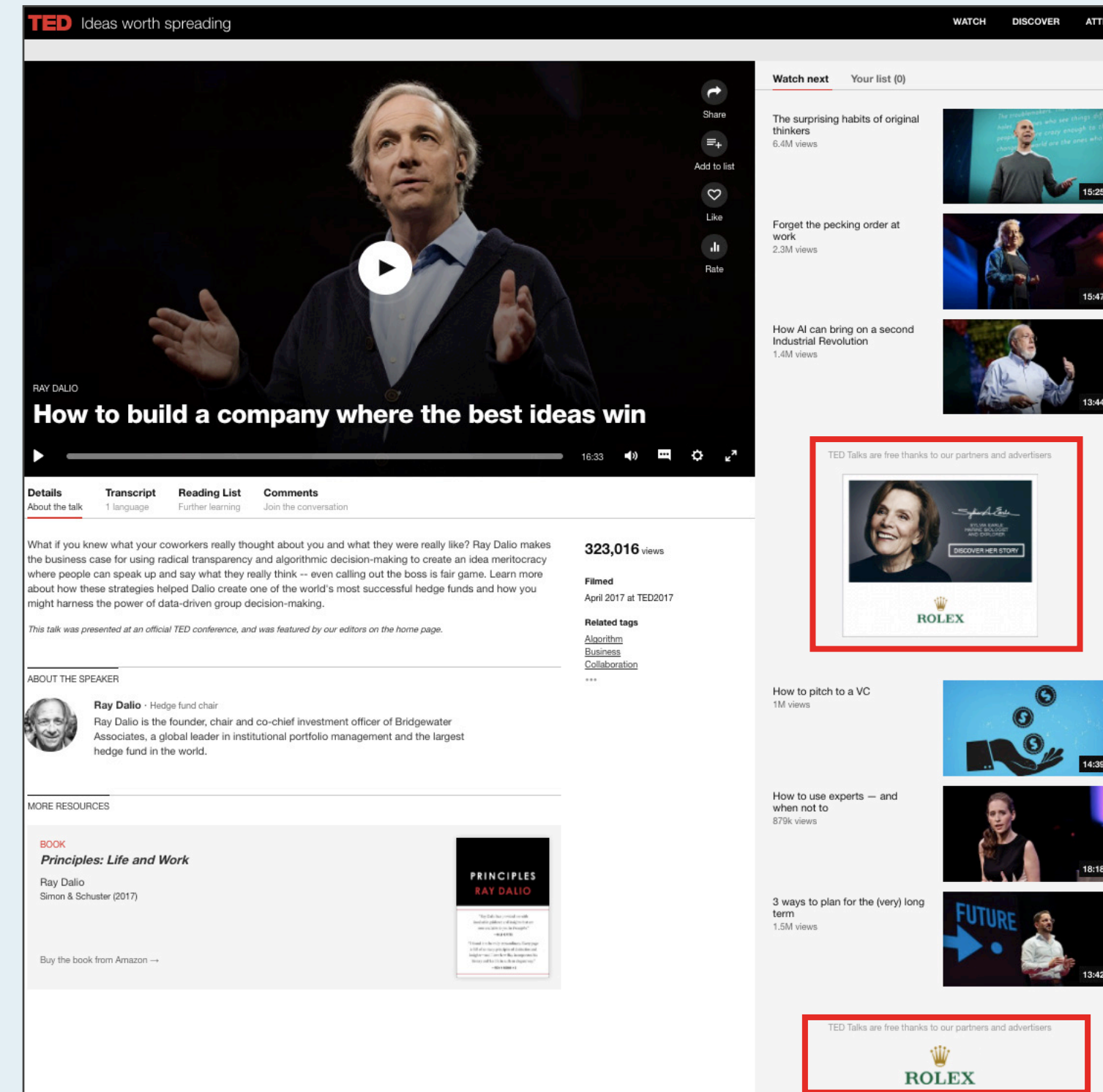
## PRE-ROLL SLATE- TITLE CARD

:03 SECONDS



## POST-ROLL VIDEO

:15 SECONDS - 4 MINUTES



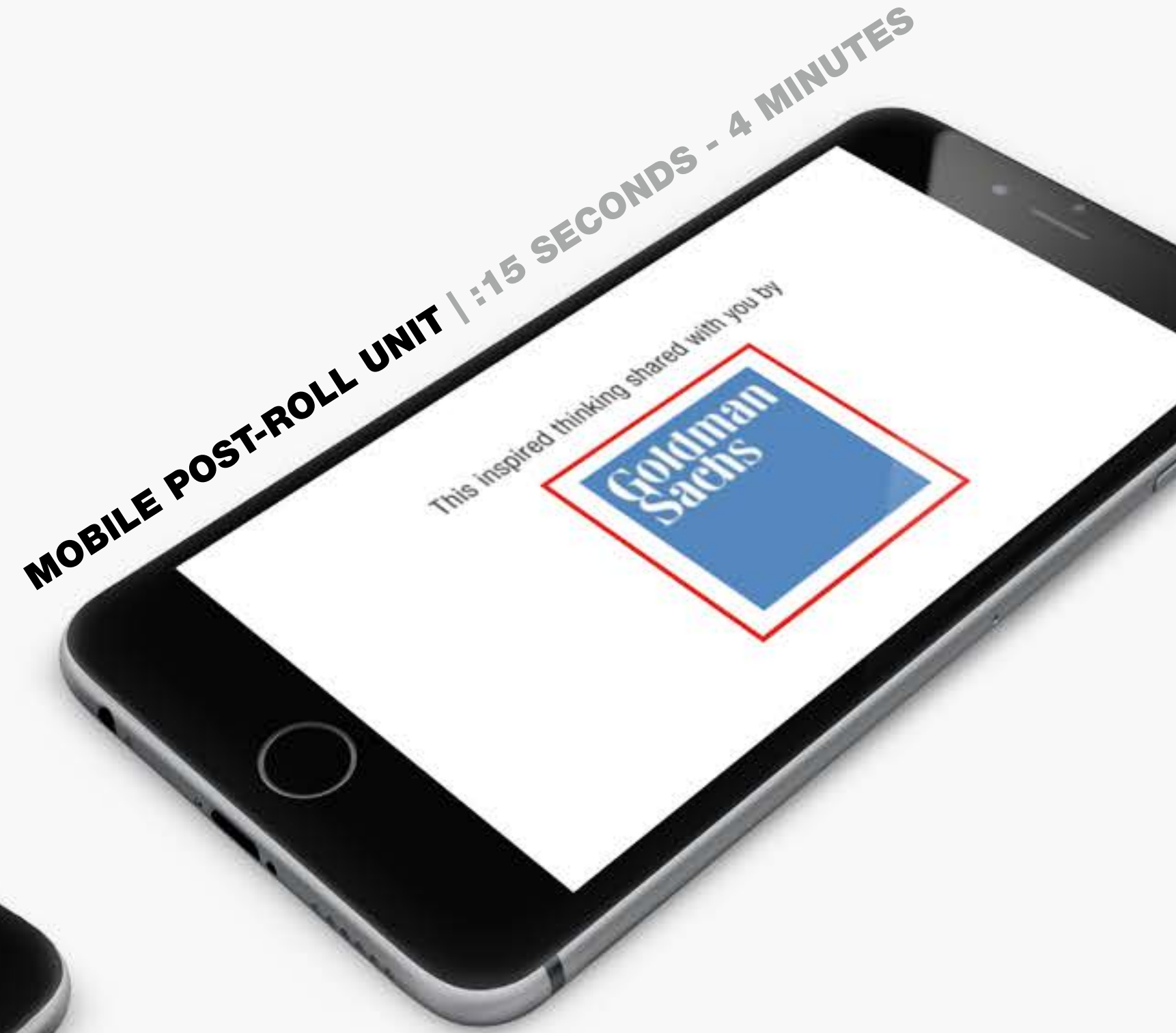
## COMPANION UNIT + LOGO

300x250 | 120x60

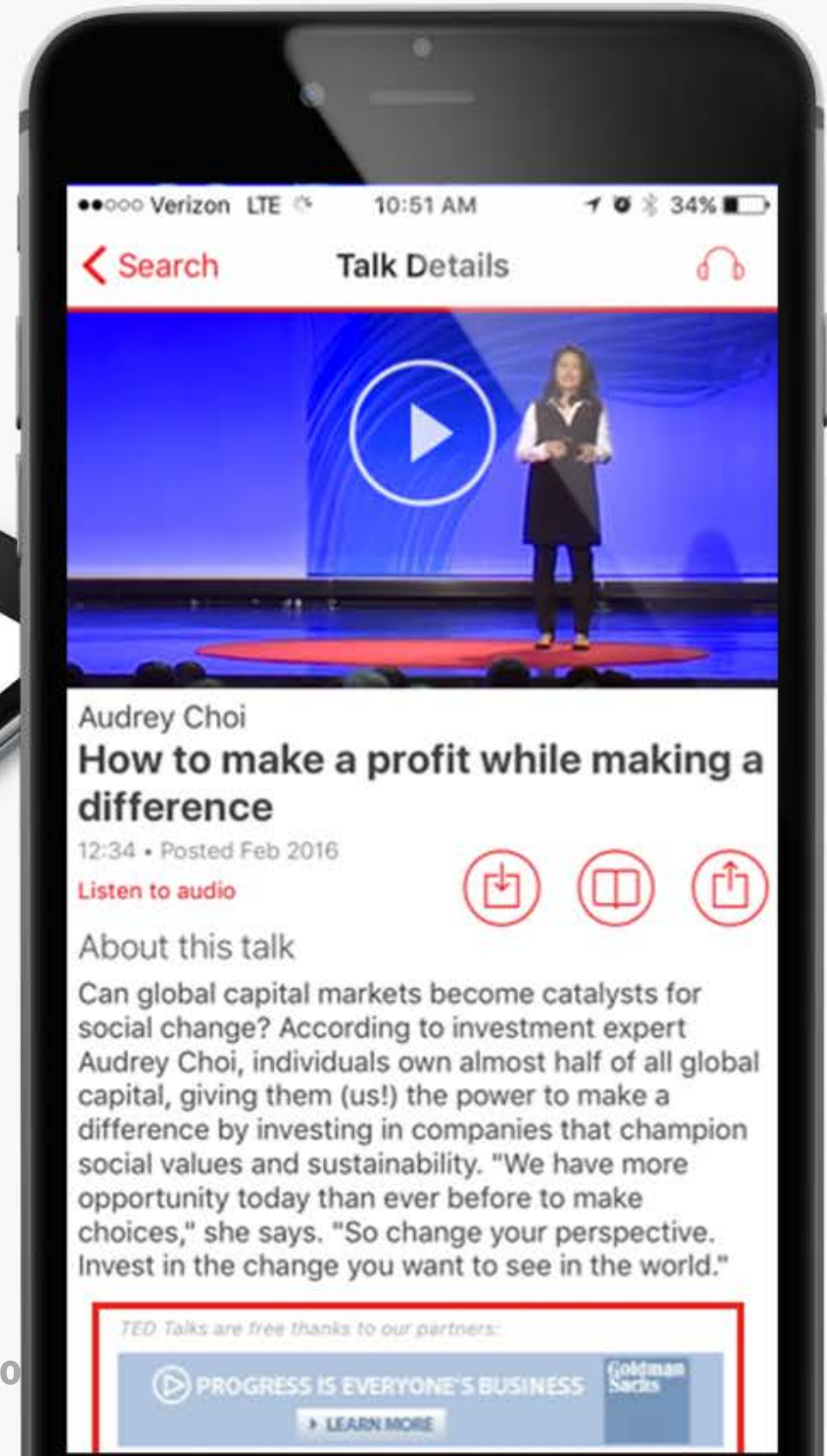


## TED MEDIA: EXCLUSIVE SPONSORSHIP

For premium brand engagement partners will have 100% Share of Voice surrounding a TED Talk, TED Original Series or content within Mobile Apps.



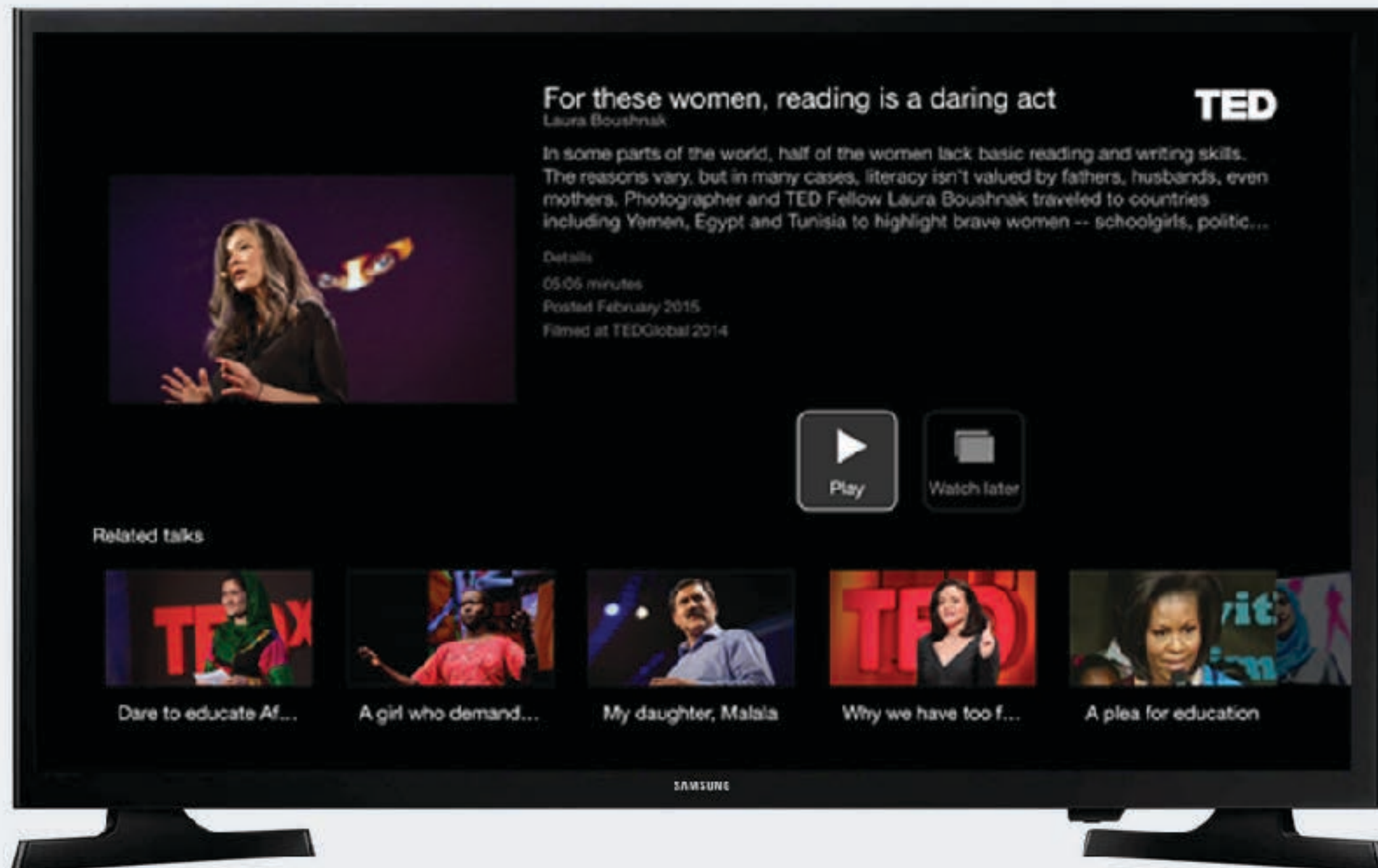
MOBILE COMPANION UNIT | 320x500



## TED MEDIA: EXCLUSIVE SPONSORSHIP – OTT

Partners can integrate their messaging into content accessed by viewers who consume TED across premium devices.

