



TED **MEDIAKIT**



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.

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

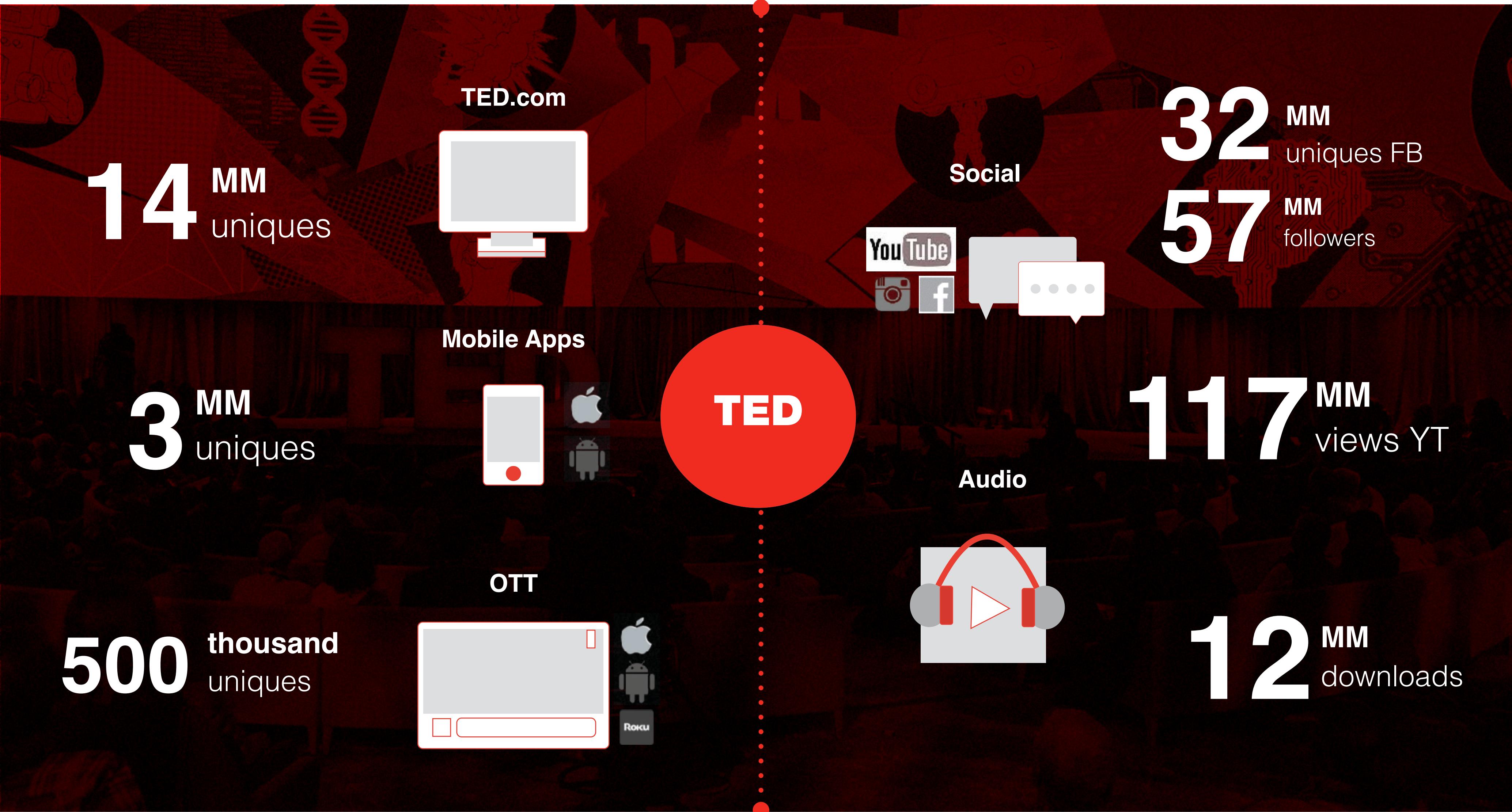
TED Talks are now available worldwide in 116 languages, with local events in 179 countries, and TED-Ed clubs in 100+ countries.



7.3 billion
ideas shared

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

OWNED & OPERATED



TED An Inspired + Engaged Audience

female audience

56%

75K+
household
income

68%

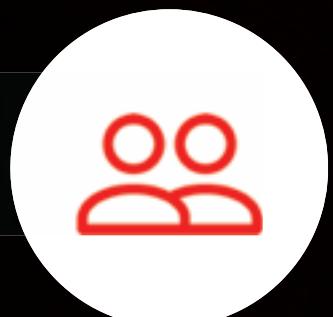
college-
educated

64%

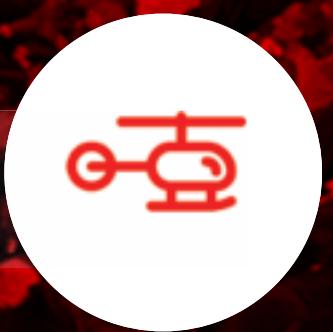


intellectually
curious

737 index
graduate students



influencer



traveler



business
decision
maker

284 index
business purchases,
banking services



affluent

183 index
brokerage portfolio
value of \$250K+



tech
savvy

276 index
bought computer equip.
in the last 6 months



TED **PARTNERSHIP** **MEDIA** **OPPORTUNITIES**

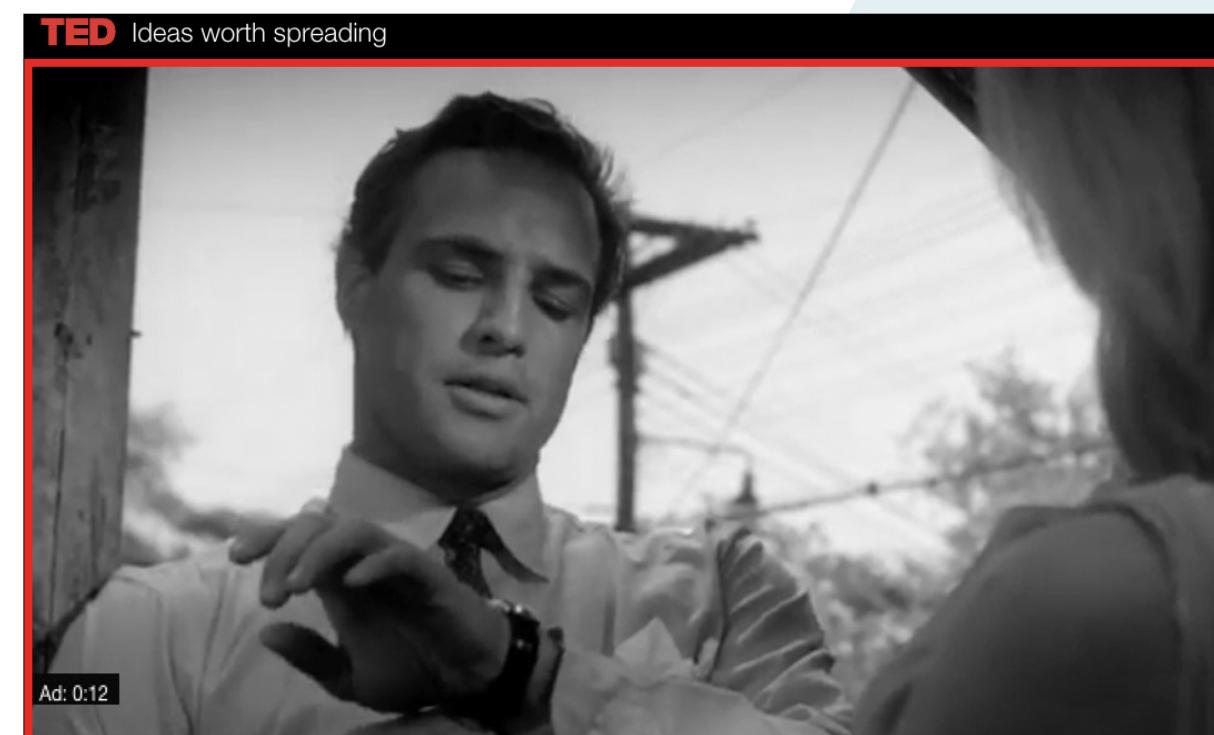
TED MEDIA: EXCLUSIVE SPONSORSHIP

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.



