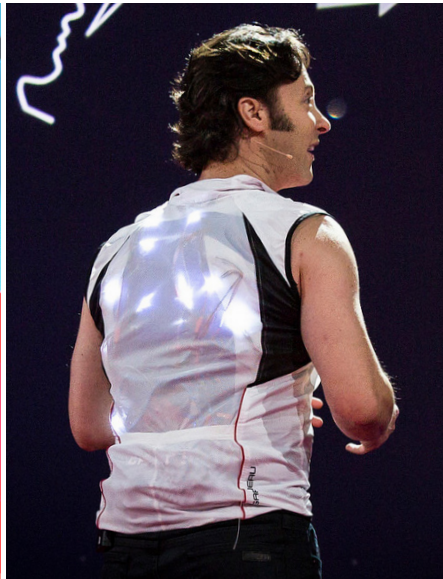


TED Media Kit



TED Vision

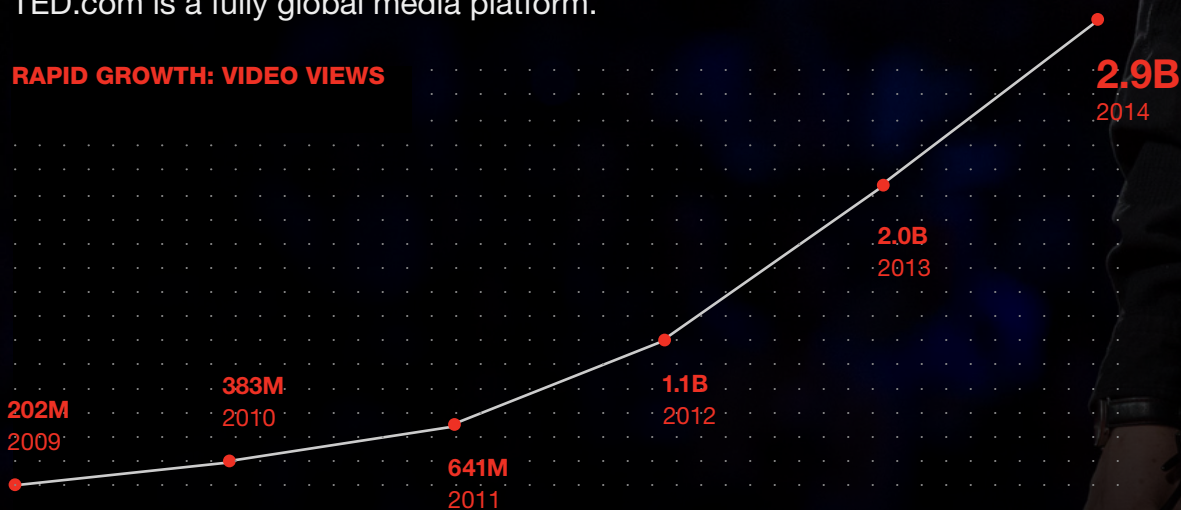
A rapidly growing global media platform devoted to spreading ideas.

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.