### APPLE TV

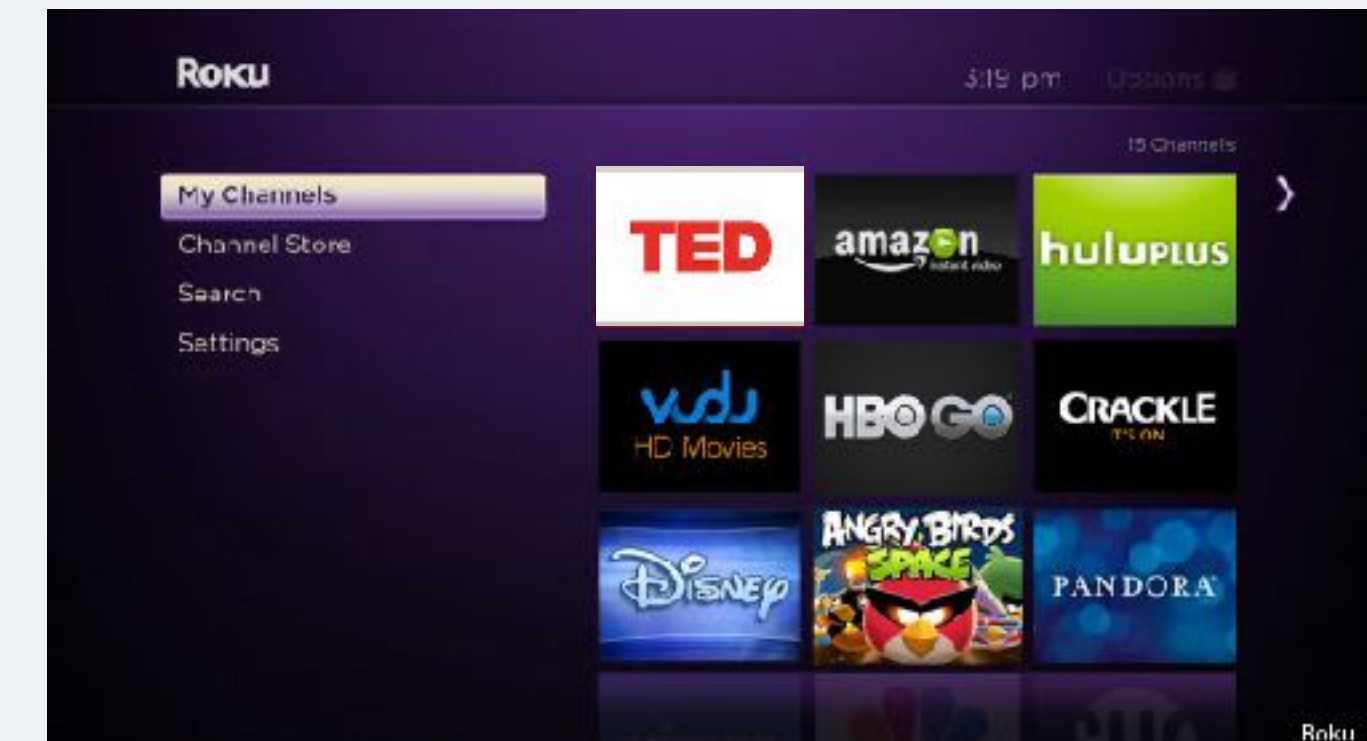


The sponsorship features 100% ownership of the following talk features:

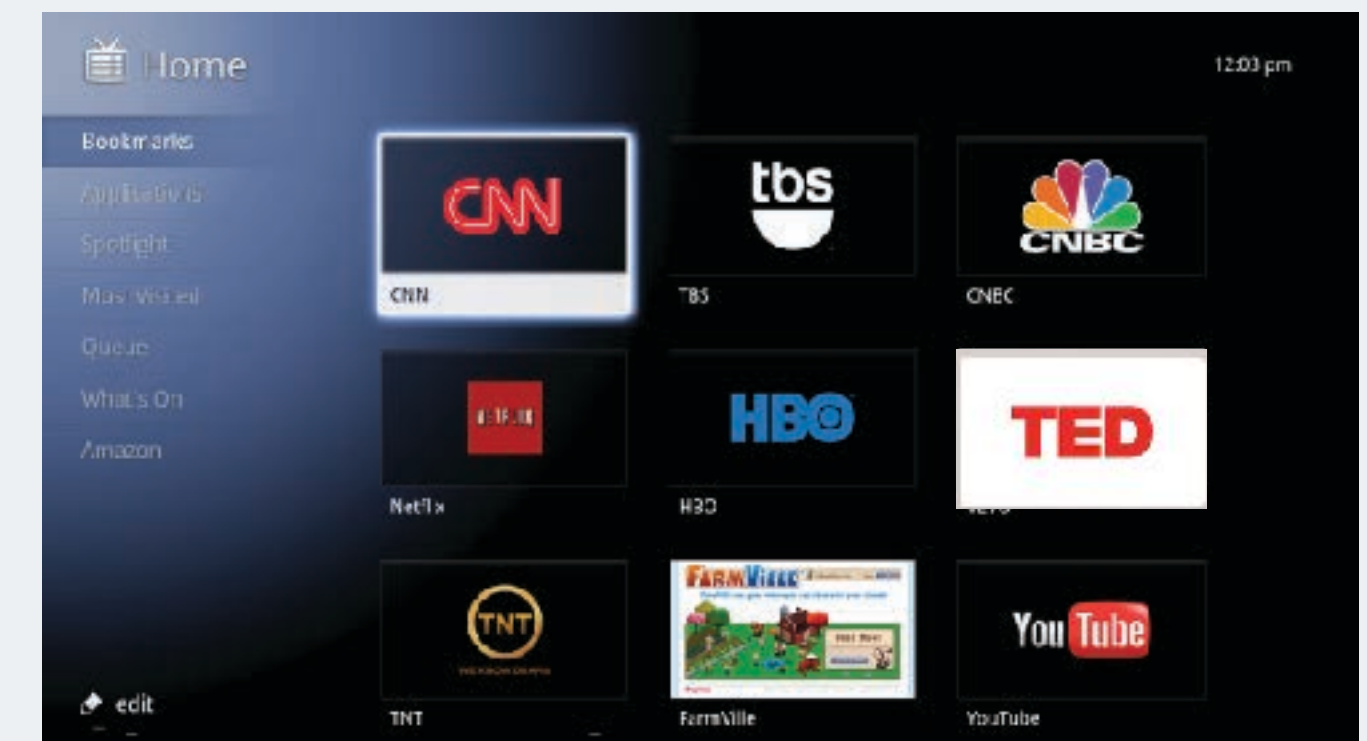
- Pre-Roll Slate
- Post-Roll Video

### ADDITIONAL PLATFORMS

#### ROKU



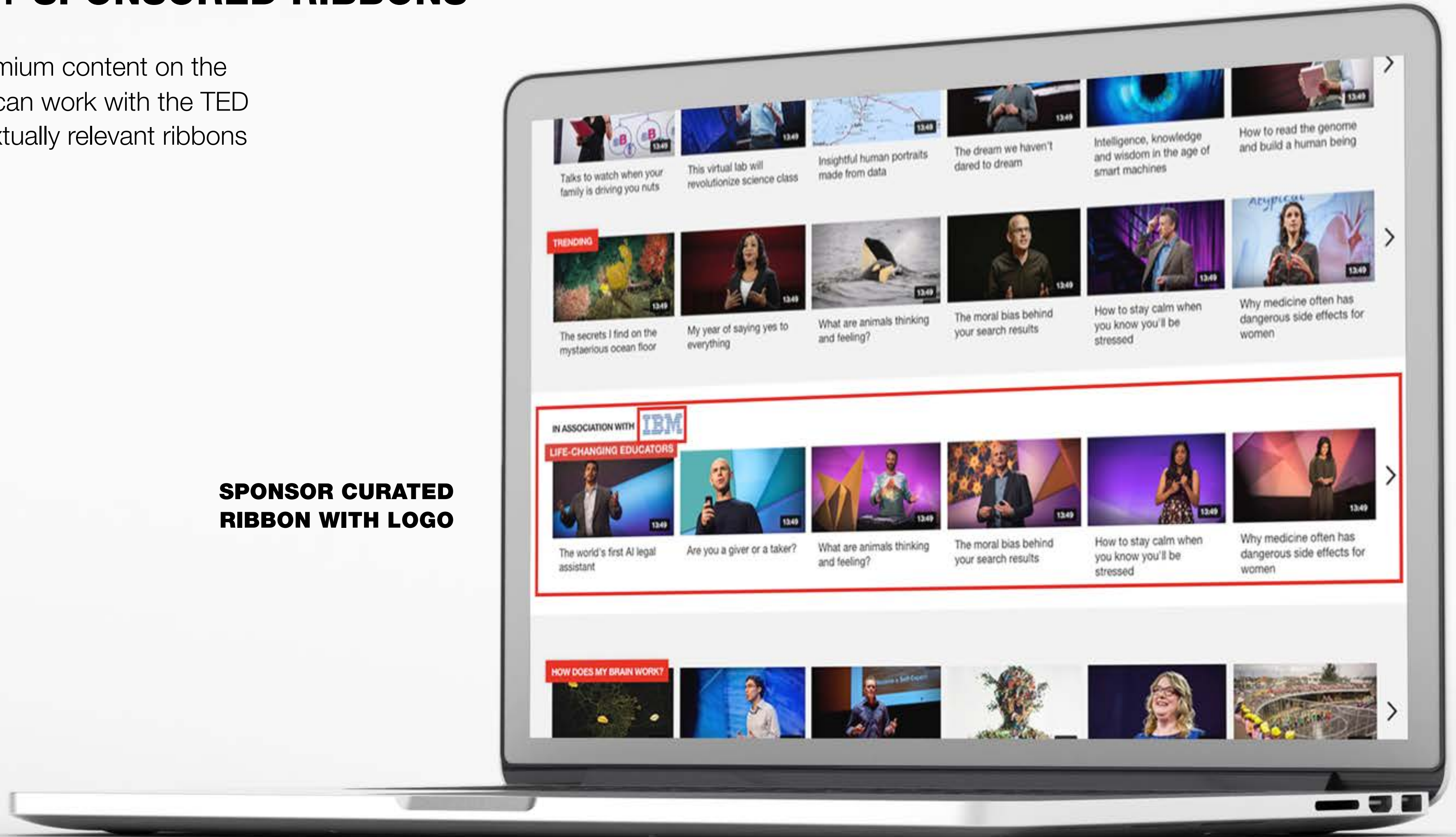
#### ANDROID



# PREMIUM PLACEMENTS + SPONSORED RIBBONS

TED offers partners the ability to target premium content on the Homepage and within Talk pages. Brands can work with the TED curatorial team to target thematic or contextually relevant ribbons and have branding and sponsor mention.

## SPONSOR CURATED RIBBON WITH LOGO

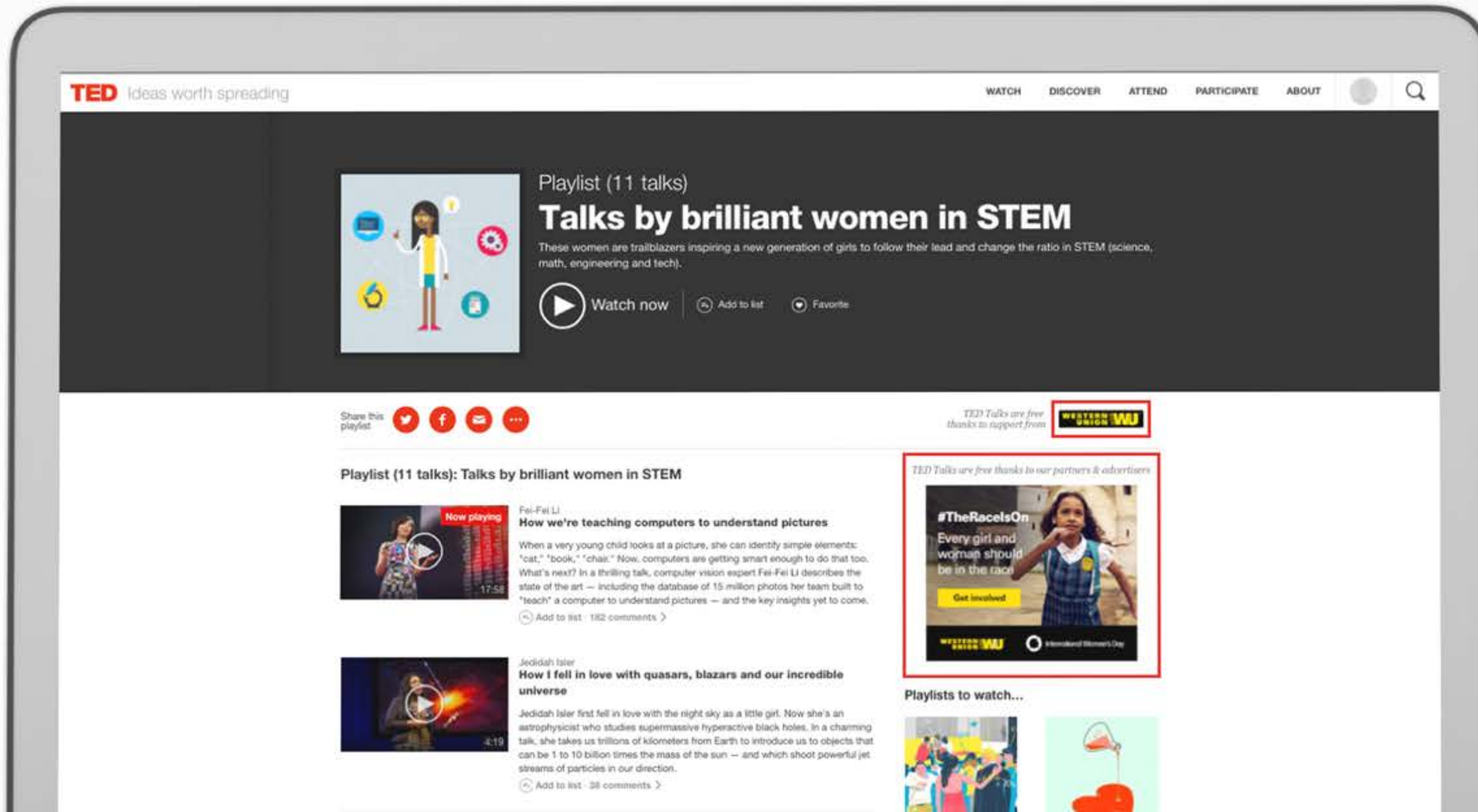


# TARGETED PLAYLIST

TED Playlists provide brands with the ability to align messaging closer to specific topic, area of interest or category. Opportunities include a sponsorship, which is made up of pre-roll slate, post-roll video, companion ads and a playlist logo unit.