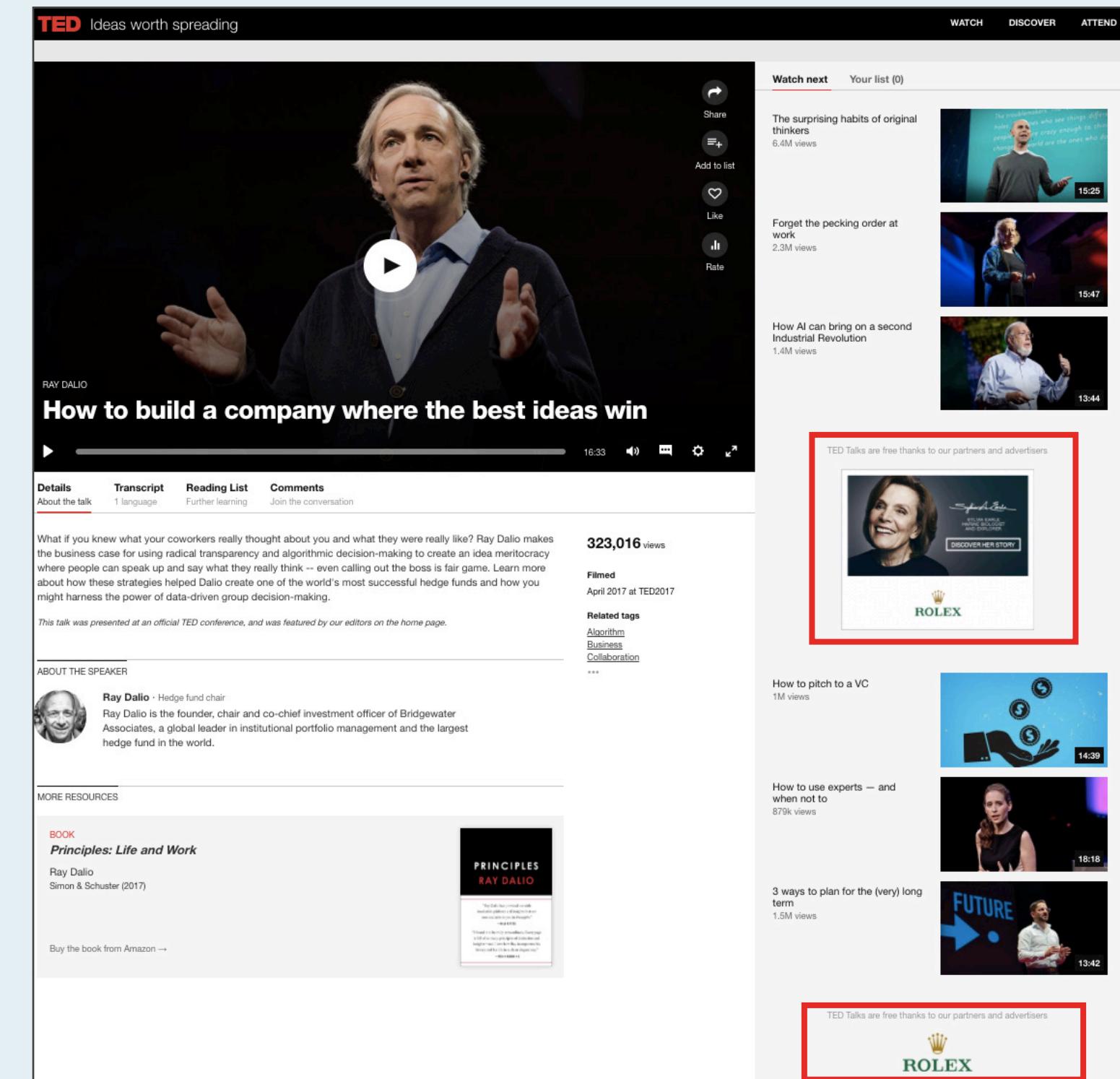
PRE-ROLL SLATE- TITLE CARD

:03 SECONDS



POST-ROLL VIDEO

:15 SECONDS - 4 MINUTES

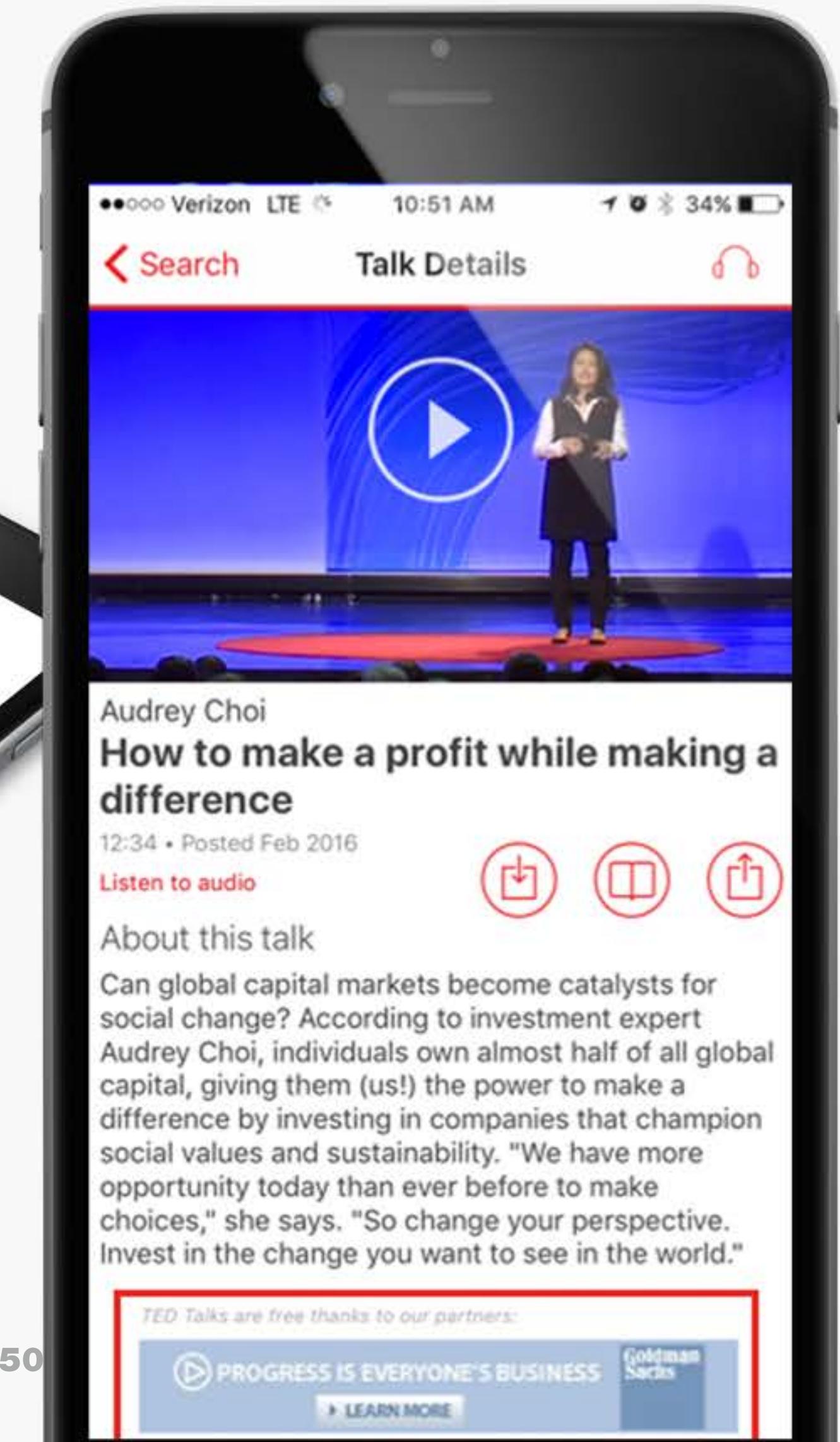
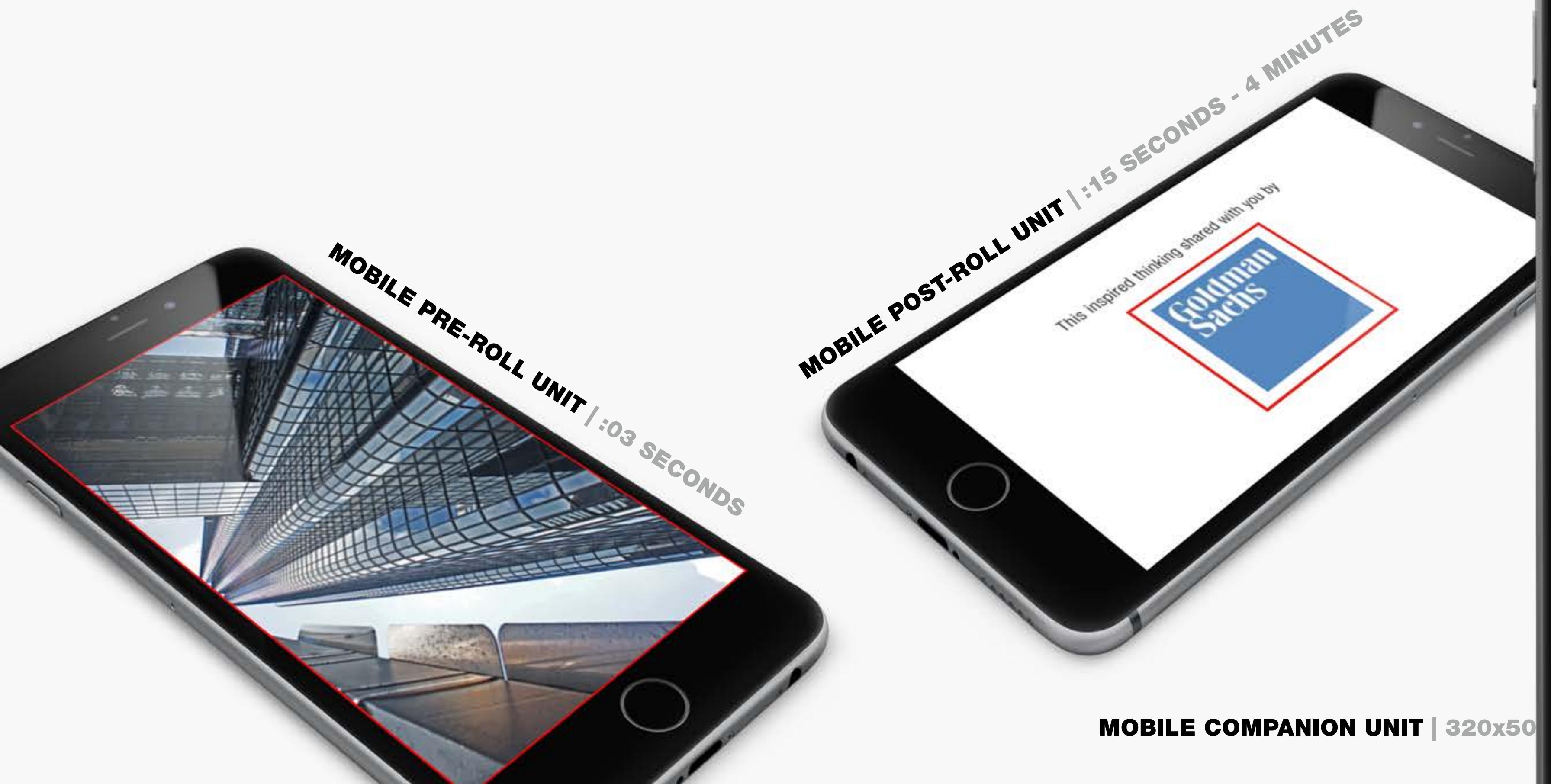