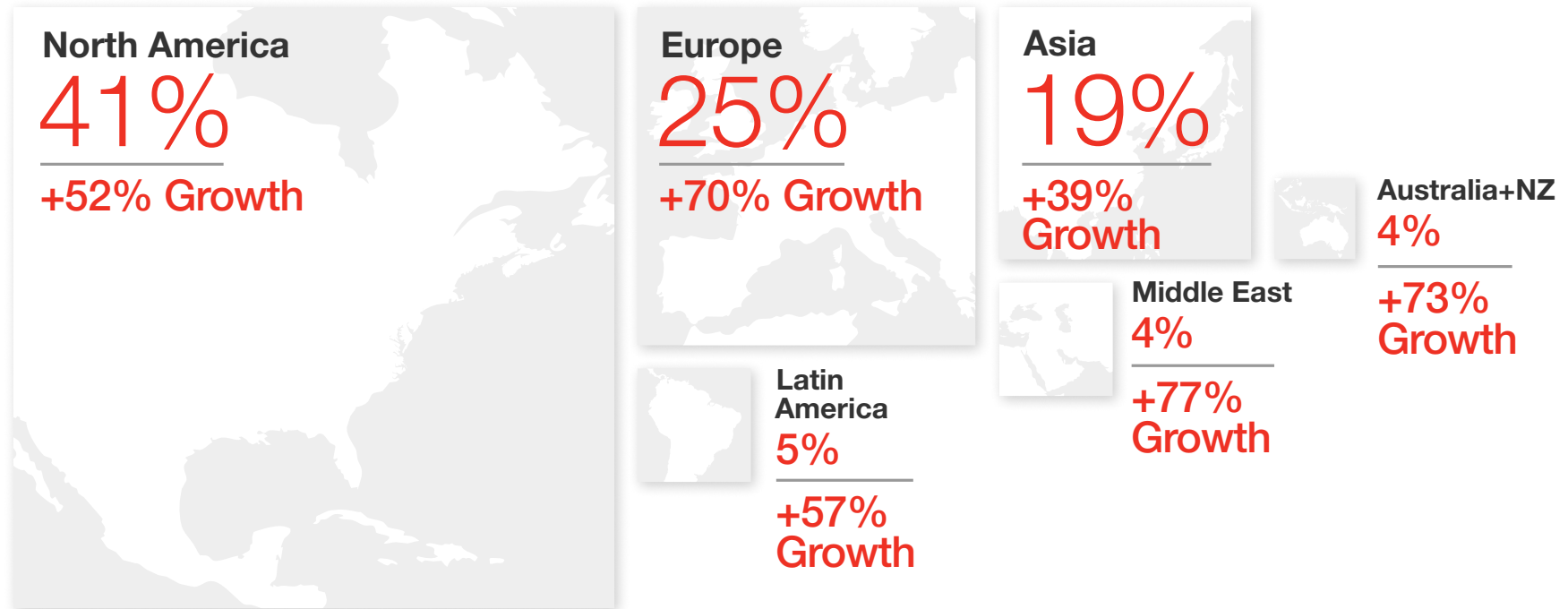
Its signature blend of innovation, insight, and storytelling has ignited a worldwide community committed to lifelong learning and to sparking positive change.

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	+52%	Latin America	+57%
Europe	+70%	Australia+NZ	+73%
Asia	+39%	Middle East	+77%

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

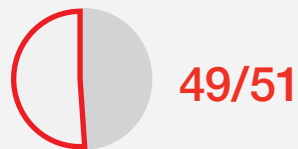
80M Monthly Video Views

15M Monthly Unique Visitors

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

Demographics

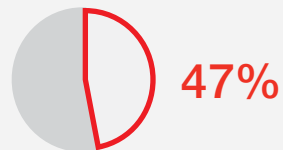
\$100K
Household Income



Male / Female



College Graduate



C-Suite

41

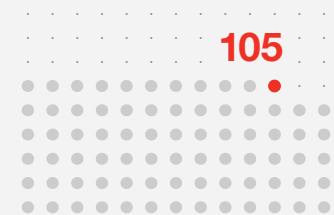
Age

Engagement

3-6%
Post Roll Video
Click-Through Rate

60-80%
Completion Rate

10:26
Average Time on Site

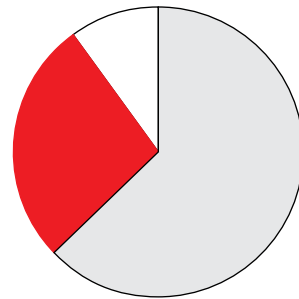


Available Languages

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

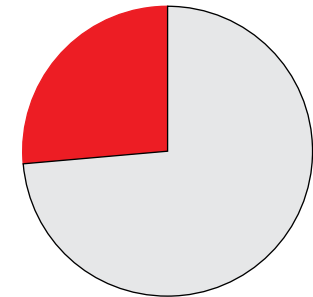


DESKTOP
63%

MOBILE
27%

TABLET
10%

TED APP USERS

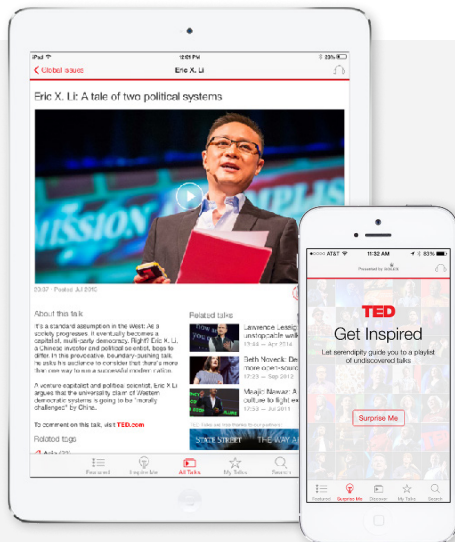


MOBILE
73%

TABLET
24%

24M

TED App Downloads
(iOS+ Android)