## PLAYLIST TOPICS

- Business
- Technology
- Design
- Education
- Art
- More





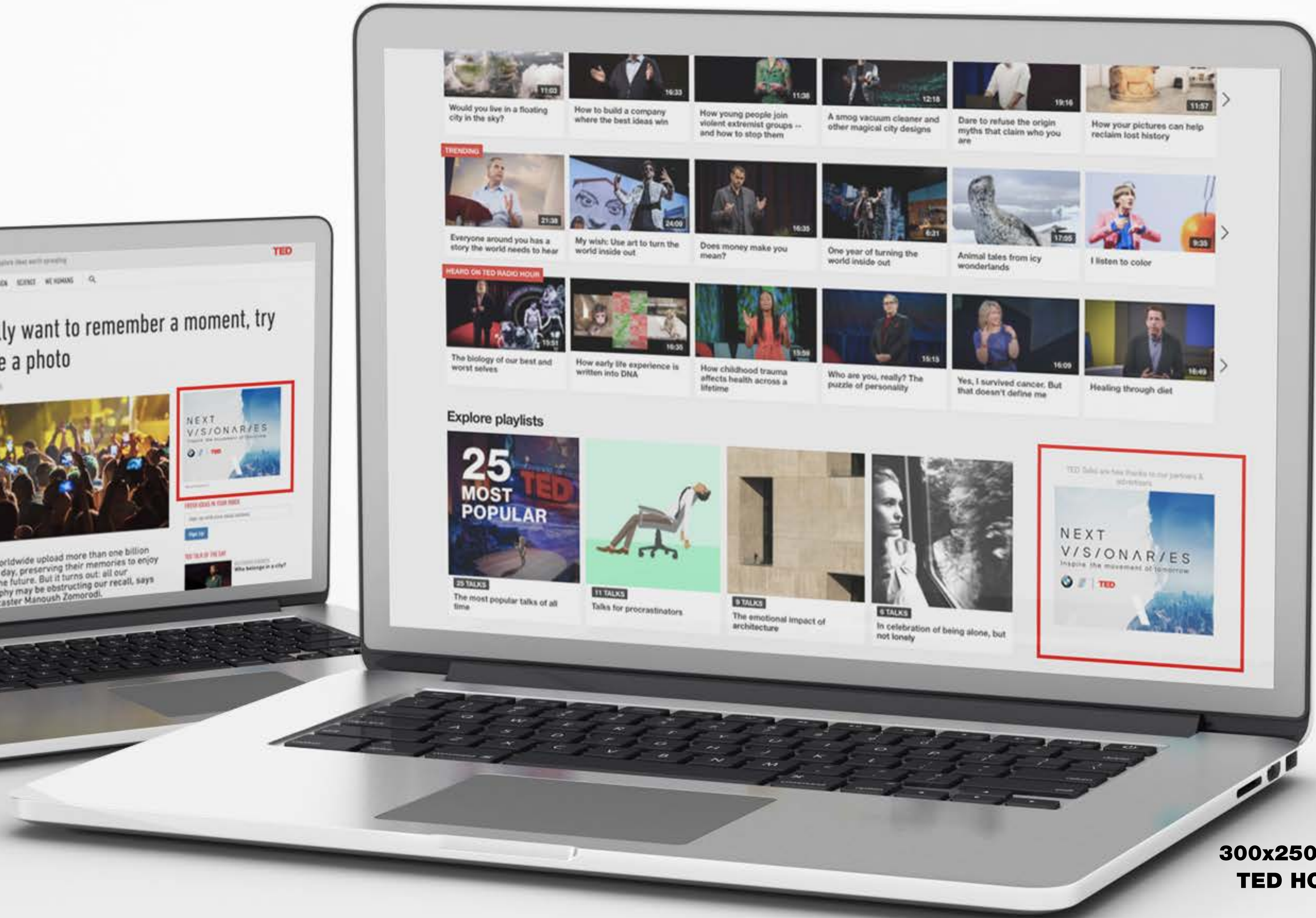
## Banner Advertising

Targeted and ROS 300x250 display ad are available on premium pages in the following sections:

- TED.com homepage
- TED Ideas Blog



**300x250 UNIT  
ON IDEAS BLOG**

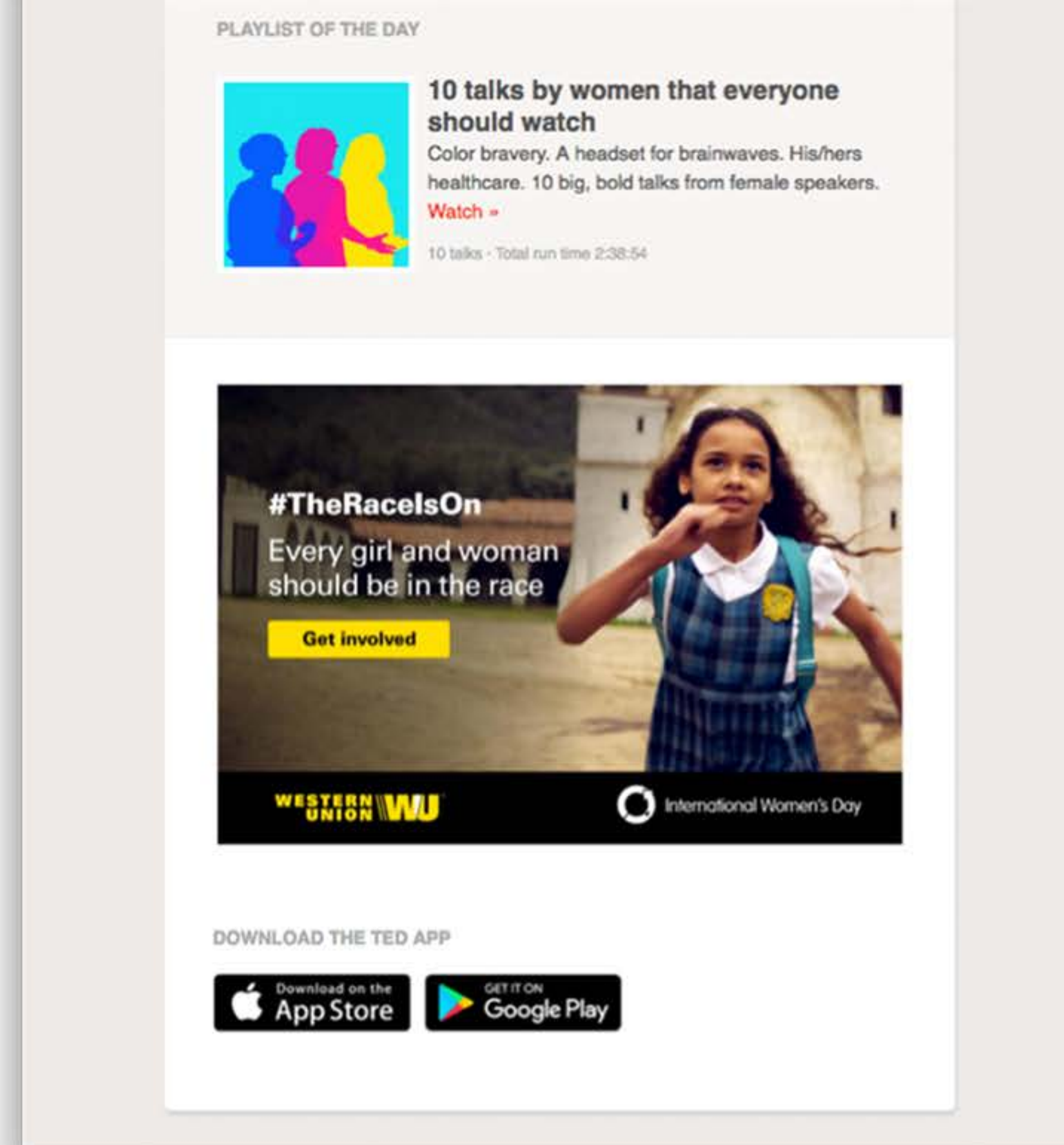
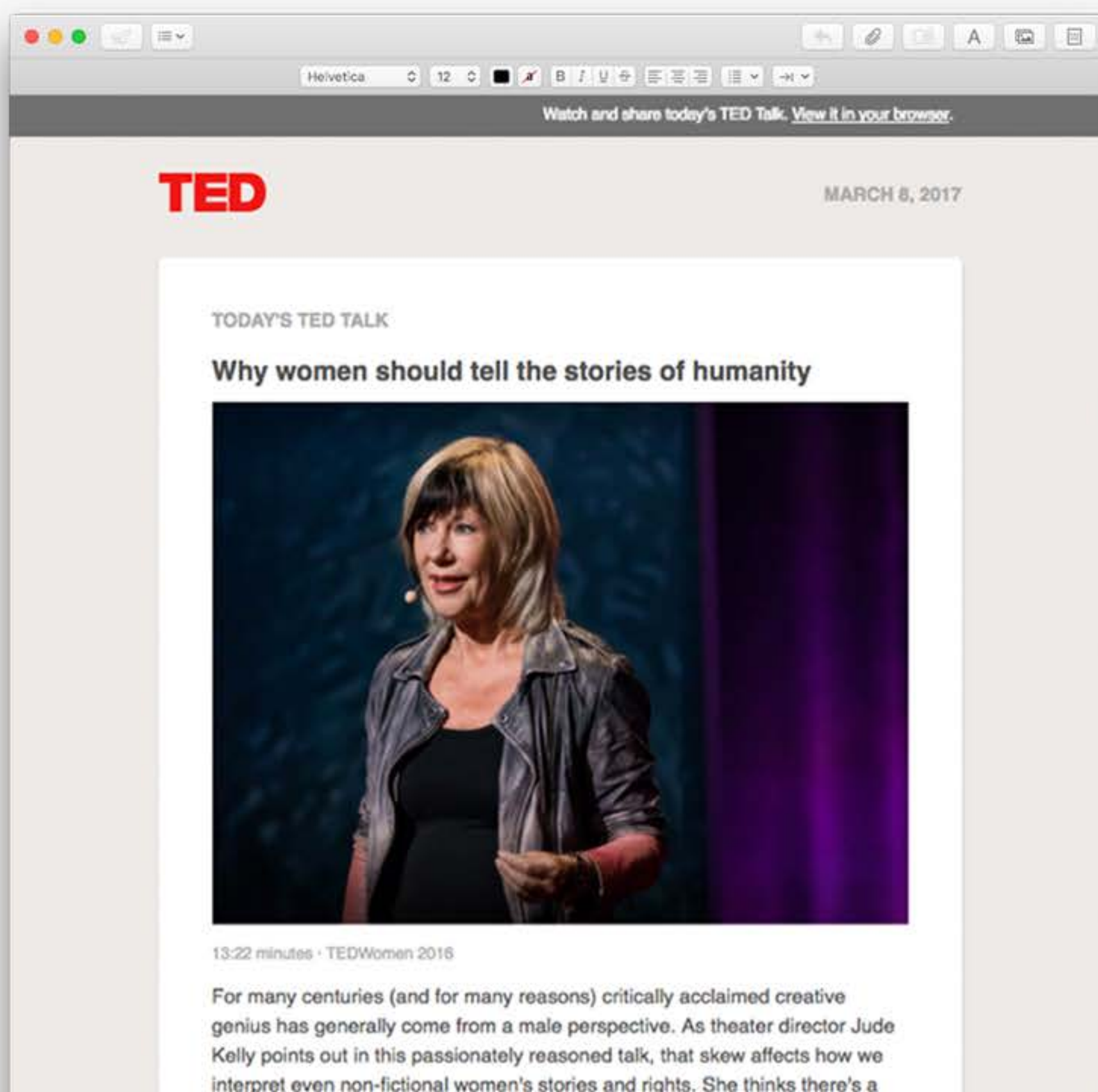


**300x250 UNIT ON  
TED HOMEPAGE**



## DAILY + WEEKLY NEWSLETTER SPONSORSHIP

TED offers partners the opportunity to integrate content and ads in newsletters that communicate the latest TED Talks and developments. Partners can also be identified as the official sponsor of newsletters.



### PARTNER OPPORTUNITIES

- Logo Placement and Ad unit
- Talk of the Day
- Playlist of the Day
- Custom Sponsorship – Native Integration
- Ownership of Newsletter (all of above)

### AUDIENCE OVERVIEW

**Daily subscribers** 980,000  
**Weekly subscribers** 1,900,000





30  
TED

Amanda Burden  
Urban planner



Amanda Burden  
Urban planner

**TED**

**TED**

# DISTRIBUTION



## TED AUDIO PODCAST

### TED Talks Daily

TED Talks Daily delivers some of the world's leading thinkers and doers directly from TED conferences and events around the world.

The logo for TED Talks Daily, featuring the word "TED" in red, "TALKS" in black, and "DAILY" in bold black, all within a red-bordered box.