COMPANION UNIT + LOGO

300x250 | 120x60

TED MEDIA: EXCLUSIVE SPONSORSHIP

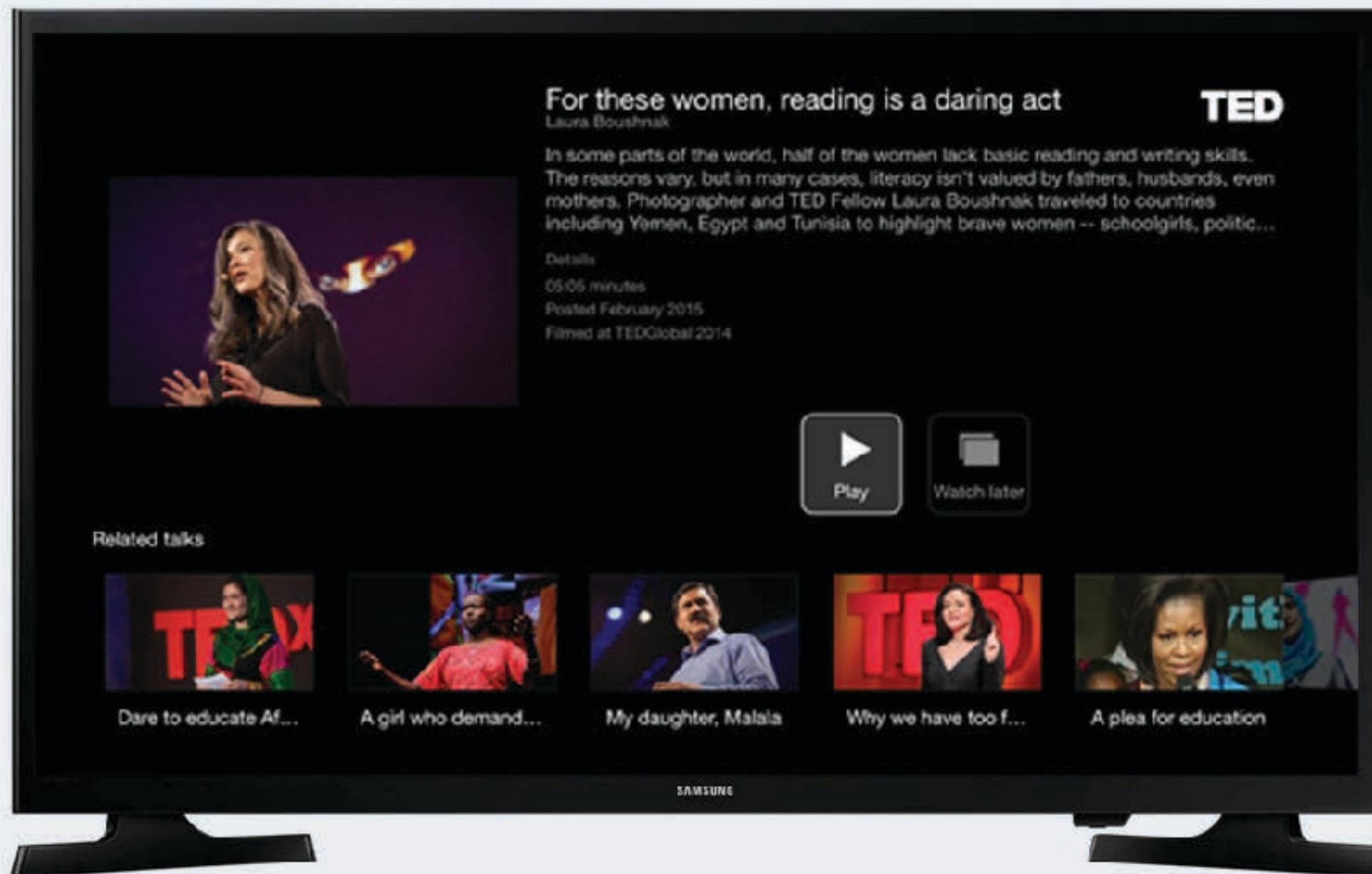
For premium brand engagement partners will have 100% Share of Voice surrounding a TED Talk, TED Original Series or content within Mobile Apps.



TED MEDIA: EXCLUSIVE SPONSORSHIP – OTT

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

APPLE TV

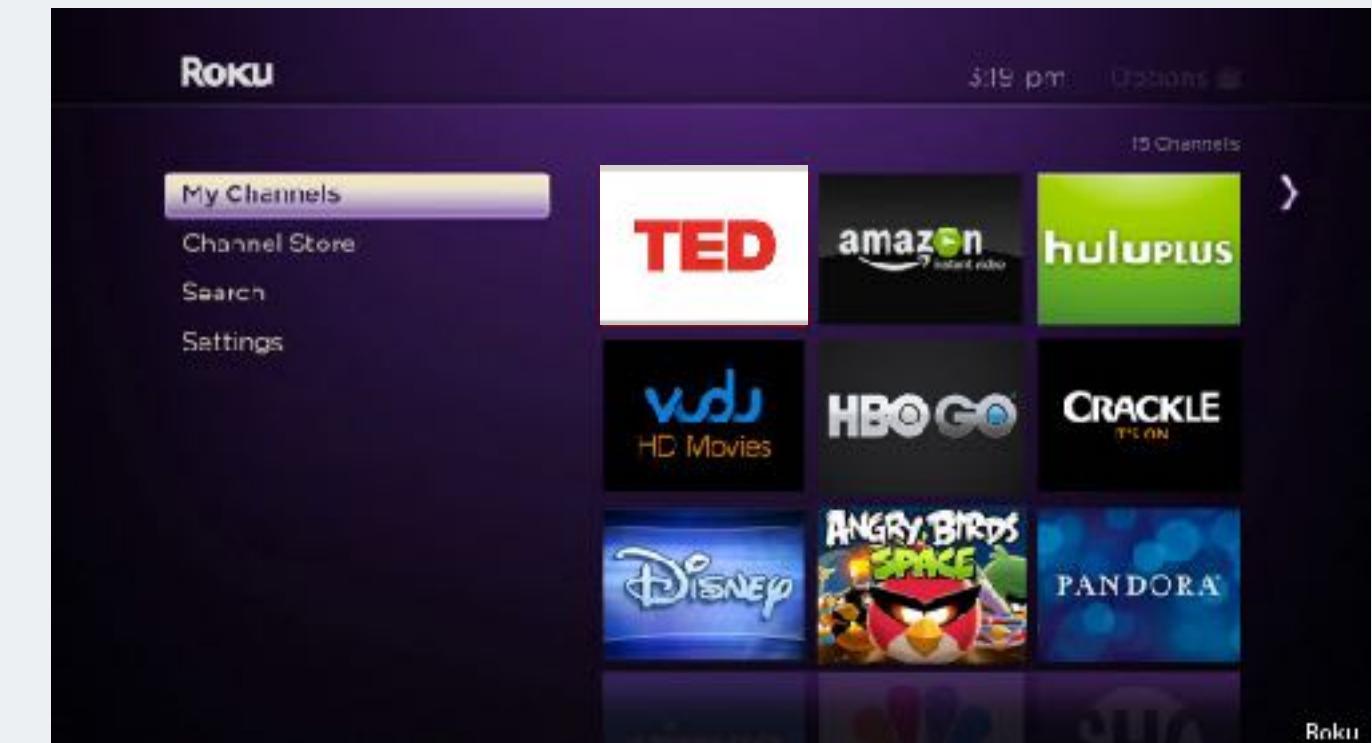


The sponsorship features 100% ownership of the following talk features:

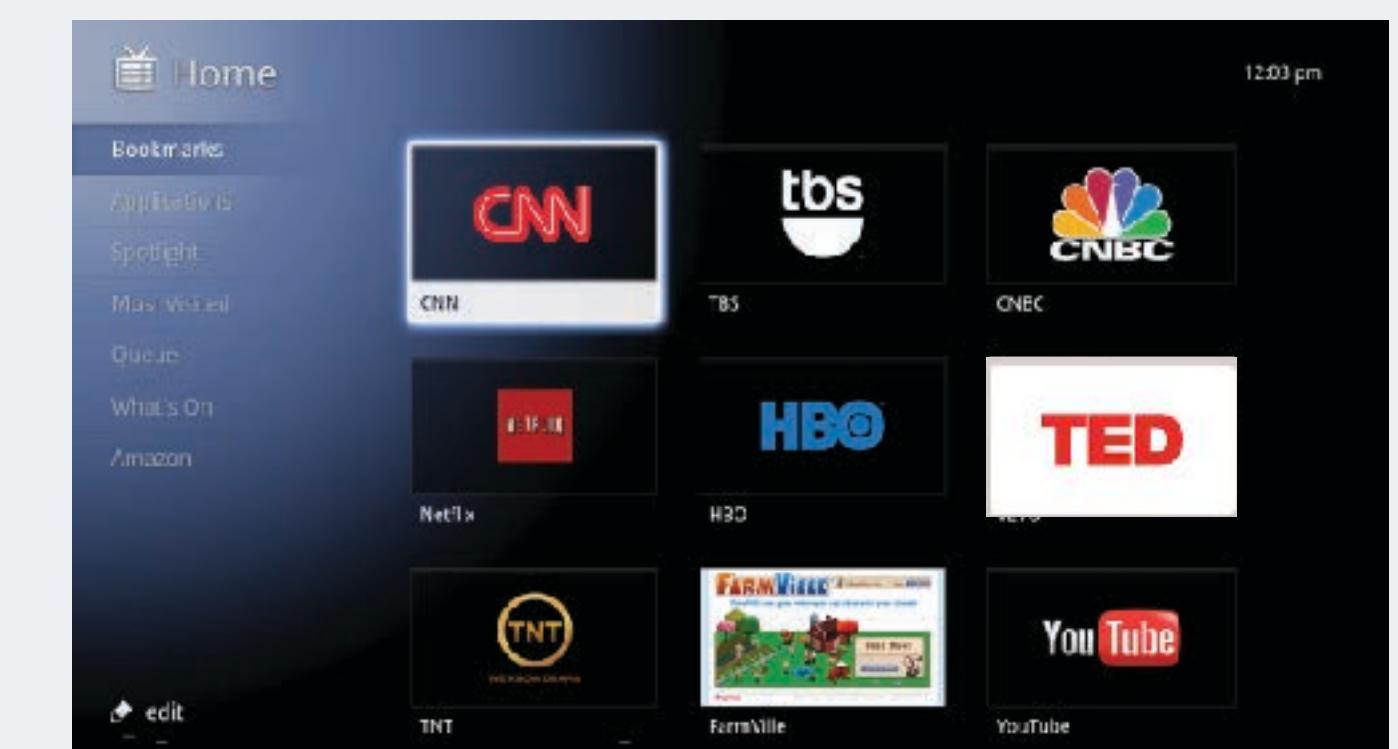
- Pre-Roll Slate
- Post-Roll Video

ADDITIONAL PLATFORMS

ROKU



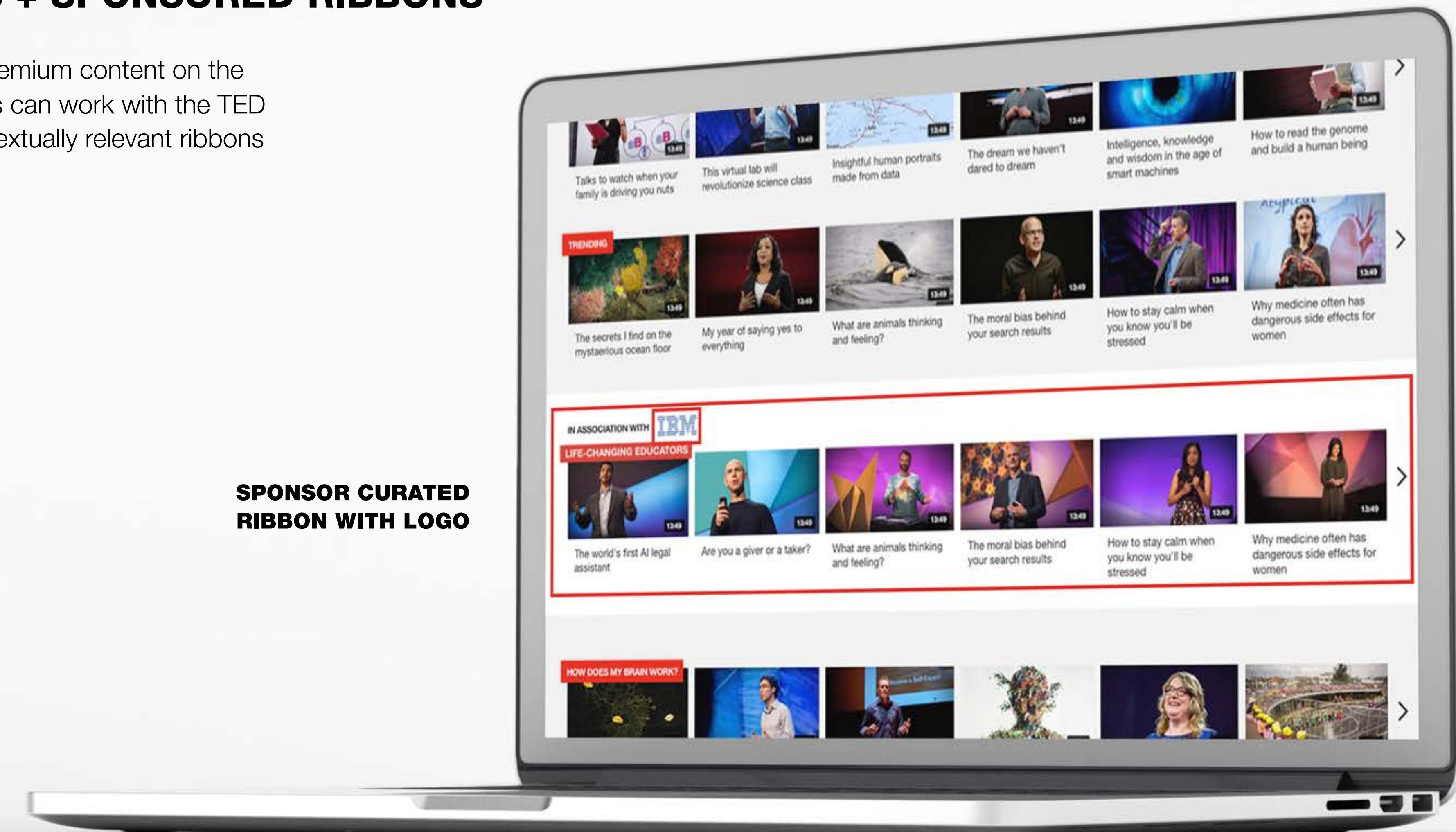
ANDROID



PREMIUM PLACEMENTS + SPONSORED RIBBONS

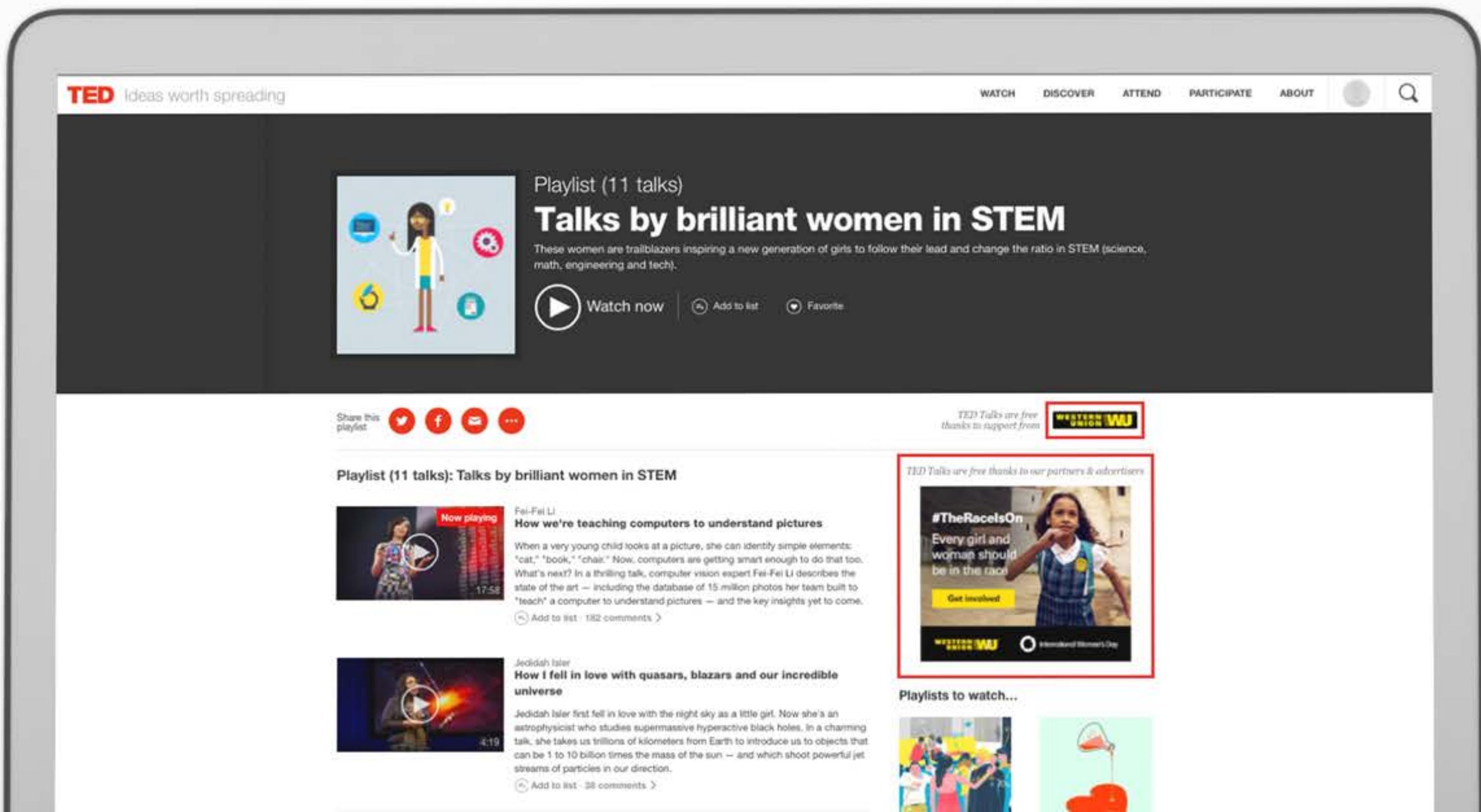
TED offers partners the ability to target premium content on the Homepage and within Talk pages. Brands can work with the TED curatorial team to target thematic or contextually relevant ribbons and have branding and sponsor mention.