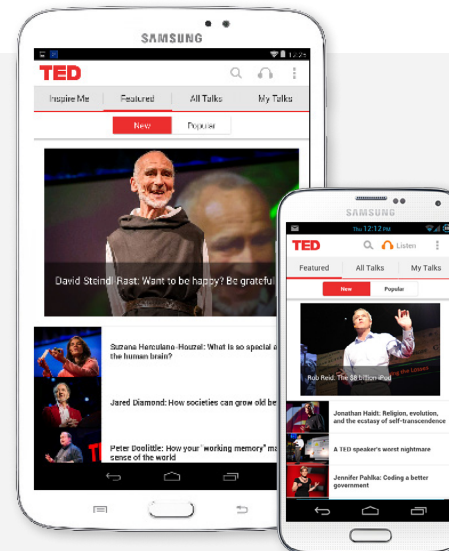


4.1M
Monthly iOS Visits

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

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.

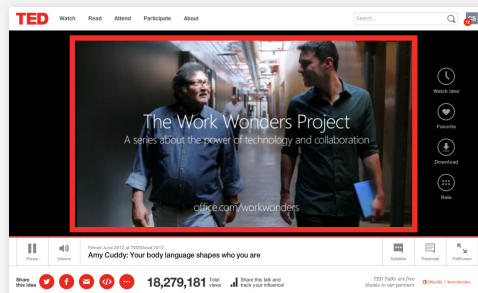
 7.37M

 7.43M

 170K

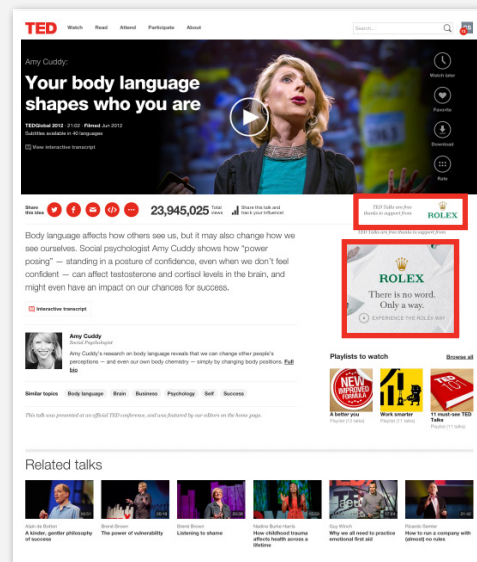
 620K

TED How to Buy



Post-Roll Video

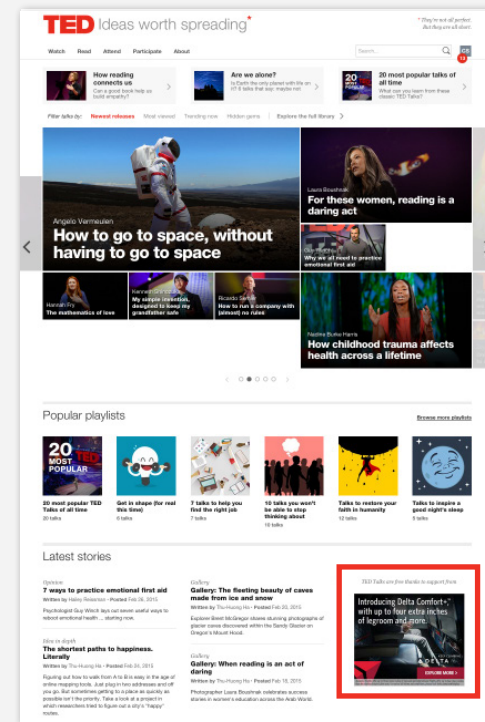
Auto-starts as soon as the TEDTalk completes. This is the heart of a partnership buy. It's a chance to communicate your idea to the TED audience.



Companion Units

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.