**TED**  
TALKS  
**DAILY**

#### OVERVIEW + OPPORTUNITIES

- 15.1M total global monthly downloads
- Top #5 ranking on iTunes
- Dynamic Pre-roll and Post-roll opportunities

### TED Radio Hour

The fastest growing show in NPR history and one of the most popular podcasts in the world, the TED Radio Hour is a journey through fascinating ideas.

The logo for TED Radio Hour, featuring the NPR logo (n p r) in white on a black background, with "TED" in red and "RADIO HOUR" in white below it.

n p r  
**TED**  
RADIO  
HOUR

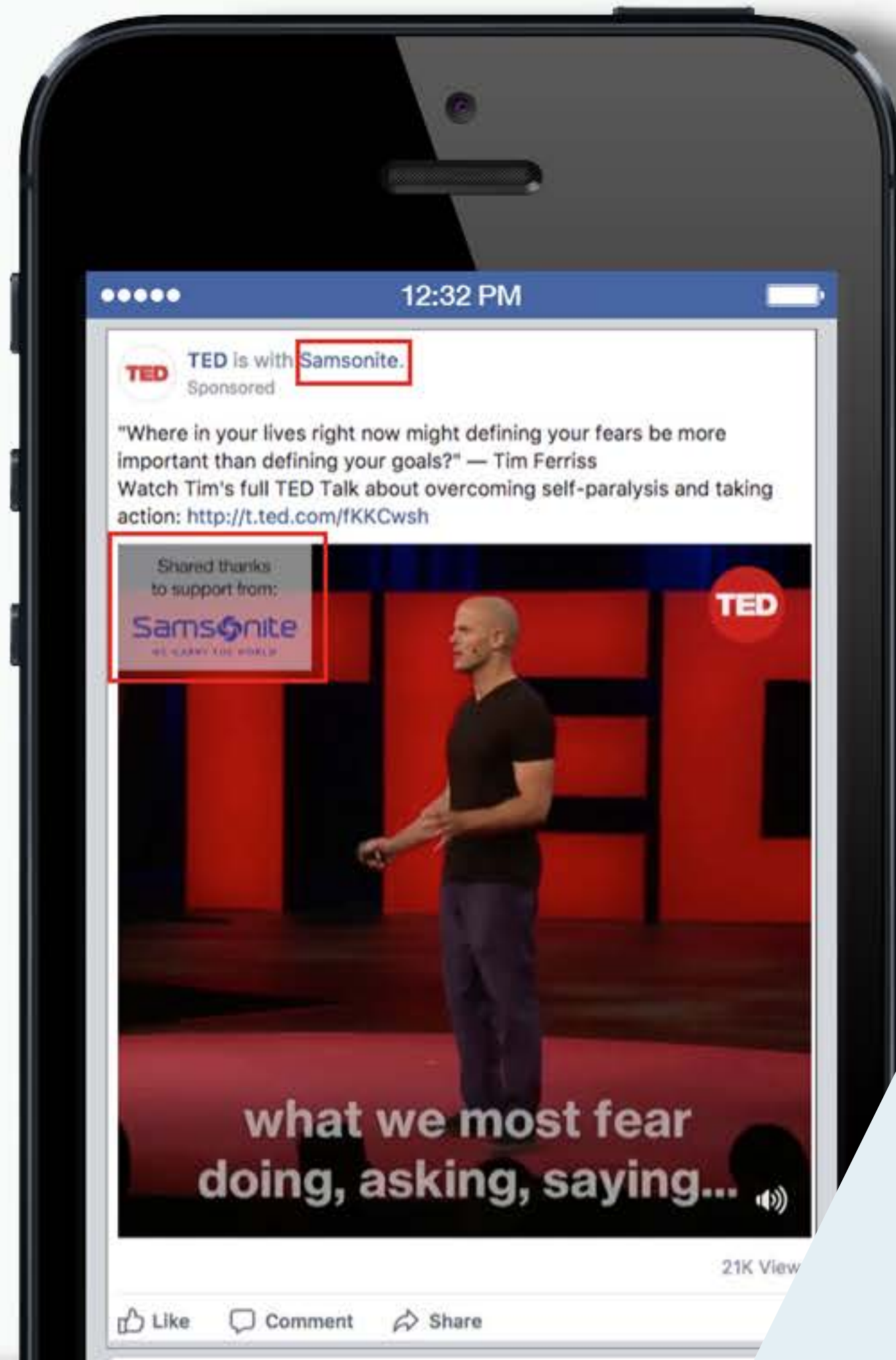
#### OVERVIEW + OPPORTUNITIES

- 7.5M total global monthly downloads
- Top #4 podcast on Podtrac's Top Industry Podcast
- Pre-roll and Mid-roll opportunities

## TED Amplify- Social Channels

TED offers Partners the ability to target sponsored post across our social media partners to reach desired audience.

### TRENDING SOCIAL POSTS



### SPONSORSHIP ELEMENTS CAN INCLUDE

- Handshake linking back to Facebook Page
- Logo Overlay
- Alignment with Trending TED Facebook posts

### TARGETING CAPABILITIES

- Location
- Age and Gender
- Demographics
- Interests
- Behaviors

### ALSO AVAILABLE ON



# TED YOUTUBE CHANNELS

Pre roll Opportunities include non-skippable or skippable across TED, TED ED and TEDx Channels on YouTube. Additionally partners can choose from a variety of targeting parameters to reach their desired audience.

## SPONSORSHIP ELEMENTS CAN INCLUDE

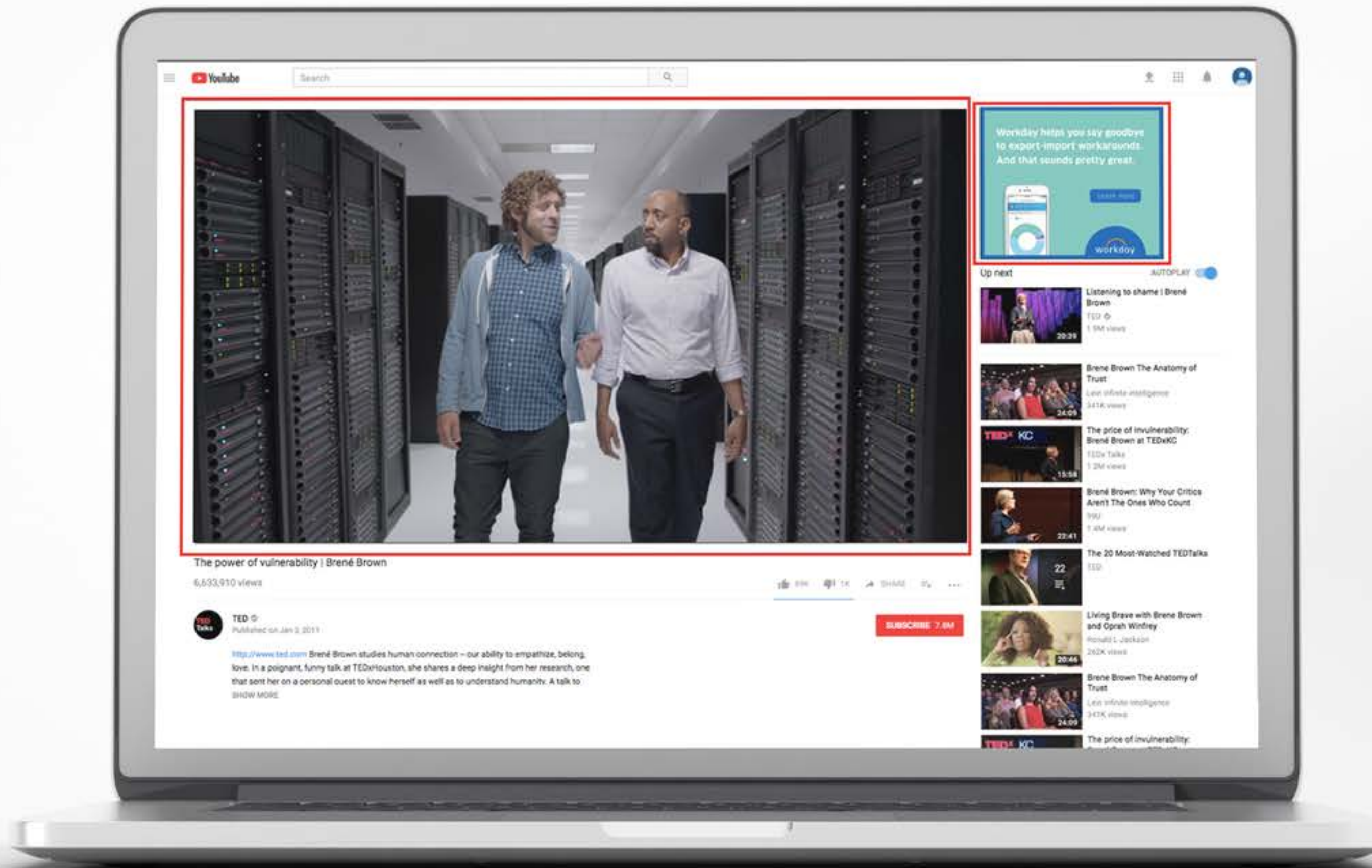
- 6 Second Pre Roll
- 15 Second Pre Roll
- Added Value 300x250

## TARGETING CAPABILITIES

- **Demo:** Age, Gender, Affinity Segments
- **Content:** Network, Video
- **Device**
- **Geo**
- **Language**

## CHANNEL TARGETING

- TED: 7.9M Subscribers
- TEDx: 8.9 Subscribers
- TEDED: 5.1M Subscribers
- Run across all TED Channels





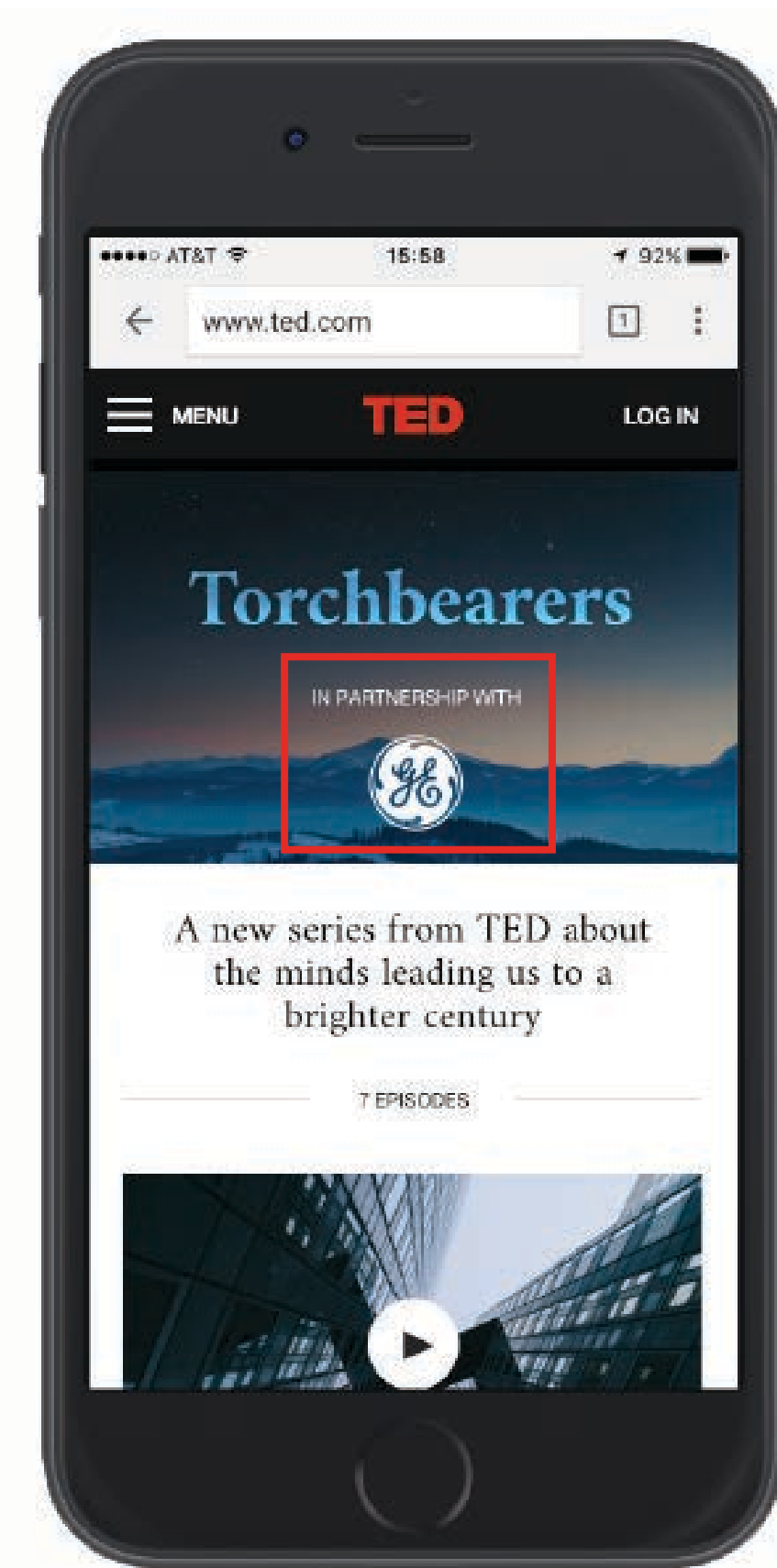
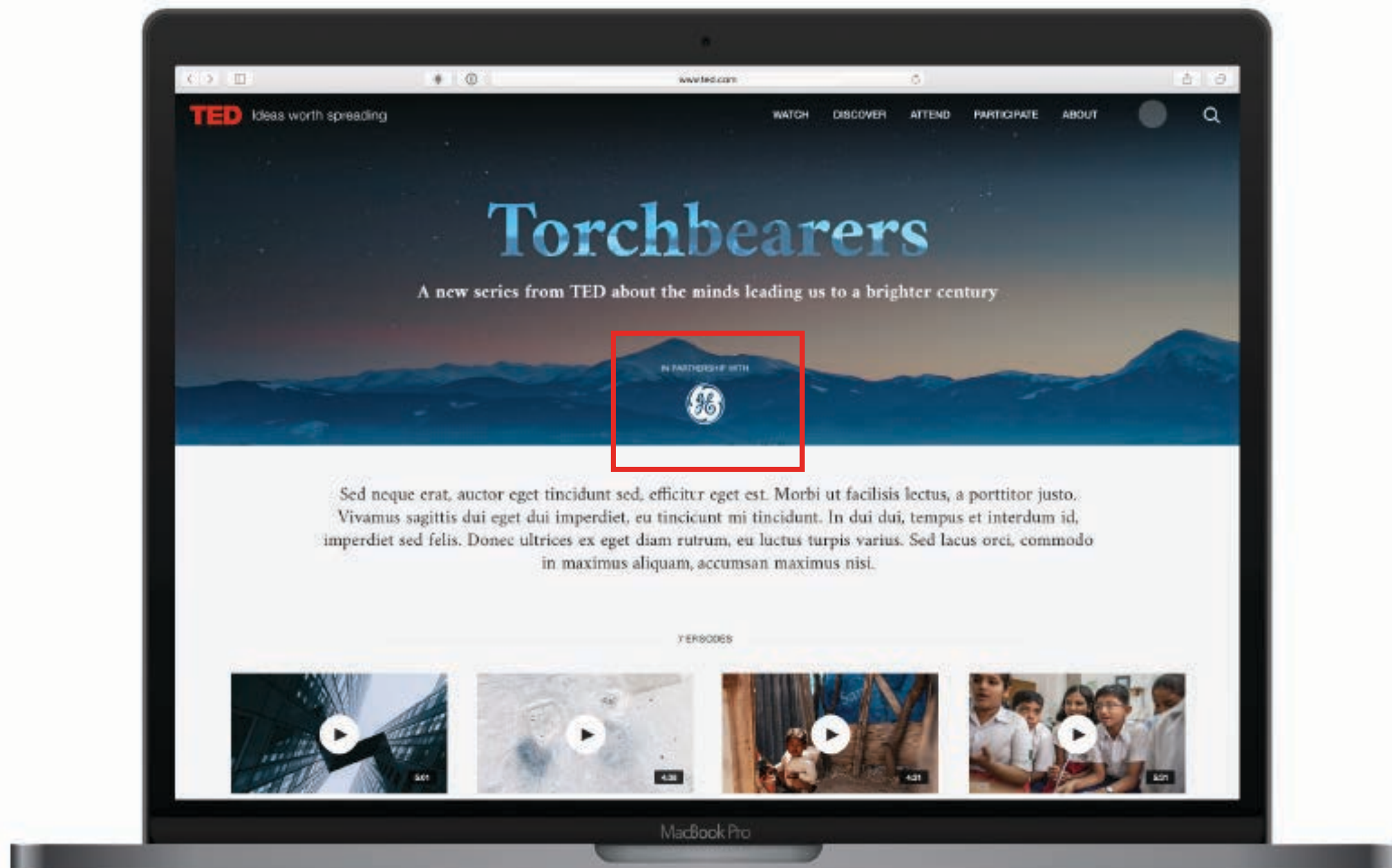
**TED**