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

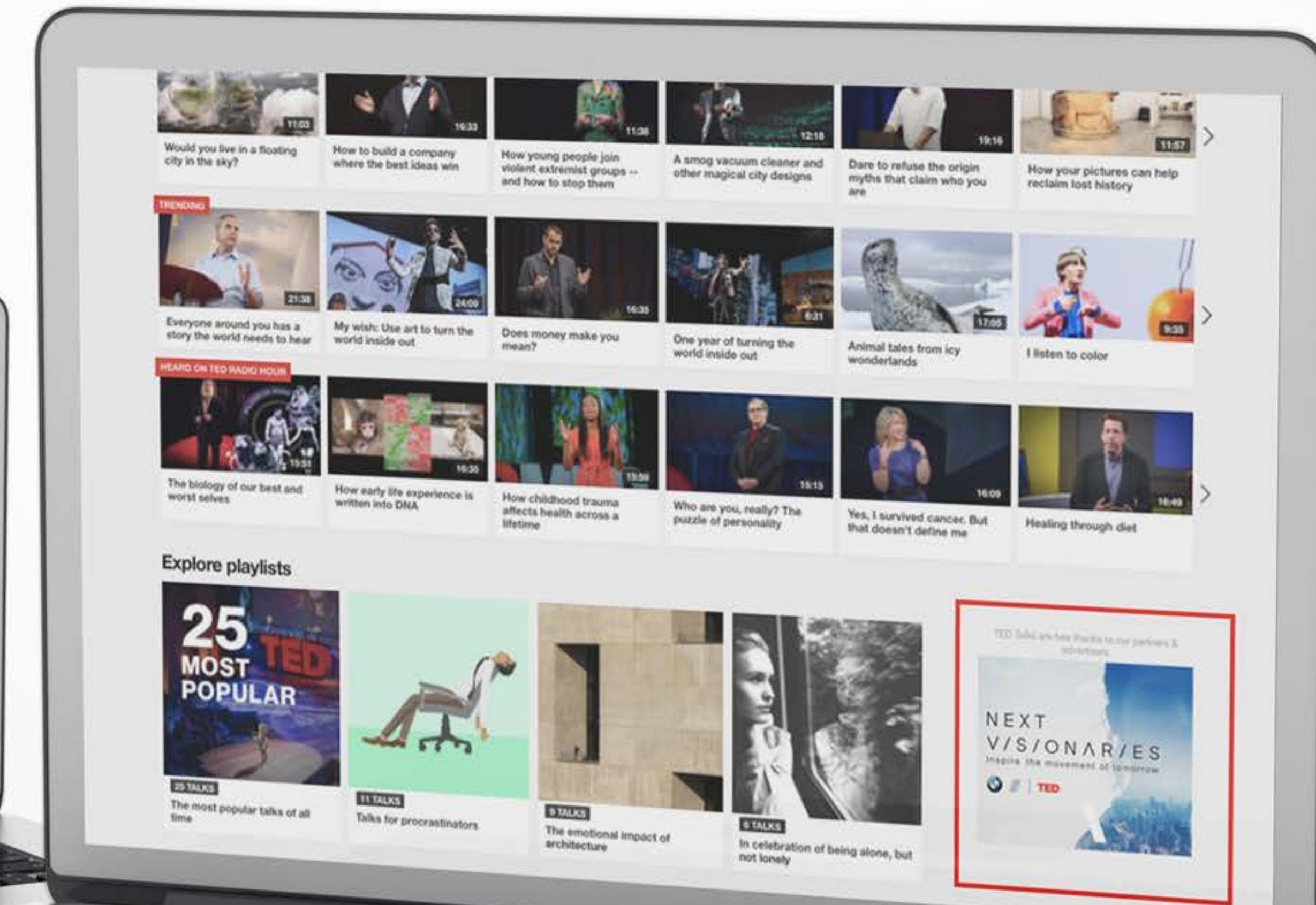
Banner Advertising

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

- TED.com homepage
- TED Ideas Blog



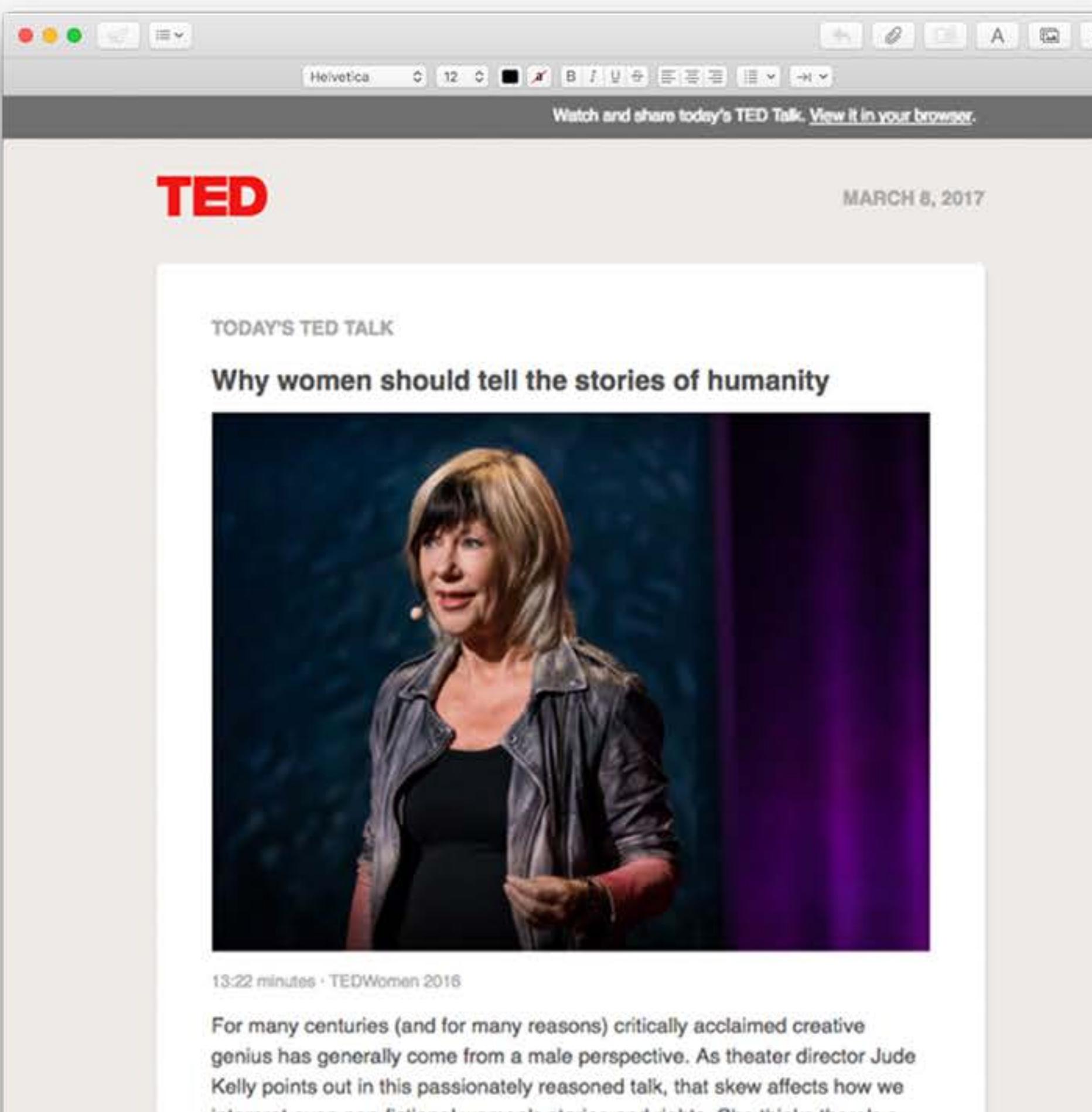
**300x250 UNIT
ON IDEAS BLOG**



**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.



The screenshot shows a daily newsletter interface. At the top, it says "Watch and share today's TED Talk. View it in your browser." Below that is the TED logo and the date "MARCH 8, 2017". A large thumbnail image of Jude Kelly speaking on stage is the main feature. The text "TODAY'S TED TALK" is above the thumbnail, and the title "Why women should tell the stories of humanity" is below it. At the bottom of the thumbnail, it says "13:22 minutes · TEDWomen 2016". A short description of the talk follows: "For many centuries (and for many reasons) critically acclaimed creative genius has generally come from a male perspective. As theater director Jude Kelly points out in this passionately reasoned talk, that skew affects how we interpret even non-fictional women's stories and rights. She thinks there's a



10 talks by women that everyone should watch

Color bravery. A headset for brainwaves. His/hers healthcare. 10 big, bold talks from female speakers.
[Watch »](#)

10 talks · Total run time 2:38:54

The image is a promotional graphic for International Women's Day. It features a young girl in a school uniform on the right, looking thoughtfully to the side. On the left, there is text: "#TheRacelsOn" and "Every girl and woman should be in the race". Below this is a "Get involved" button. At the bottom, there are logos for "WESTERN UNION WU" and "International Women's Day".

DOWNLOAD THE TED APP



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



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.



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.



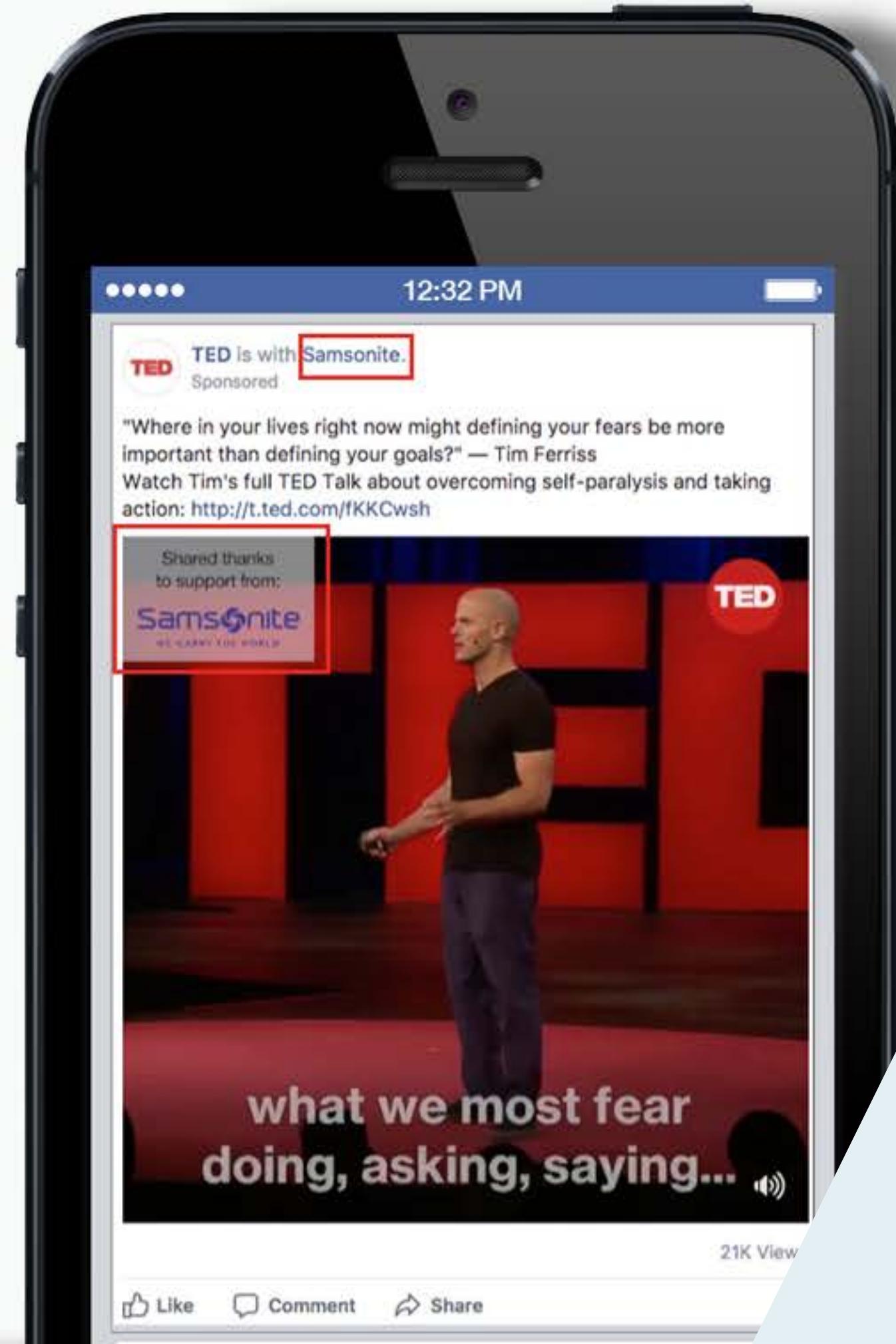
OVERVIEW + OPPORTUNITIES

- 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

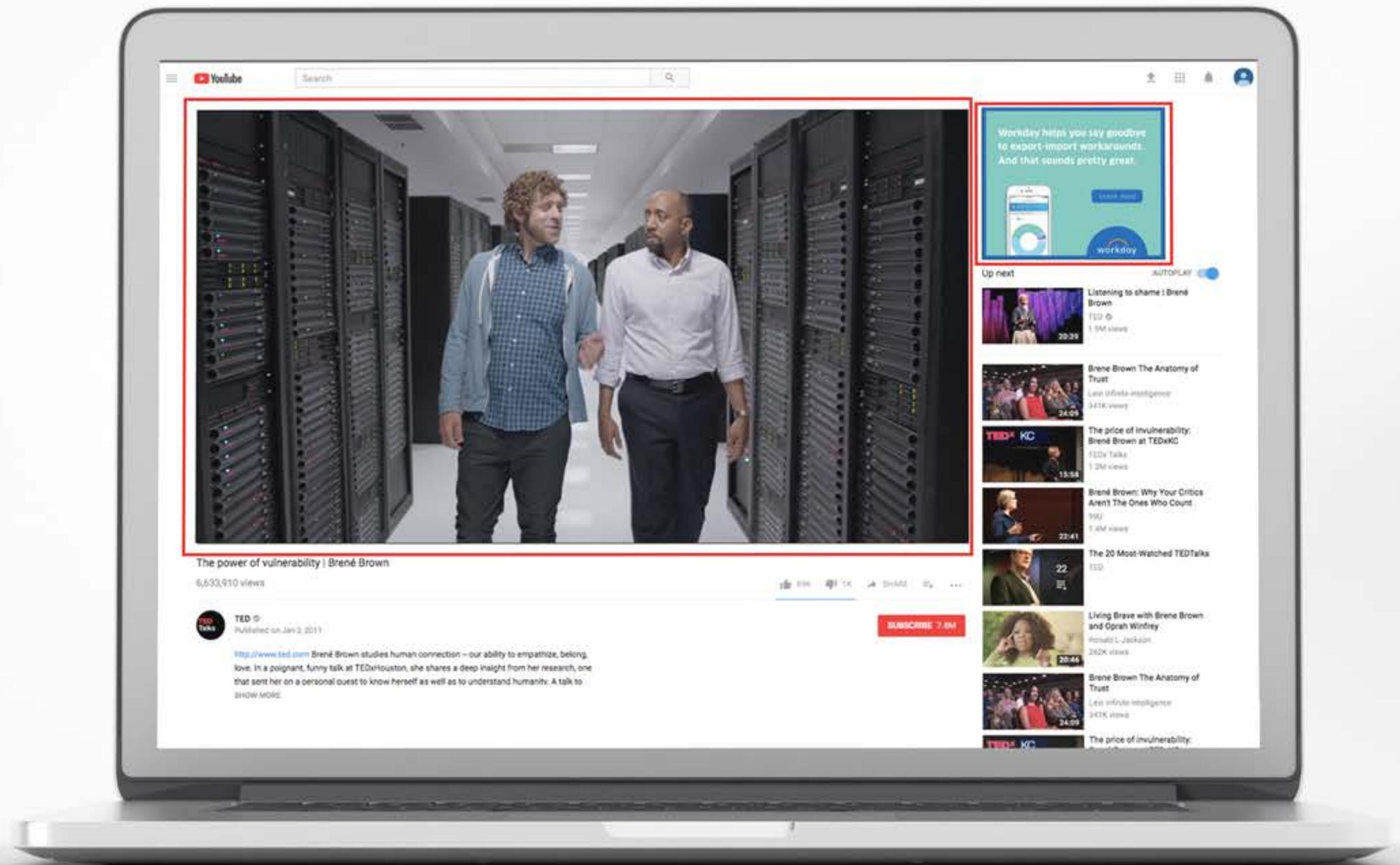
- Location
- Age and Gender
- Demographics
- Interests
- Behaviors