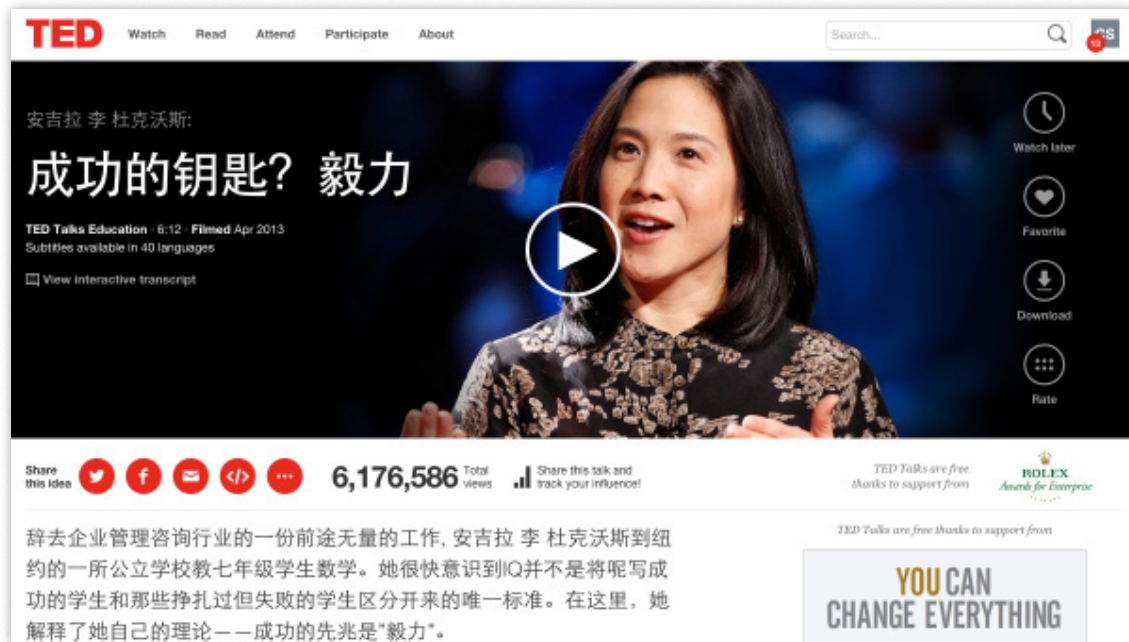
TED Fellows

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



Growth in visits Q12015 vs. Q12014

+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%**

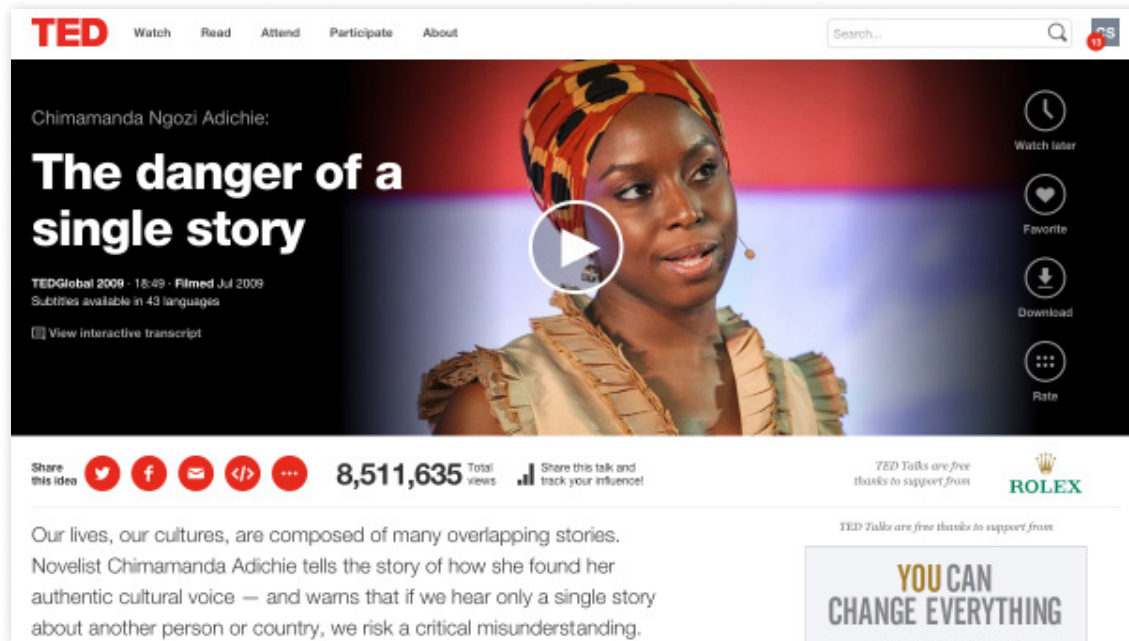
% of Asian visits on TED.com that derive from desktop **66%**