**TED**

# TED ORIGINALS

# TED ORIGINALS

TED Originals will broaden TED’s recognition beyond the 18-minute TED Talk, reaching new audiences through platform-specific content. We create videos, podcasts, and interactive experiences that represent new ways of learning about world-changing ideas. Maybe it’s in the form of short, visually arresting storytelling, or deep complex dives into an idea with a TED speaker over a course of several episodes.



## SPONSORSHIP ELEMENTS CAN INCLUDE

- Editorial Promotion across TED Ecosystem
- Branded Editorial Section on [TED.com](http://TED.com)
- Distribution across TED YouTube Channels with Custom Series Integration
- Distribution within Facebook Watch
- Title Card Intro and End Slate Custom Content
- Experiential Extensions with related and custom theme
- Media exposure across TED

## UPCOMING TED ORIGINAL OPPORTUNITIES



- DIY Neuroscience



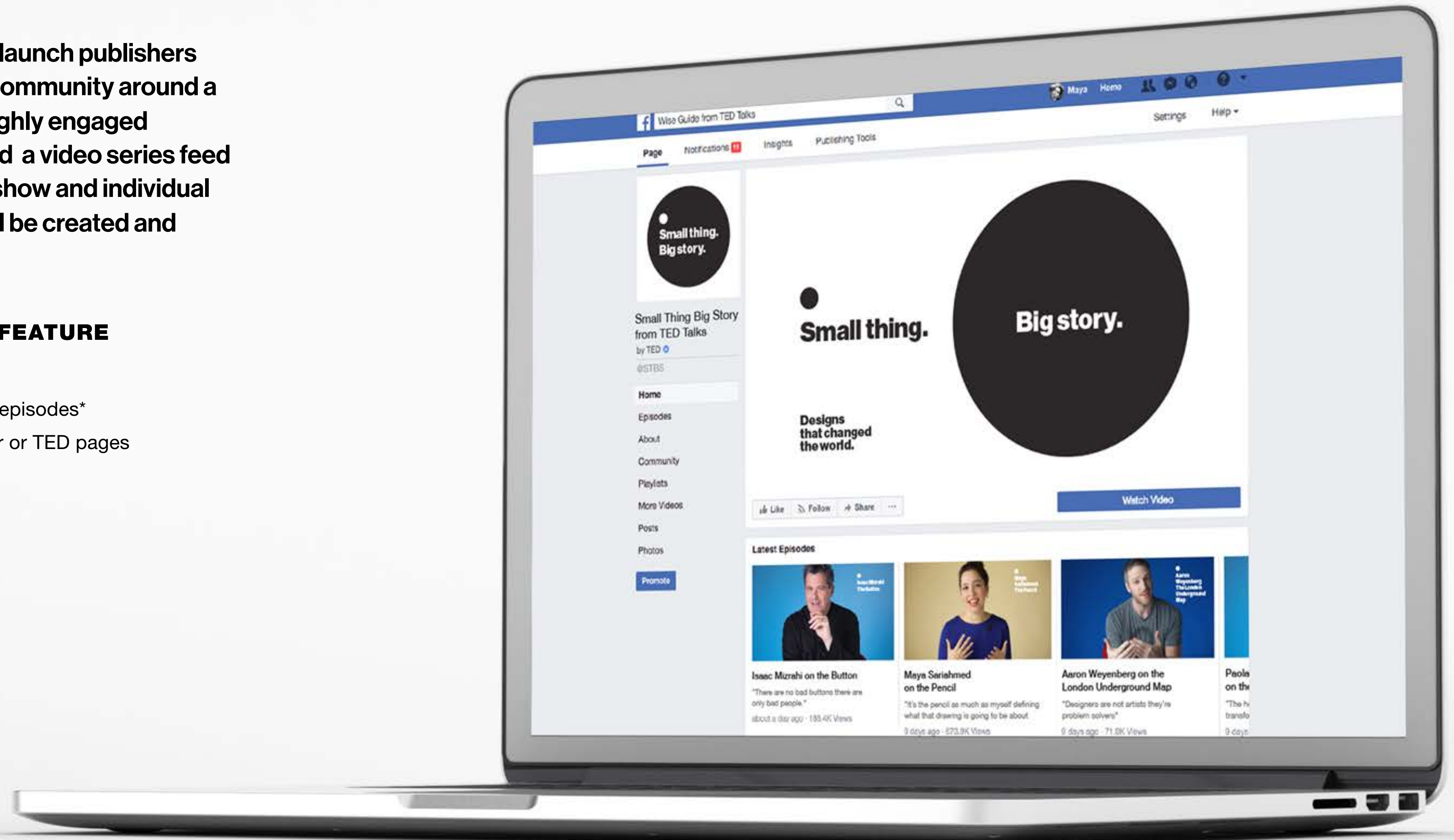
- Small Thing. Big Story.

## FACEBOOK WATCH

As one of Facebook Watch premium launch publishers we have the opportunity to create a community around a particular topic, talk or series. This highly engaged environment allow users to go beyond a video series feed to interact with the ideas behind the show and individual episodes. Selected TED Originals will be created and featured within this new platform.

### PARTNERS HAVE THE ABILITY TO FEATURE

- Facebook Handshake
- Title Card intro and mention during and after episodes\*
- Feature Custom Content and link to publisher or TED pages
- Community Building Opportunities
- Contextually Relevant Thematic Targeting



\*with Curatorial Approval



**TED**

**NATIVE  
CONTENT**



# TEDStudio

## CONTENT OFFERINGS

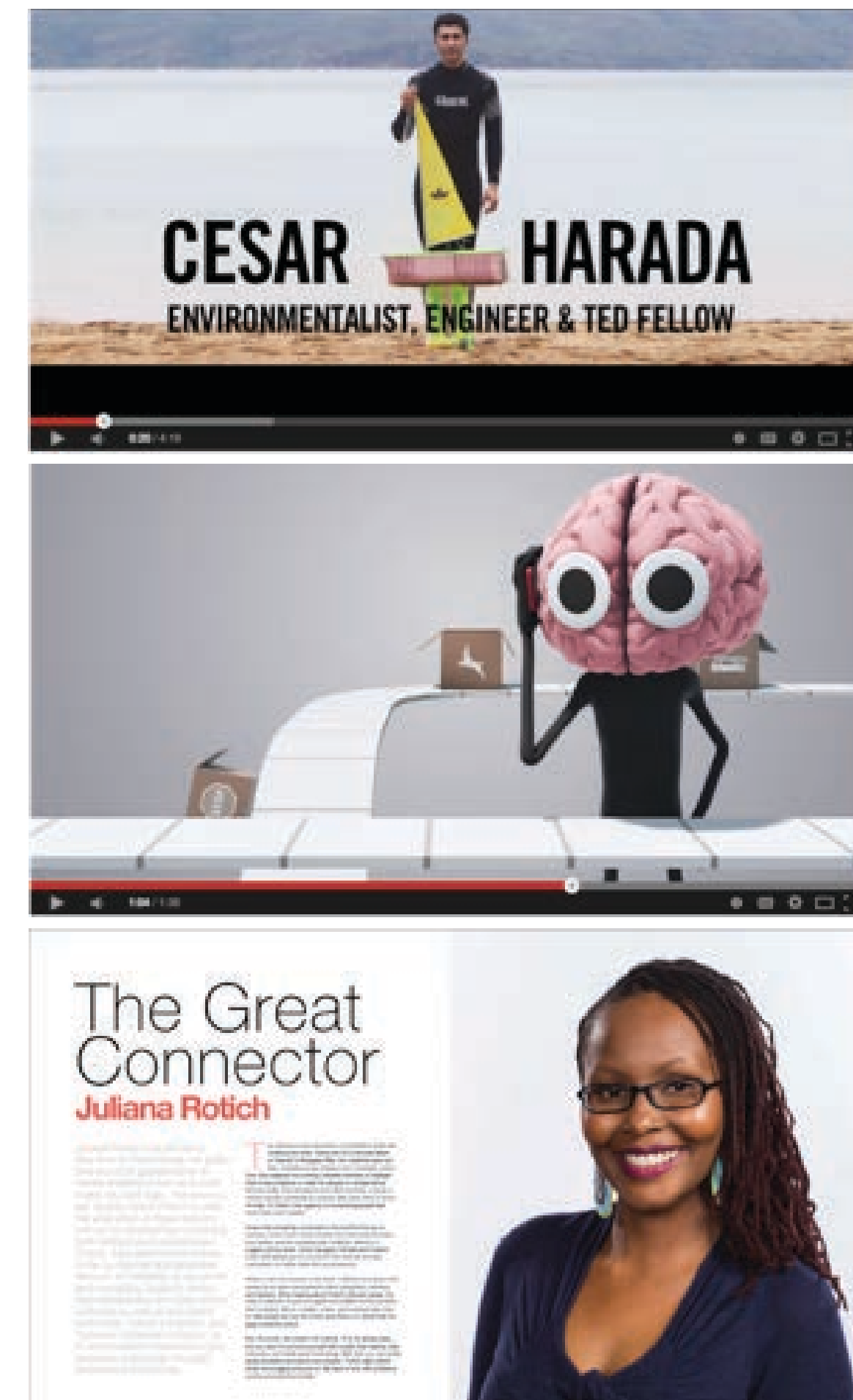
TED can draw on its signature storytelling expertise to assist our partners share ideas and insights in compelling and unique ways. TED creates three different kinds of content for partners:

- micro-documentary videos
- animated shorts
- infographics

TED will work with each partner to identify the most compelling content direction and will then select most appropriate form to best communicate it.

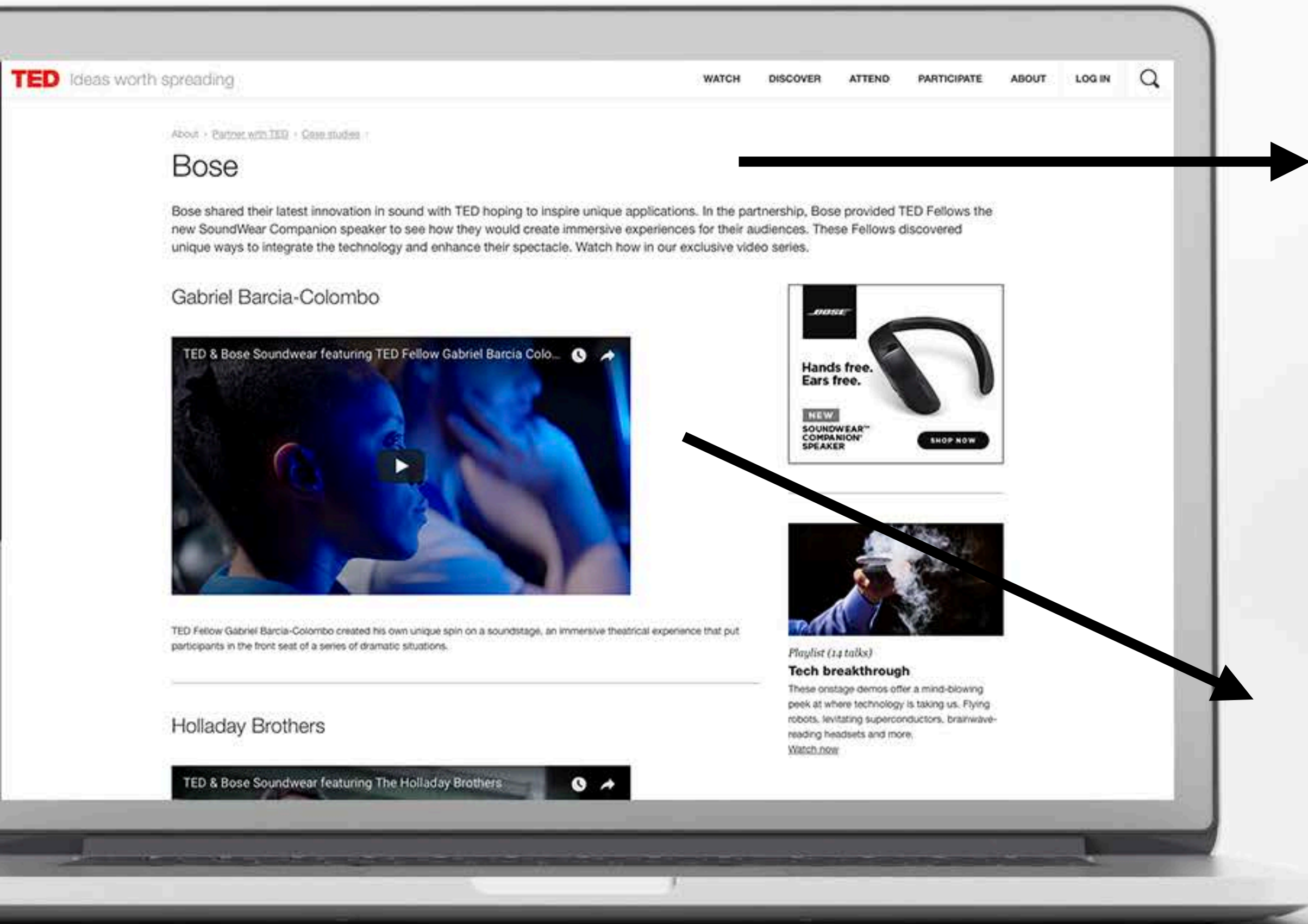
TED Studio will:

- Develop original concepts and work with partner to define the direction of the project
- Tap into the TED ecosystem for potential content ideas
- Generate an overall vision for the content that brings a TED-lens to the story
- Tap into a pool of TED filmmakers, animators, and writers
- Oversee all aspects of the creation of the content: from sourcing, treatment and filming through editing, proofing, and completion
- Provide translation services if required





# TED STUDIO CUSTOM CONTENT

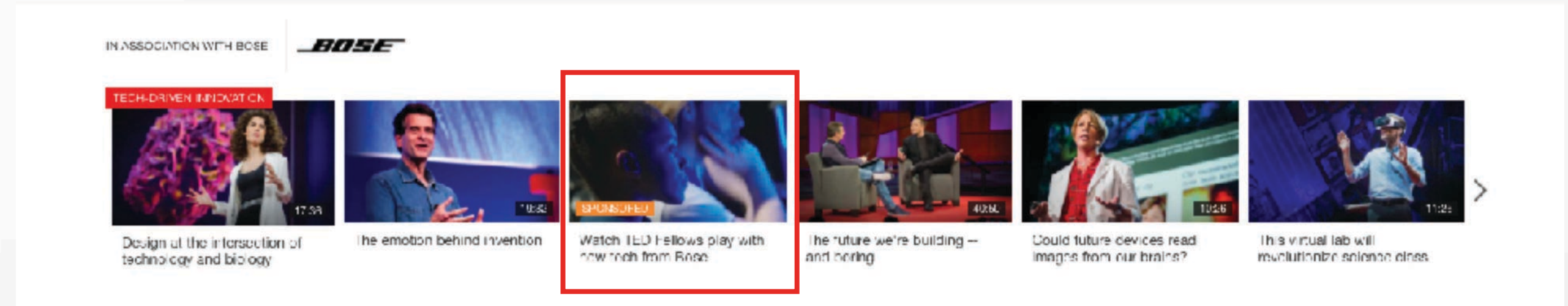


## FORMATS

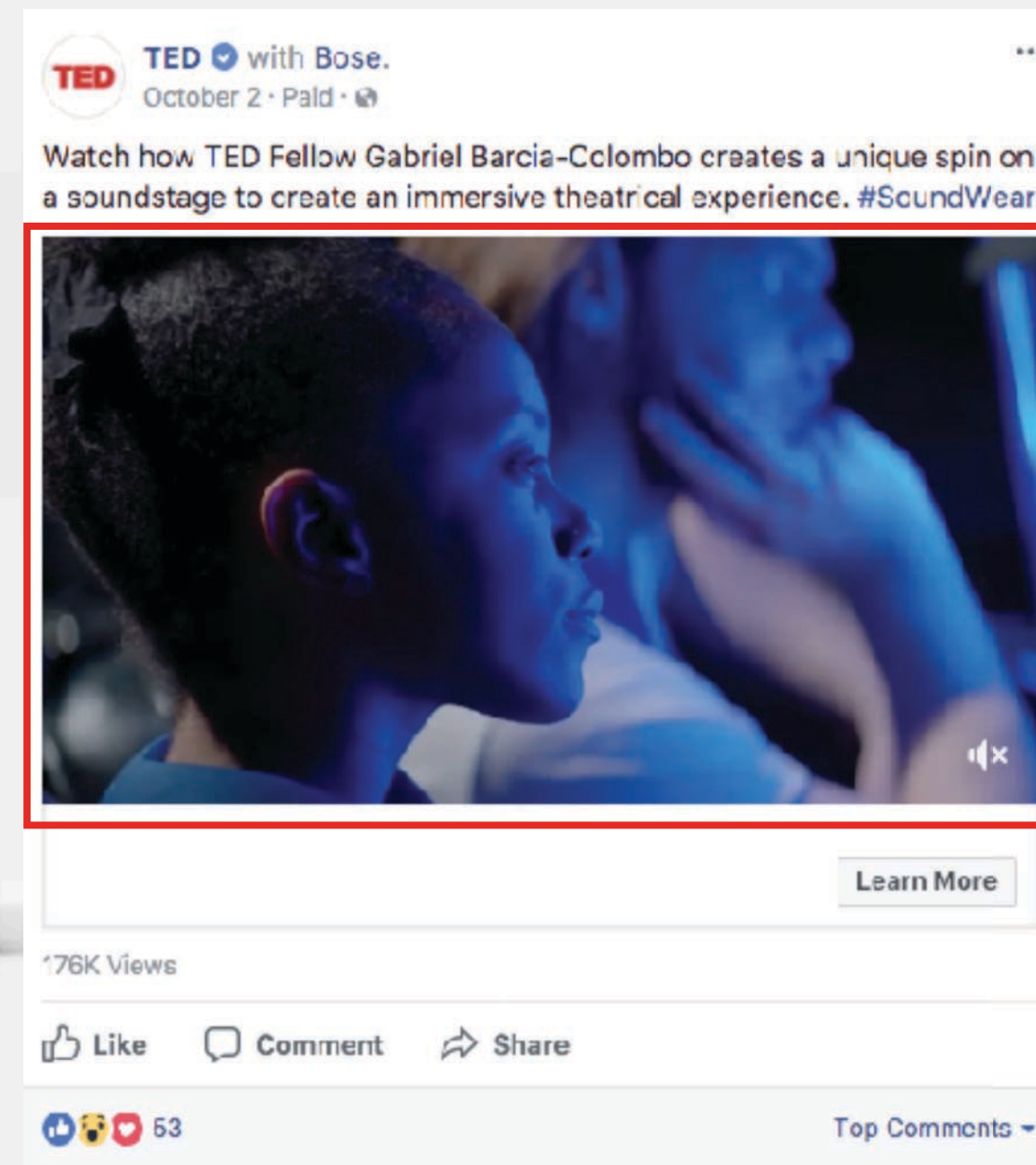
- Micro-documentaries
- Animated Shorts
- Ideas Shorts
- Infographics
- Conference Insights
- Conference Studio Content
- Custom Curated Playlists
- Translation + Versioning Services