ALSO AVAILABLE ON



TED YOUTUBE CHANNELS

Pre roll Opportunities include non-skippable or skippable across TED, TED ED and TED X 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

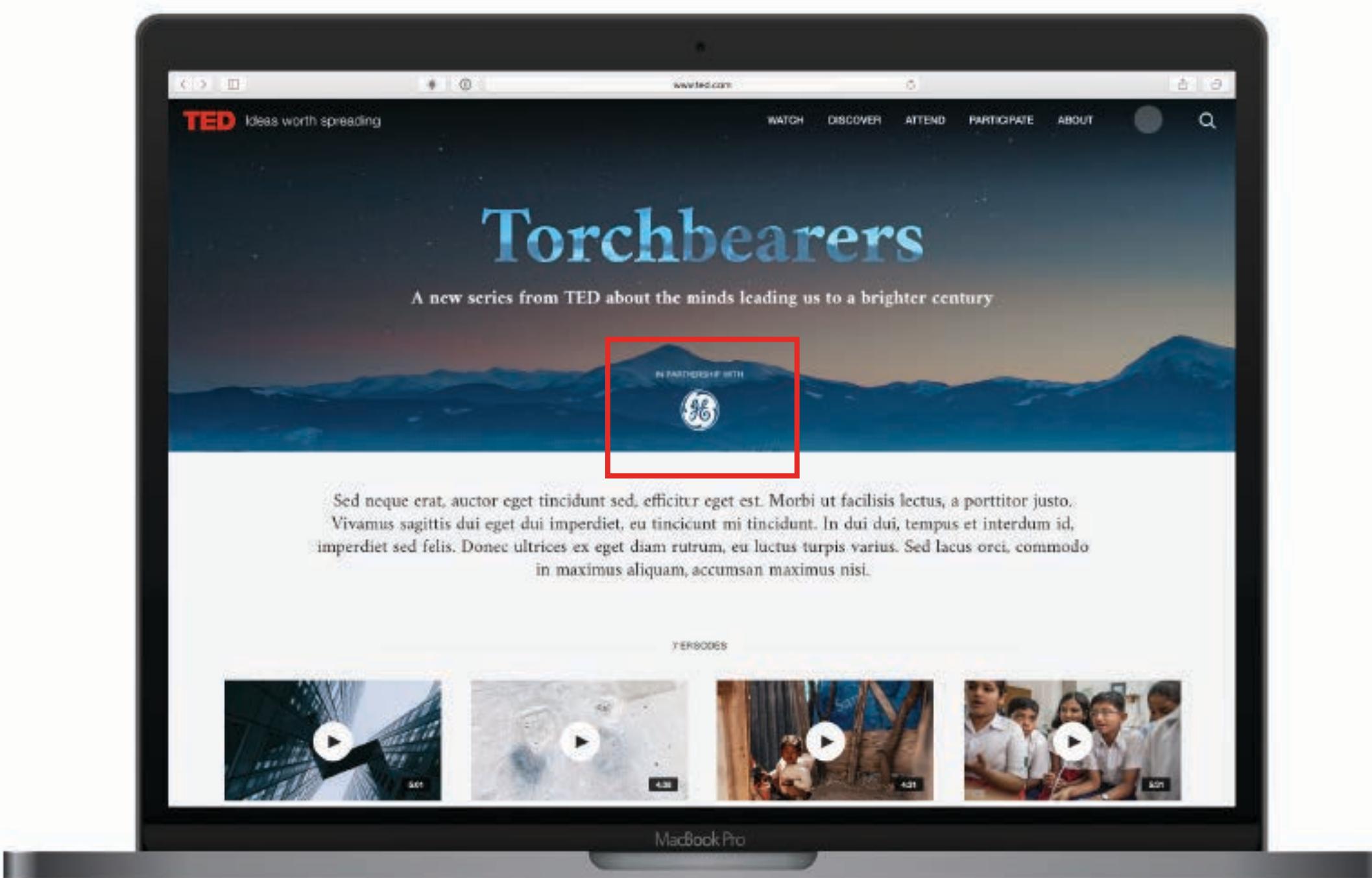


TED

TED ORIGINALS

TED ORIGINALS

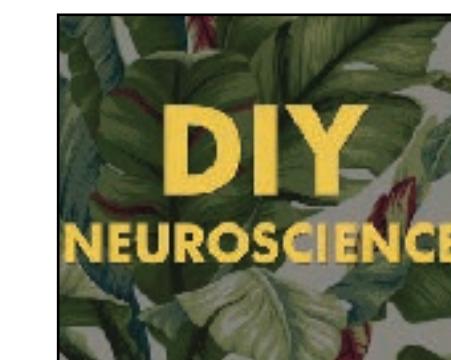
TED Originals will broaden TED's recognition beyond the 18-minute TED Talk, reaching new audiences through platform-specific content. We create videos, podcasts, and interactive experiences that represent new ways of learning about world-changing ideas. Maybe it's in the form of short, visually arresting 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](#)
- 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



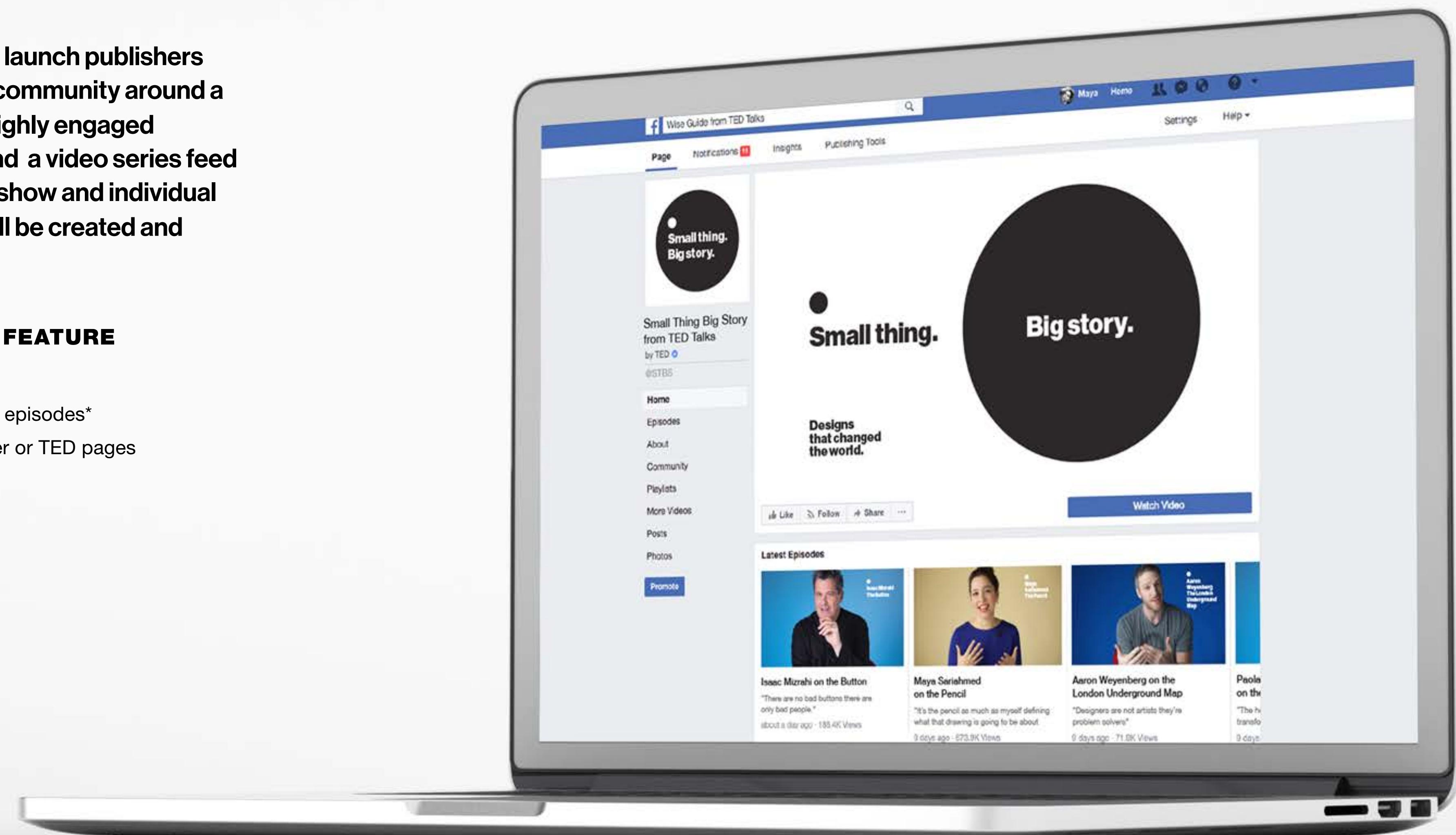
- Small Thing. Big Story.