Monthly app visits in Asia **3.1 million**

Monthly app visits on mobile **82%**

Monthly app visits on tablet **18%**

TED North America



Growth in visits Q12015 vs. Q12014

+52%

Top 10 Cities

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

Monthly visits	14.6 million
Monthly video views	9.4 million
Monthly unique visitors	6.6 million
Monthly pageviews	27.1 million

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

Monthly app visits in North America	2.8 million
Monthly app visits on mobile	70%
Monthly app visits on tablet	30%

TED Europe



Growth in visits Q12015 vs. Q12014

+70%

Top 10 Cities

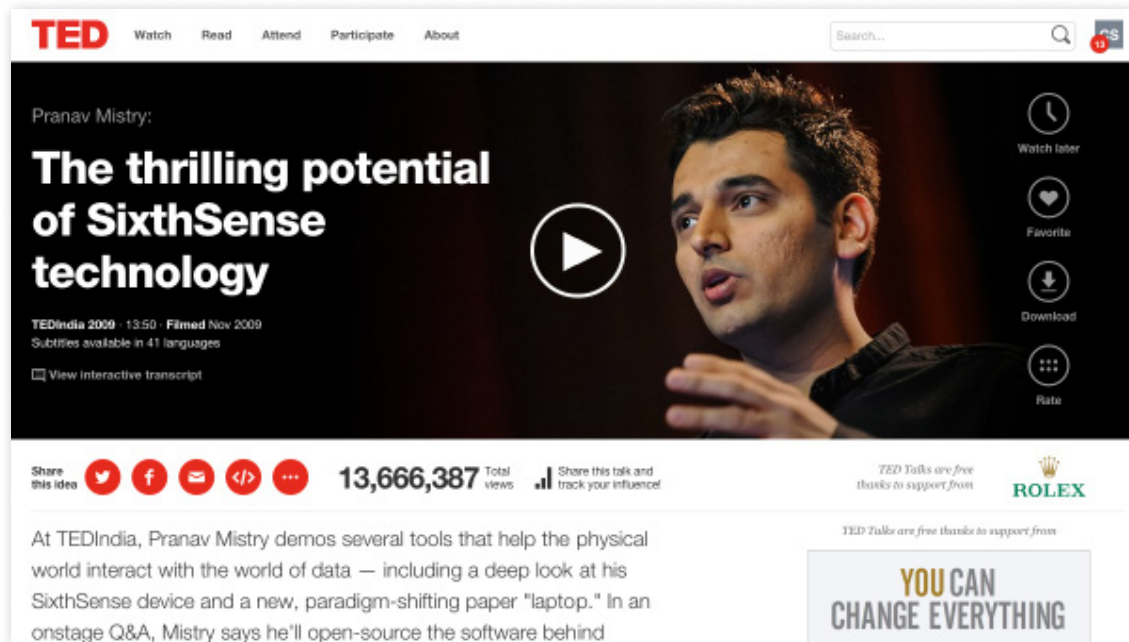
London	Bucharest
Paris	Warsaw
Madrid	Barcelona
Dublin	Moscow
Stockholm	Budapest

Monthly visits	9.0 million
Monthly video views	6.1 million
Monthly unique visitors	3.8 million
Monthly pageviews	19.2 million

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

Monthly app visits in Europe	1.2 million
Monthly app visits on mobile	65%
Monthly app visits on tablet	35%

TED Australia & NZ



Growth in visits
Q12015 vs. Q12014

+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

Q12015 vs. Q12014

+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 Q12015 vs. Q12014

+57%

Top 10 Cities

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

Monthly visits	1.8 million
Monthly video views	1.3 million
Monthly unique visitors	800,000
Monthly pageviews	4.6 million

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

Monthly app visits in Latin America	530,000
Monthly app visits on mobile	73%
Monthly app visits on tablet	27%

TED Contact

A person with long brown hair is seen from behind, holding a smartphone to take a photo of a TED talk. The stage is lit with blue and purple lights, and the audience is blurred in the background.

For more information:

Partnership Development
partnerships@ted.com