# DISTRIBUTION + AMPLIFICATION

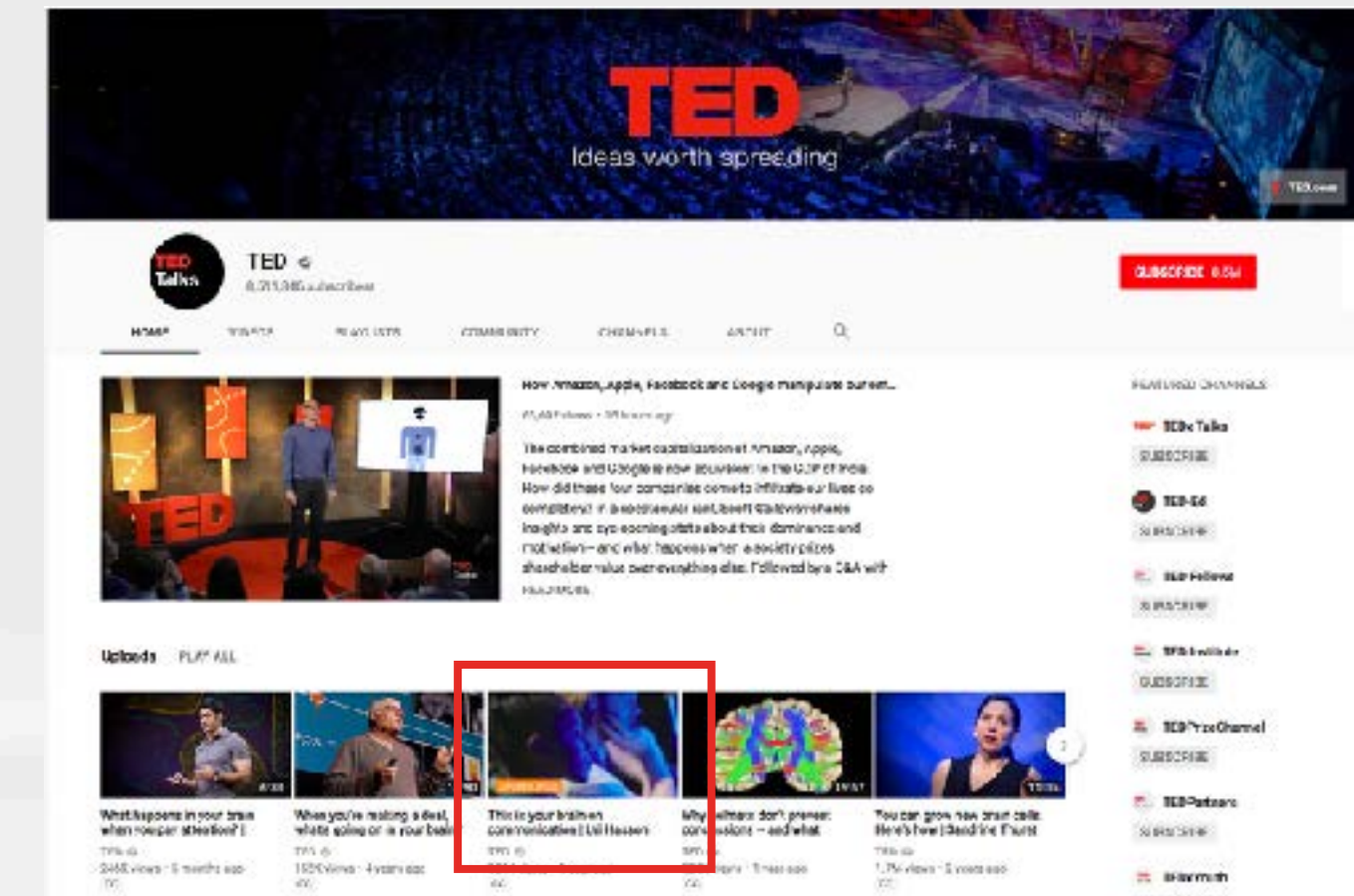
## Sponsored Content



## TED-OWNED + OPERATED



## SOCIAL CHANNELS

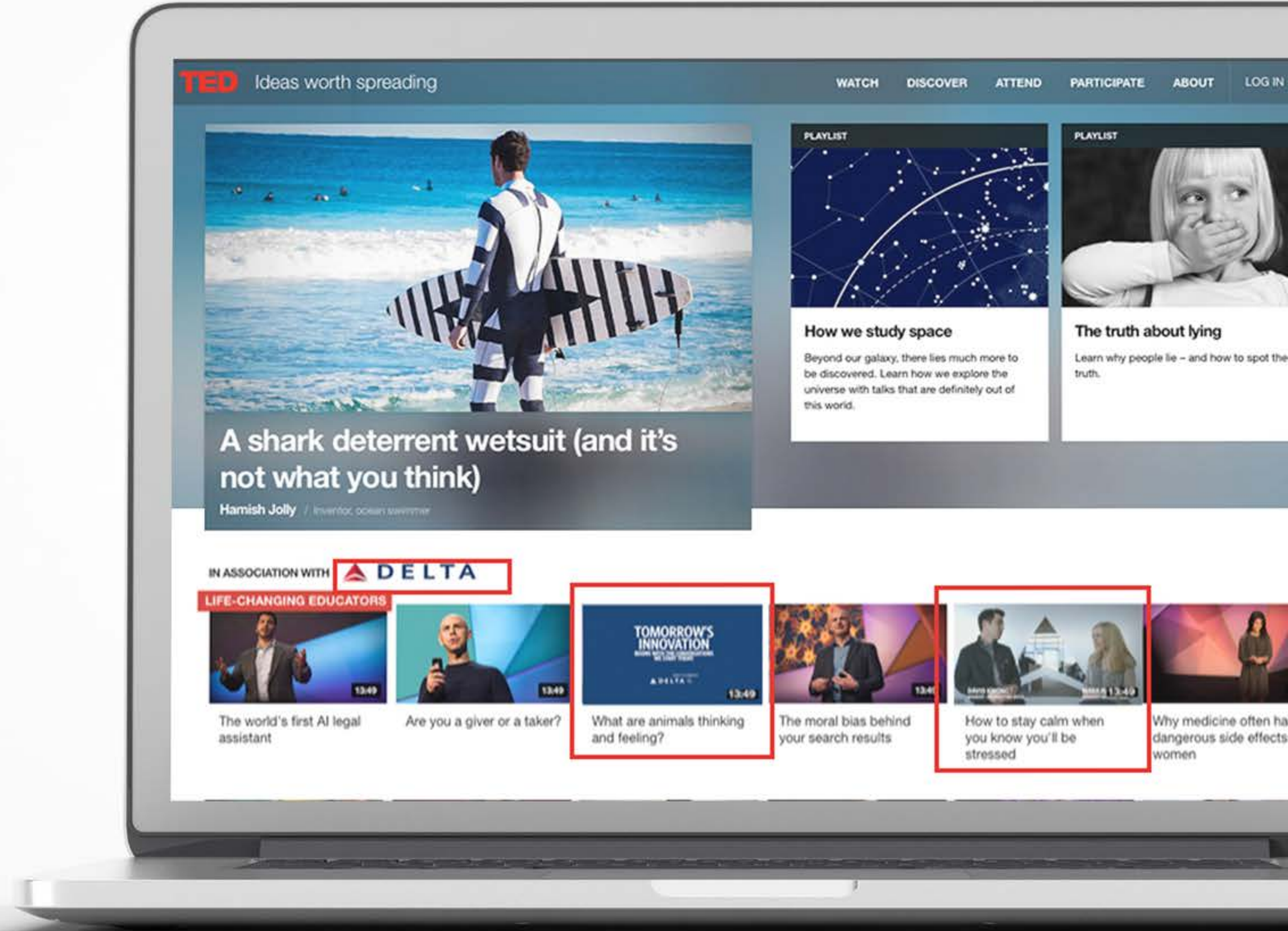


## TED + PARTNER DISTRIBUTION



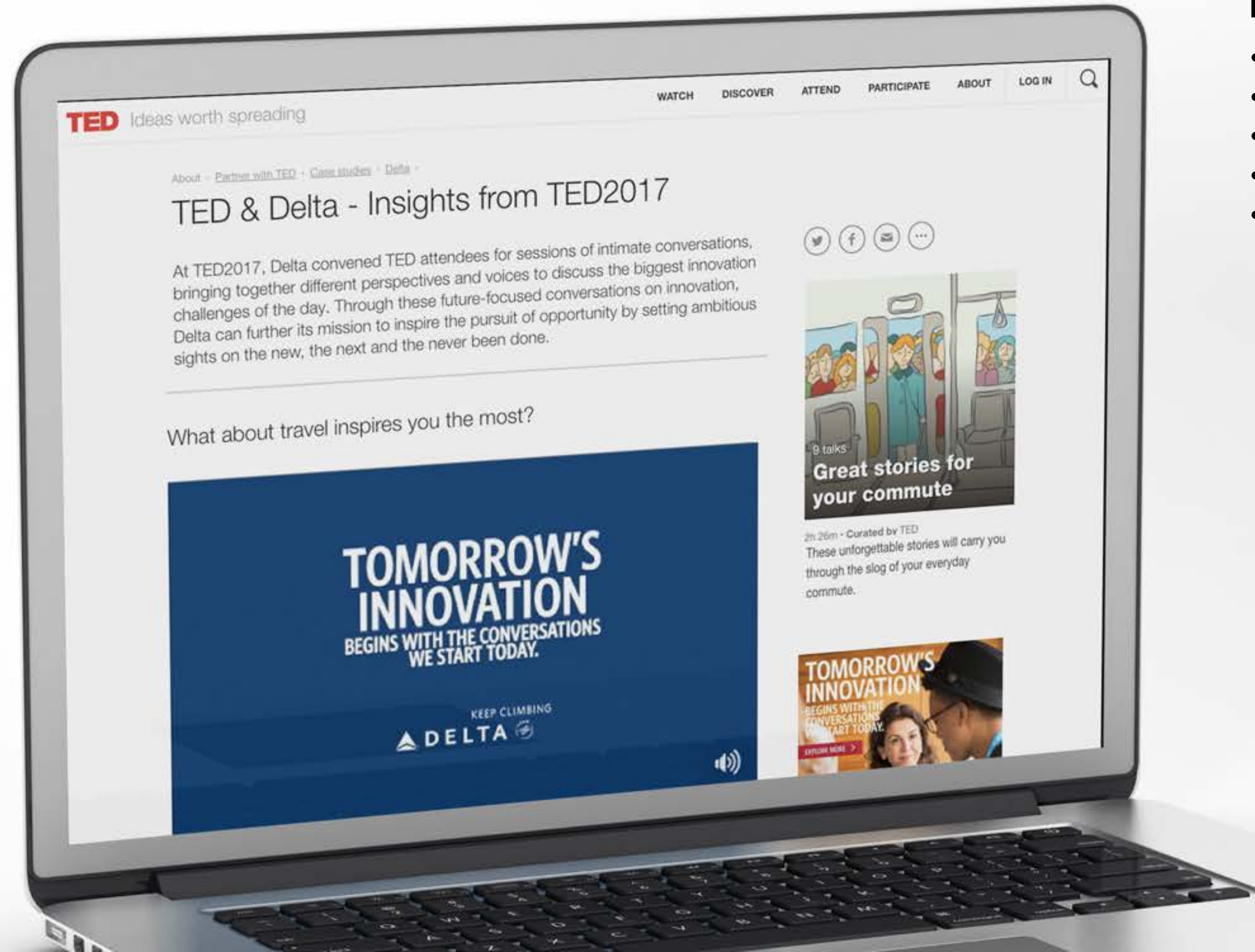
## CUSTOM CONTENT INTEGRATION

Partners custom content will be featured prominently within Homepage on [TED.com](https://www.ted.com). One or many pieces of custom content will live within contextually relevant ribbons along with logo for branding. Users will be taken to unique landing page to view.



## CUSTOM CONTENT LANDING PAGE

We are offering Partners the ability to have a unique custom page to showcase custom content, insights and additional branding for alignment and messaging within a premium branded environment.



### ELEMENTS CAN INCLUDE

- Multiple Custom Content Pieces
- Partner logo
- Ad unit
- Narrative content
- Additional Editorial Integration and traffic drivers across the following placement:
  - Talks
  - Playlists
  - Blog Posts



## CUSTOM CONTENT DISTRIBUTION

Partners have the ability to achieve scale and reach within our TED, TEDED and TED Partners channels on YouTube. Content will be featured within playlist and can be targeted to audience segments.

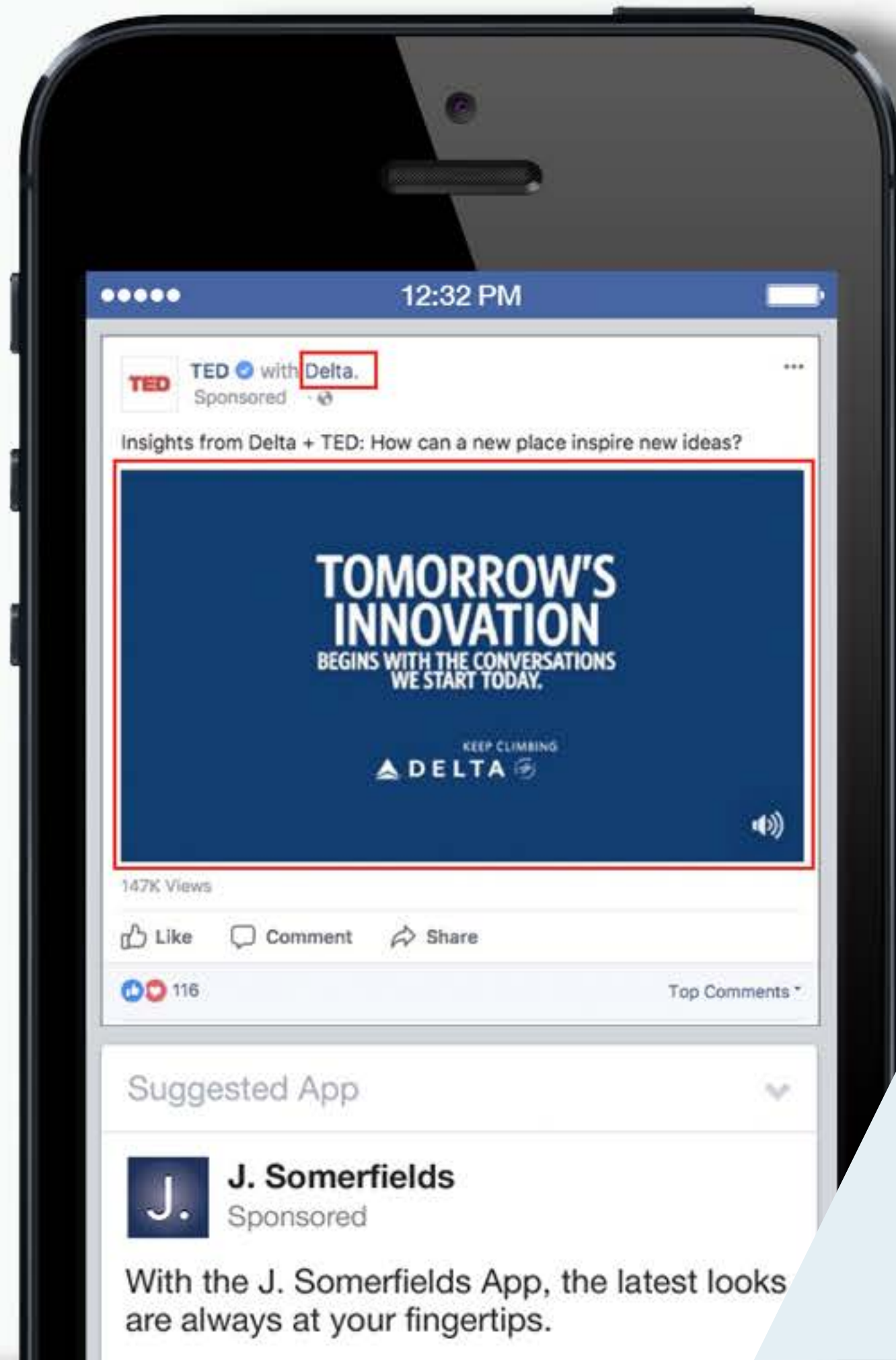


\*non paid partner channels and social media

## CUSTOM CONTENT WITHIN TED SOCIAL PLATFORMS

Custom Content will be amplified across TED social ecosystem. User will be able to watch content on social channel, [TED.com](https://www.ted.com) or their own internal channels.

### CUSTOM CONTENT ON FACEBOOK



### SPONSORSHIP ELEMENTS CAN INCLUDE

- Featured Custom Content
- Handshake linking back to Facebook Page
- Can be viewed within social ecosystem, on a TED Custom Landing Page, or Publisher Page

### TARGETING CAPABILITIES

- Location
- Age and Gender
- Demographics
- Interests
- Behaviors



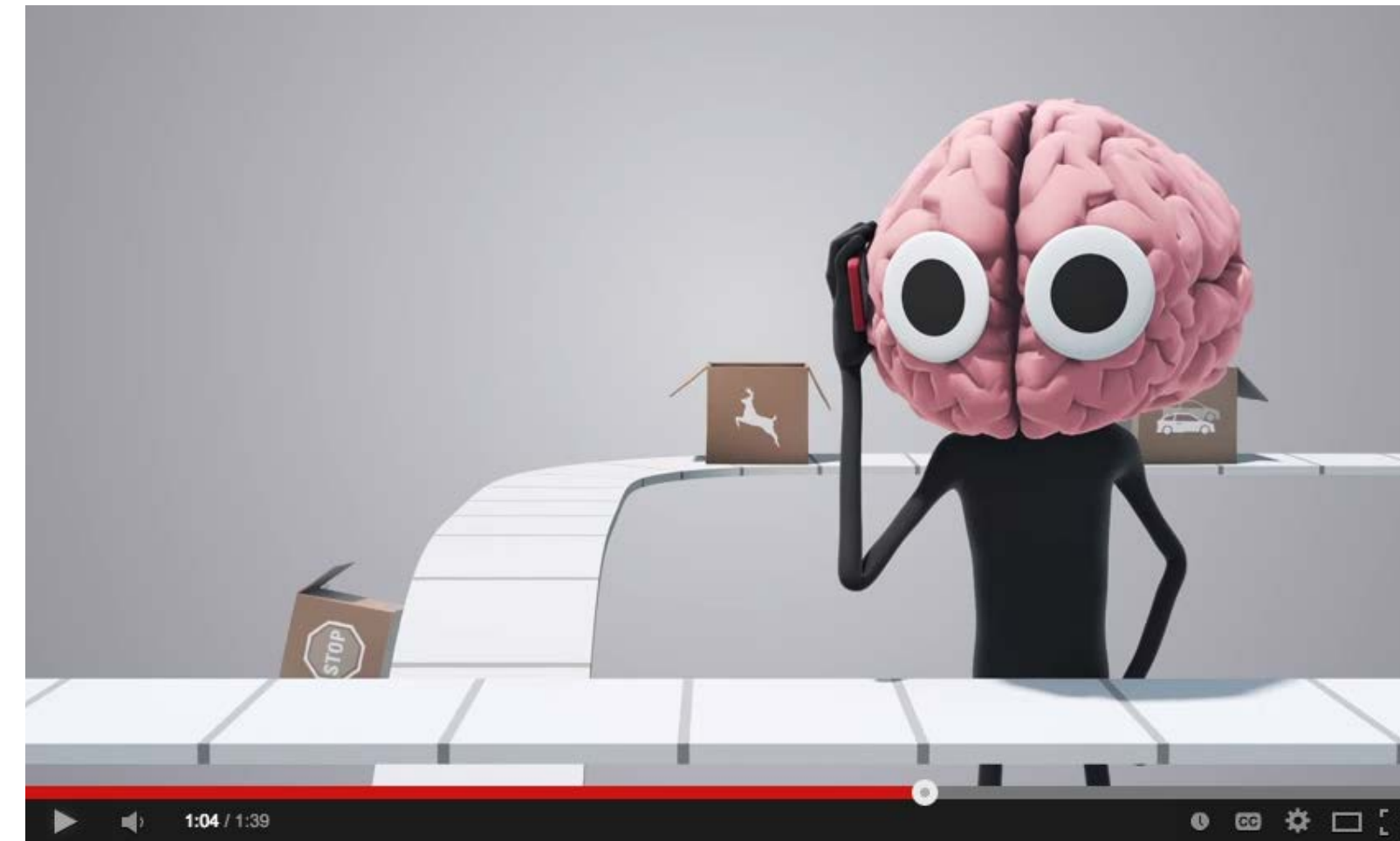
# CUSTOM CONTENT CASE STUDIES

**TED**

## Custom Content: Toyota

TED partnered with Toyota to help amplify a teen-focused campaign focused on discouraging texting and driving. To put the message in a context that young people would identify with, TED commissioned a video game style animator to put a fresh new spin on the topic.

An engaging look at the way the mind works... and how it doesn't work so well when it does more than one thing at a time, *The Distracted Mind* ran as video post roll on [TED.com](https://www.ted.com) and spread quickly via social channels, including placements with parenting bloggers and with influential teens with significant social followings.



[youtube.com/watch?v=JQKELDNnzUQ](https://www.youtube.com/watch?v=JQKELDNnzUQ)



**TED**

# Custom Content: LEXUS

TED partnered with Lexus to explore the creative tension between design and engineering that drives the innovation process. A series of three short films was created, themed around the design of one existing model, a concept car in development, and a look ahead to the future. Lexus used the array of content as part of its media buy on [TED.com](https://www.ted.com) and promoted the content on social channels.