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





TED

**NATIVE
CONTENT**

TED

TED Studio

CONTENT OFFERINGS

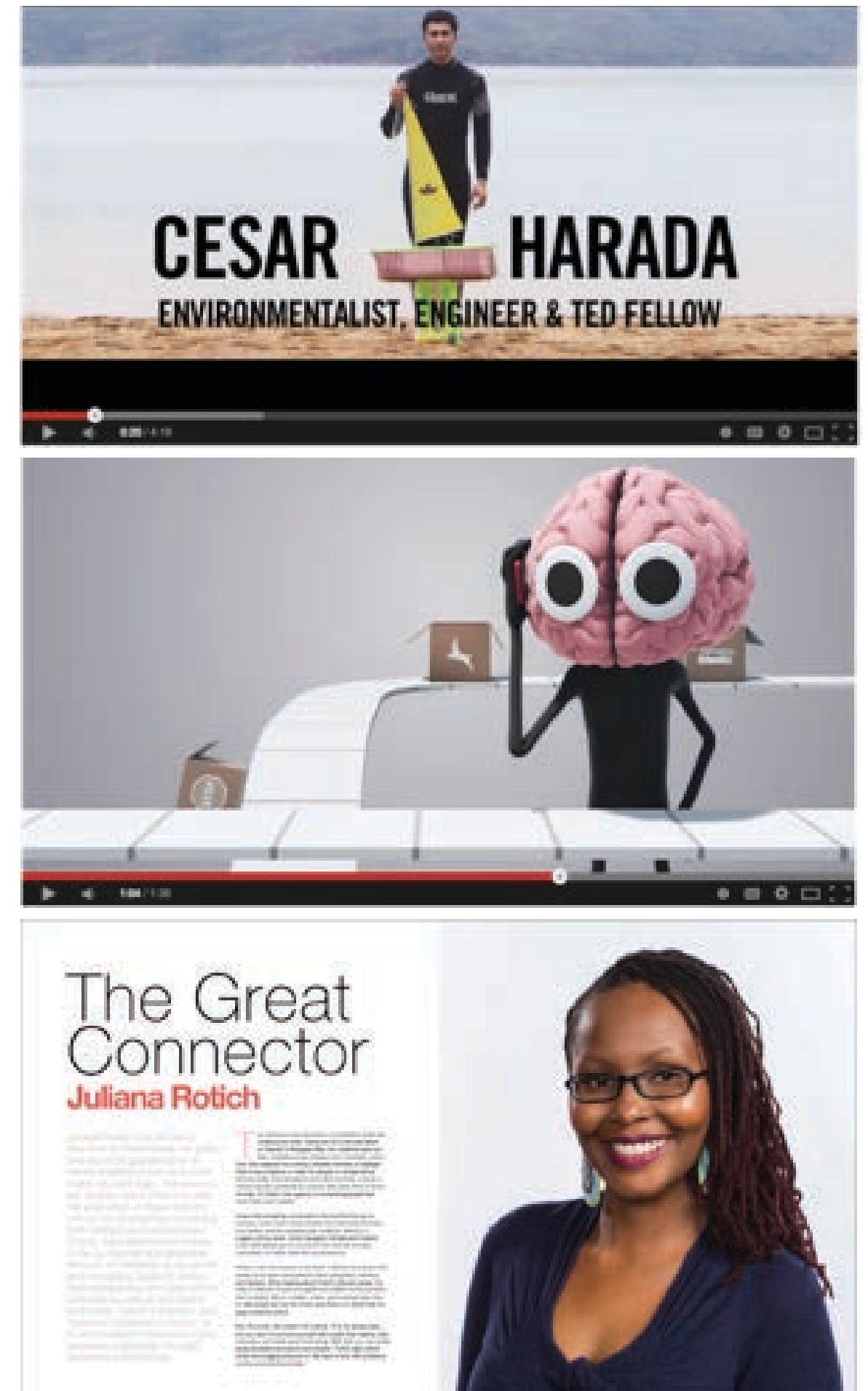
TED can draw on its signature storytelling expertise to assist our partners share ideas and insights in compelling and unique ways. TED creates three different kinds of content for partners:

- micro-documentary videos
- animated shorts
- infographics

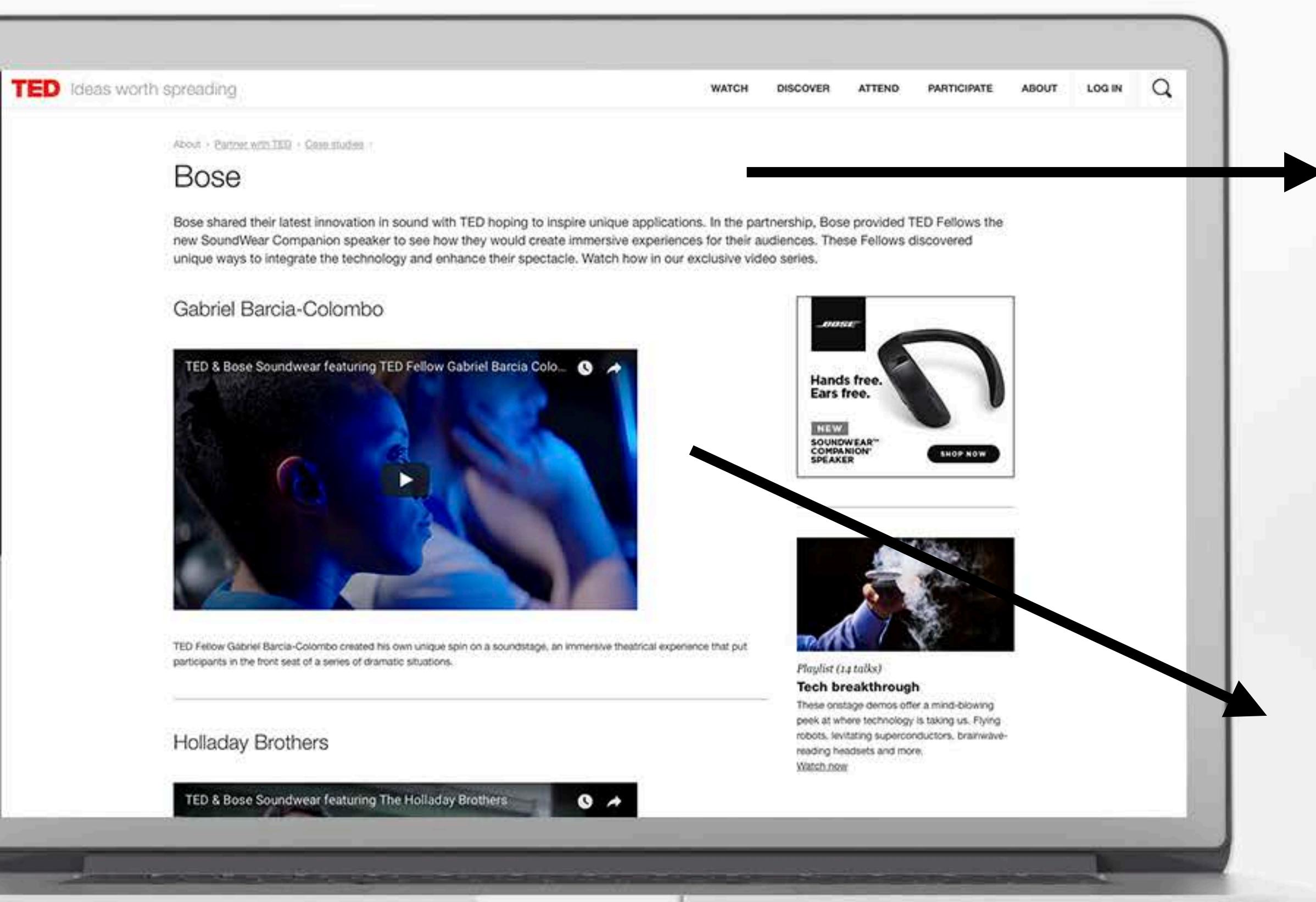
TED will work with each partner to identify the most compelling content direction and will then select most appropriate form to best communicate it.