[youtube.com/watch?v=qUysJl5Re-o](https://www.youtube.com/watch?v=qUysJl5Re-o)

TED

# Custom Content: HSBC

TED partnered with HSBC to help the bank successfully launch a new ideas-based event program in Singapore. TED produced a custom magazine for distribution at the event.

Titled Great Ideas, this co-branded publication featured stories about a collection of TED Fellows whose work also aligned well with themes explored at the event. In the lead-up to the event, HSBC also sponsored a themed-aligned playlist on [TED.com](http://TED.com).

the most important things in life go beyond numbers

As society grows in efficiency, the life of many has become more complex. While pursuing the competitive game, people are starting to realize the importance of a qualitative life with every important milestone, rather than just the quantitative milestones that define our lives.

While money continues to play a part in affecting our lives, our personal values are influenced by something that goes beyond the numbers. We strive to nurture our own sense of purpose, and the appreciation of achievement, such as maintaining a healthy family relationship.

At HSBC, we recognize the importance of a life that fulfills more than just material needs. Beyond Money, we share our financial expertise with you to help you reach your goals in a variety of ways. As a global bank, we understand your individual needs through a wider view than just the numbers. We are committed to providing solutions that create better experiences.

More than just helping you manage your wealth, we strive to make it effortless for you. As your bank partner, you can depend on us to help you reach your financial goals. We share the experience of our clients, and the expertise of our own team, to address the things that may matter beyond numbers.

beyond money  
Brought to you by HSBC

Great Ideas

One is creating open-source underwater robots for ocean exploration, while another is forever asking the way we think about the art of video games. One is developing technology that allows for internet connectivity in remote parts of the world, while another is connecting human brains using electrical stimulation. These are the TED Fellows: a powerful network of forward-thinking, paradigm-breaking pioneers of the new generation. Here, meet six men who are TED Fellows that are breaking the mold and actively effecting change. They are doers, makers, and original thinkers, but perhaps even more importantly, they are thoughtful individuals who believe that great ideas are nothing without great commitment and compassion.

The Self-Made Maker

For David Long, who started as a weekend search for lost gold in an underwater cave located in the foothills of the Sierra Mountains, the discovery of something of an even greater value: A new commitment to adventure, innovation, and the idea of being a "maker." But Long was the idealist, not the doer. He had the idea, but he needed the resources to transform the best of a job into a whole new way of life. But David Long did just that: He recognized that the internet is a great asset, not just a tool. He recognized that the need that connected us all, Long created an open-source, underwater robot—remote operated vehicle—that allowed for the most advanced to explore and discover the world.

With a girlfriend, a growing family, and the possibility that he'd be a single dad, Long and his business partner and MBA engineer, Eric Stroppe, started to build an underwater ROV that could explore the cave it was designed for. Long designed for a boat, what they later discovered was the need for a more robust ROV. Long and Stroppe worked together to create a more robust ROV, and over the course of several years, they built a more advanced ROV. Long and Stroppe worked together to create a more advanced ROV, and over the course of several years, they built a more advanced ROV. Long and Stroppe worked together to create a more advanced ROV, and over the course of several years, they built a more advanced ROV.

After the story of his planned expedition to the cave was featured in The New York Times, people really began to take an interest in his open-source ROV project. More and more people began to take an interest in his open-source ROV project. More and more people began to take an interest in his open-source ROV project. More and more people began to take an interest in his open-source ROV project.



The Great Connector  
Juliana Rotich

Juliana Rotich has always been able to connect things for good. The word for grandmother in Swahili translates to her as a child, mother, friend, and help. The lessons are simple, but in Rotich's case, the execution of those lessons has led to developing something both brilliant and revolutionary. Rotich, who was born in Kenya, is the co-founder and executive director of Ushahidi, a non-profit tech company based in Africa that develops free and open-source software to help people connect and share information. Rotich's mission, and therefore Ushahidi's mission, is to democratize information and empower individuals through increased connectivity.

The relevance and importance of Rotich's work was highlighted when, during the 2010 general election in Kenya, she and her team used Ushahidi to help people report on their experiences during the election. They adapted the existing Ushahidi software to highlight their experiences in order for people to share their experiences. They developed and used Ushahidi as a tool for people and family to connect with each other in times of crisis. To Rotich, the capacity of connecting people has never been more evident.

Even that remaining connected to the world is the key to success, and in some cases survival. The most recent product from Rotich and the Ushahidi team is Ushahidi, a rugged, phone-sized, dual language, self-repairing mobile phone that allows you to connect to the internet and stay connected, no matter what the circumstances.

Rotich is also the founder of the #AfricanTechSpace that serves as an open community for tech companies, investors, and startups. When hearing about Rotich's life and career, it's easy to see her as just a rugged and resilient as the products she's created. She's a maker, a doer, and someone who uses her skills to help people all over the world, and there's no doubt that her work will be great.

But, of course, she doesn't do it alone. "It's not always easy for you to get a support system with a team that inspires, that motivates, and builds great technology. With that, you can partly help yourself and others around you." Rotich said, before adding, "It's not always easy to get back to work with problems, but be grounded by family."



Great Ideas



New thinking and ideas for life and the world we live in today.

INSIGHTS FROM TED IN COLLABORATION WITH beyond money  
Brought to you by HSBC



## Custom Content: Mazda

TED partnered with Mazda to showcase some of the innovative individuals from within the TED community.

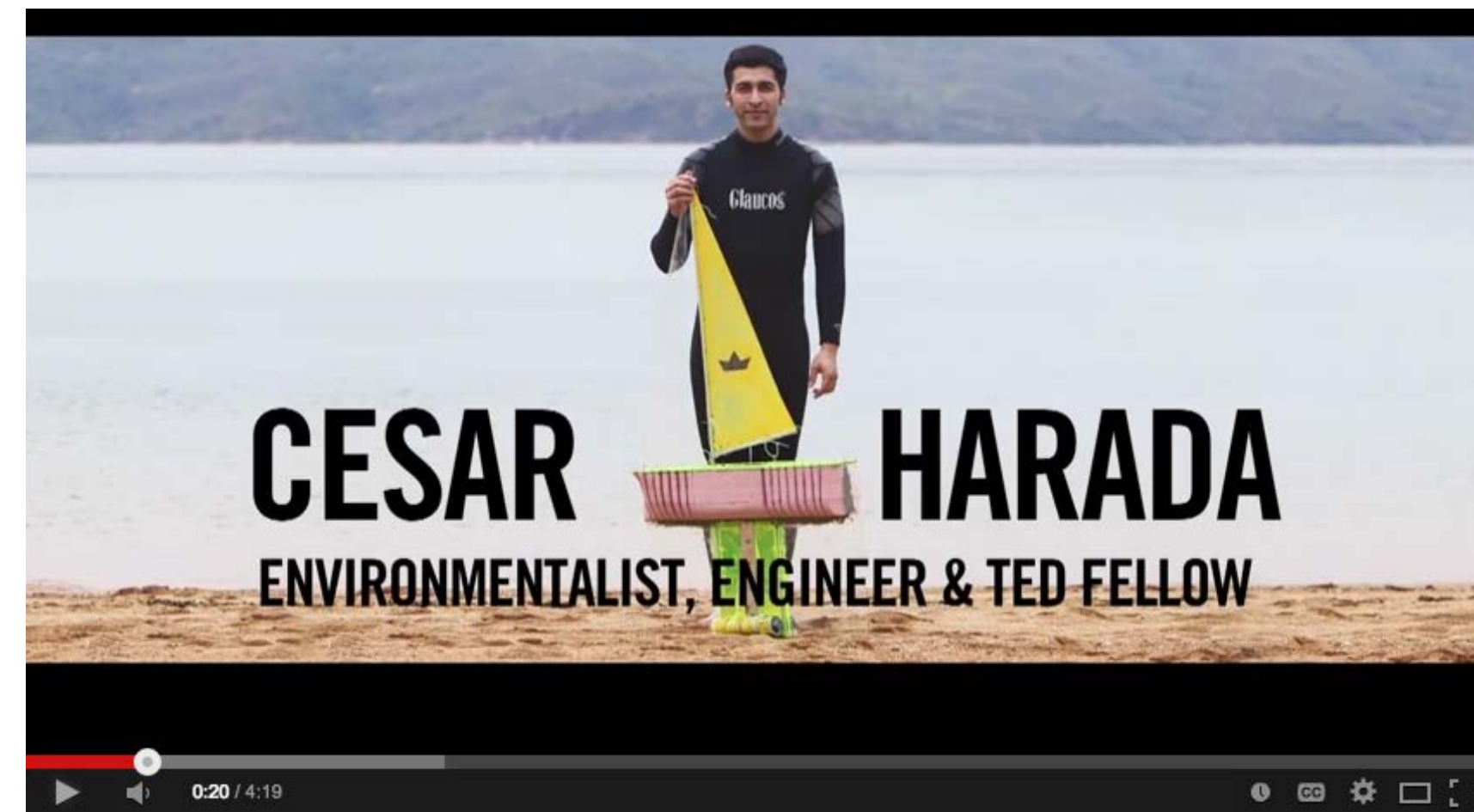
TED identified four TED Fellows whose work ranged from eradicating blindness in rural Kenya to the development of inexpensive oil spill cleanup technology to crowd-sourcing science tasked with discovering new planets.

A crew traveled to four continents to chronicle the work and to create 4 short films which were showcased on Mazda's content site along with photo essays and articles. All assets were translated into 19 languages and populated the site across Mazda's European markets.



Kenya

[youtube.com/watch?v=T0hfp9uWQj8](https://youtube.com/watch?v=T0hfp9uWQj8)



Hong Kong

[youtube.com/watch?v=eHp3eK4Bw5U](https://youtube.com/watch?v=eHp3eK4Bw5U)

Los Angeles/Washington DC

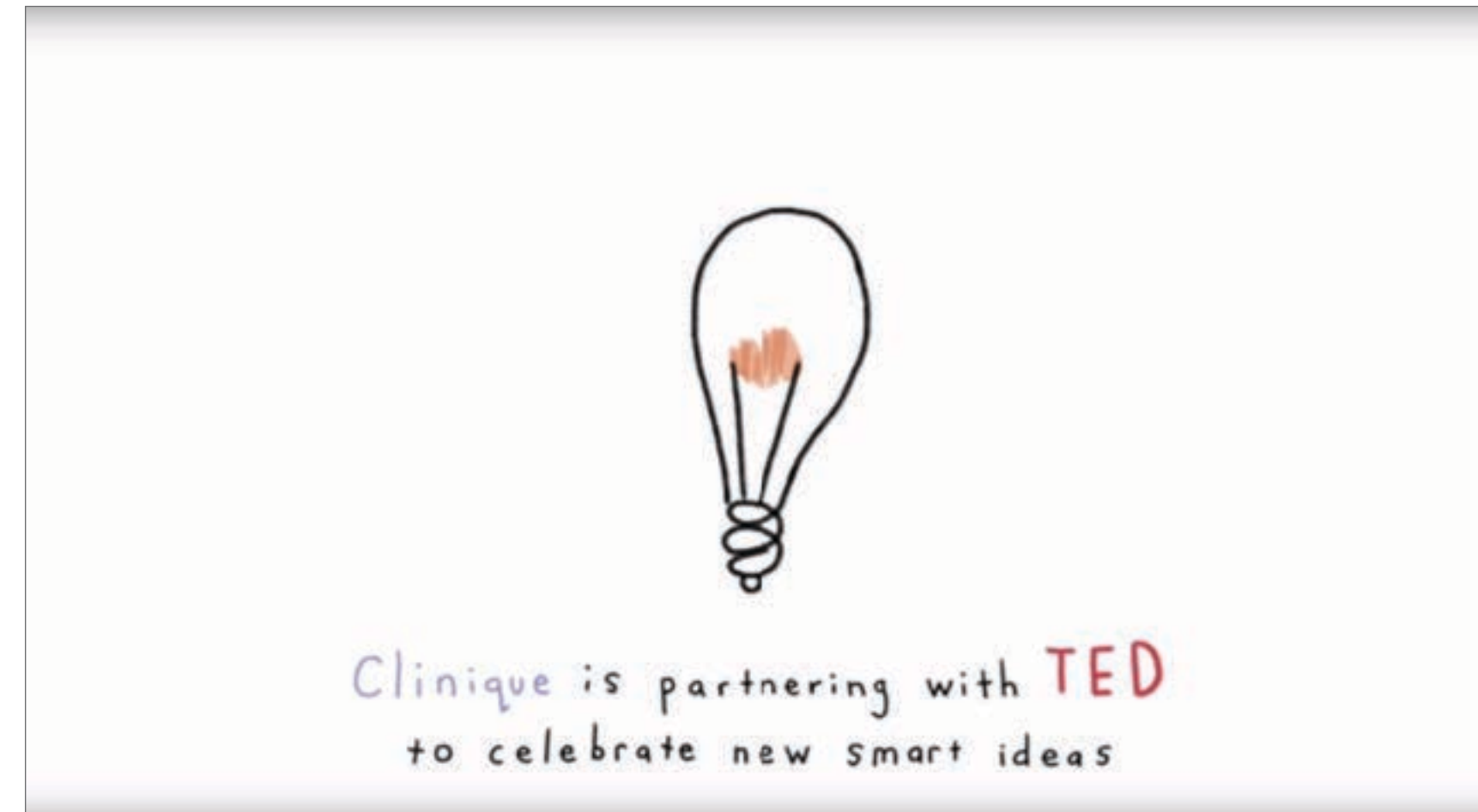
[youtube.com/watch?v=VQc4nhOYHXo](https://youtube.com/watch?v=VQc4nhOYHXo)

**TED**

## Custom Content: Clinique

TED partnered with Clinique to help source some new smart thinking, mirroring messaging around the company's new Smart brand. TED identified three women doing inspiring work, produced a short film about each woman, and created an animated trailer that invited viewers around the world to share their own idea.

The program was unveiled by Jane Lauder at a dinner at TEDWomen 2015. All assets were translated into 9 languages and were seen as post-roll video on [TED.com](http://TED.com) and on Clinique social media channels worldwide. A winner was selected from several hundred entries and a fourth and final film was created.



Smart Ideas Trailer

[youtube.com/watch?v=BE6MC4bYgMc](https://youtube.com/watch?v=BE6MC4bYgMc)

Smart Ideas Winning Film

[youtube.com/watch?v=ndEwTiAl1po](https://youtube.com/watch?v=ndEwTiAl1po)