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

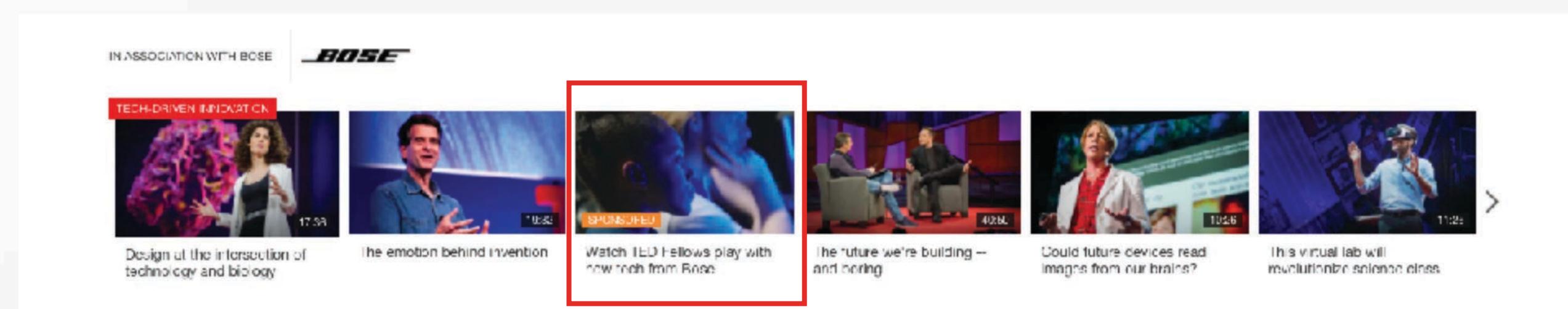


FORMATS

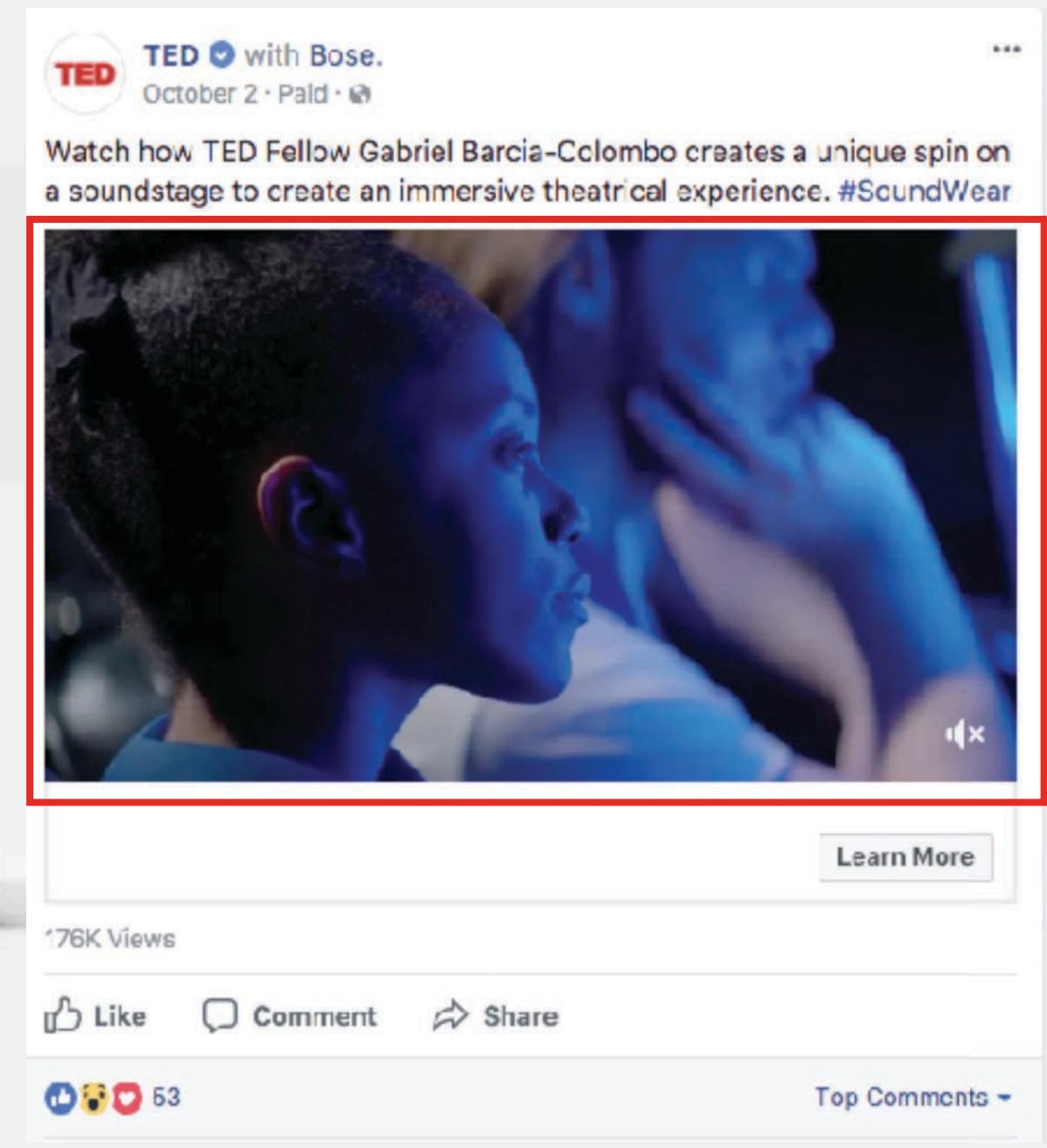
- Micro-documentaries • Animated Shorts • Ideas Shorts • Infographics
- Conference Insights • Conference Studio Content • Custom Curated Playlists
- Translation + Versioning Services

DISTRIBUTION + AMPLIFICATION

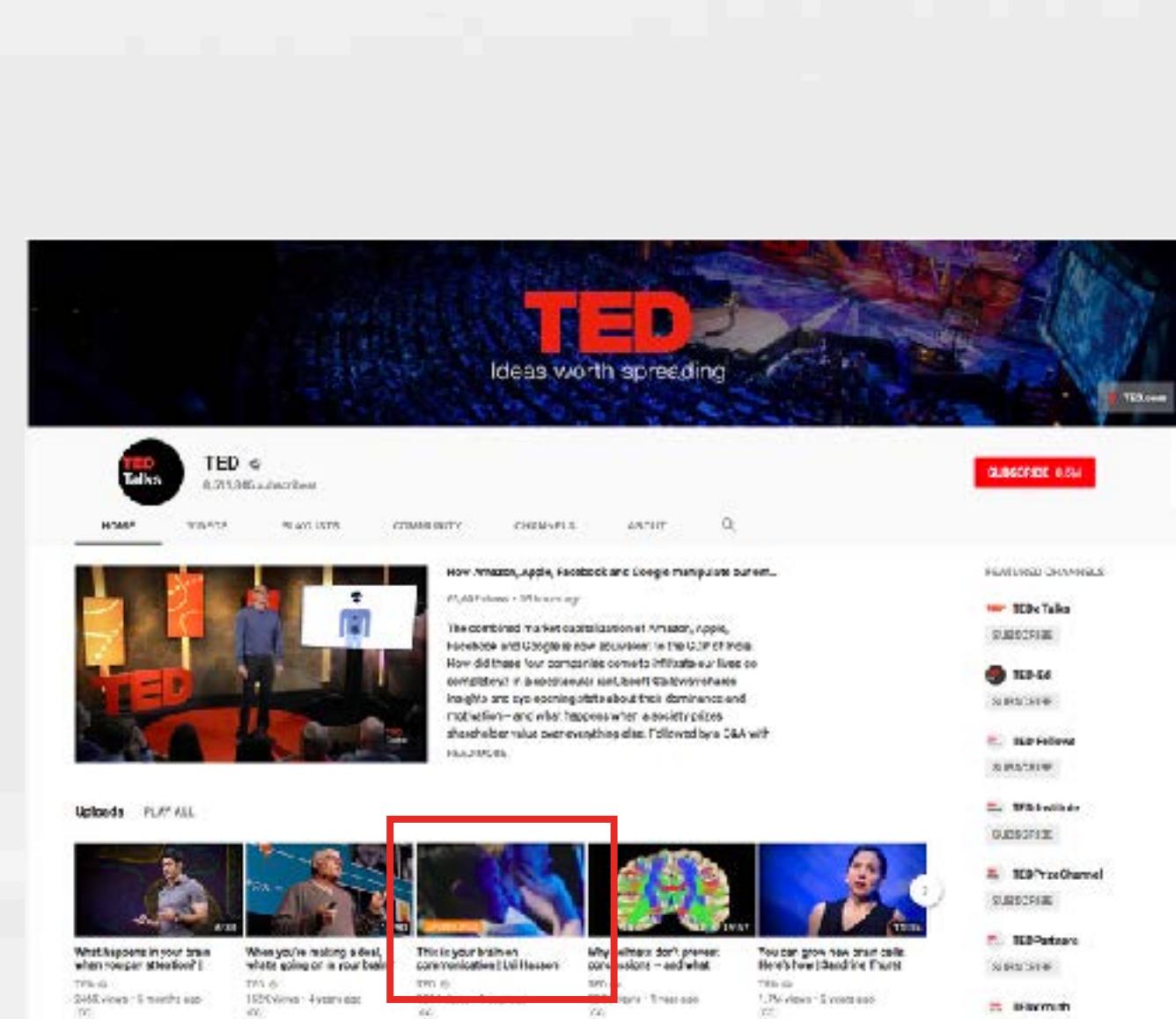
Sponsored Content



TED-OWNED + OPERATED



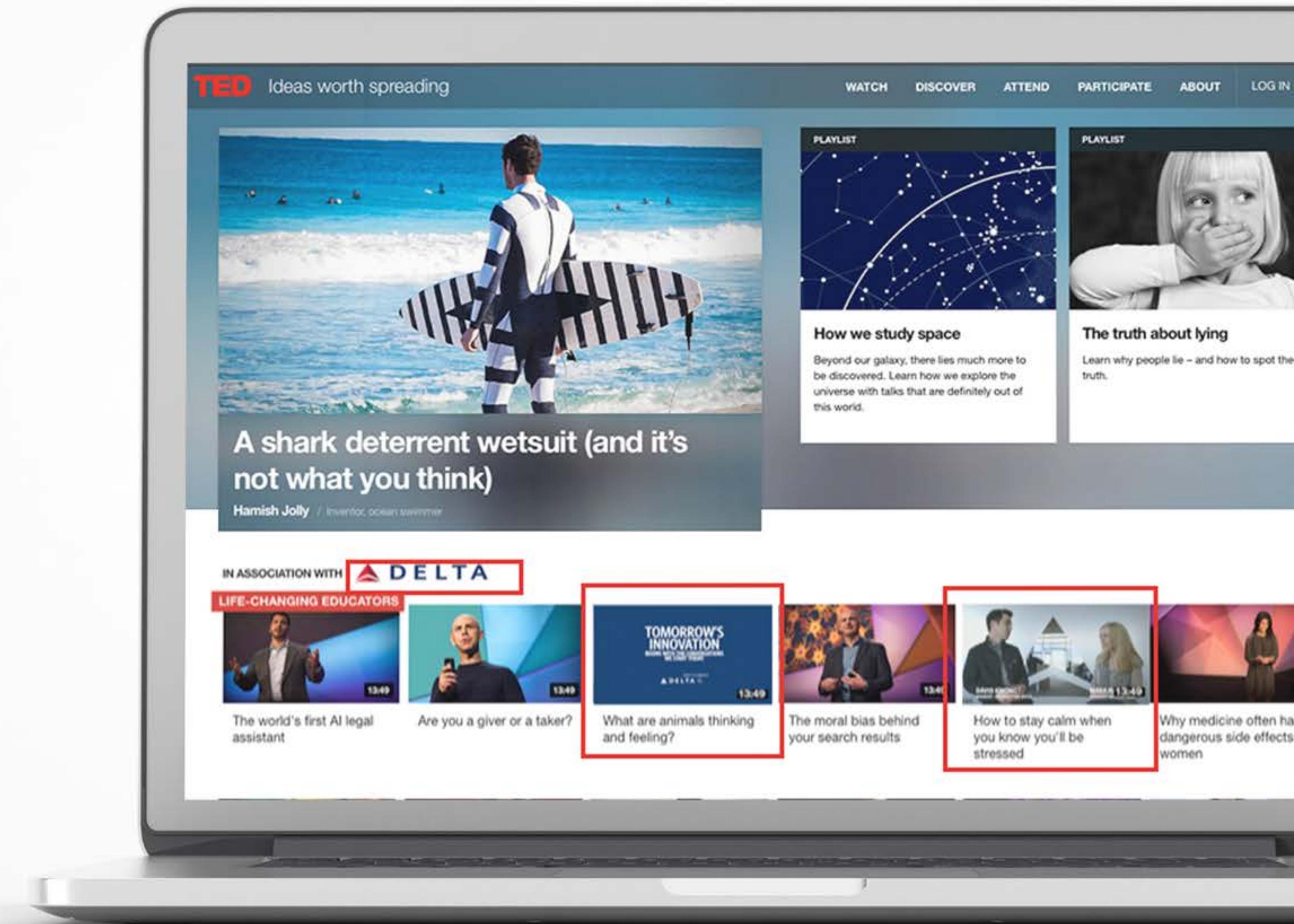
SOCIAL CHANNELS



TED + PARTNER DISTRIBUTION

CUSTOM CONTENT INTEGRATION

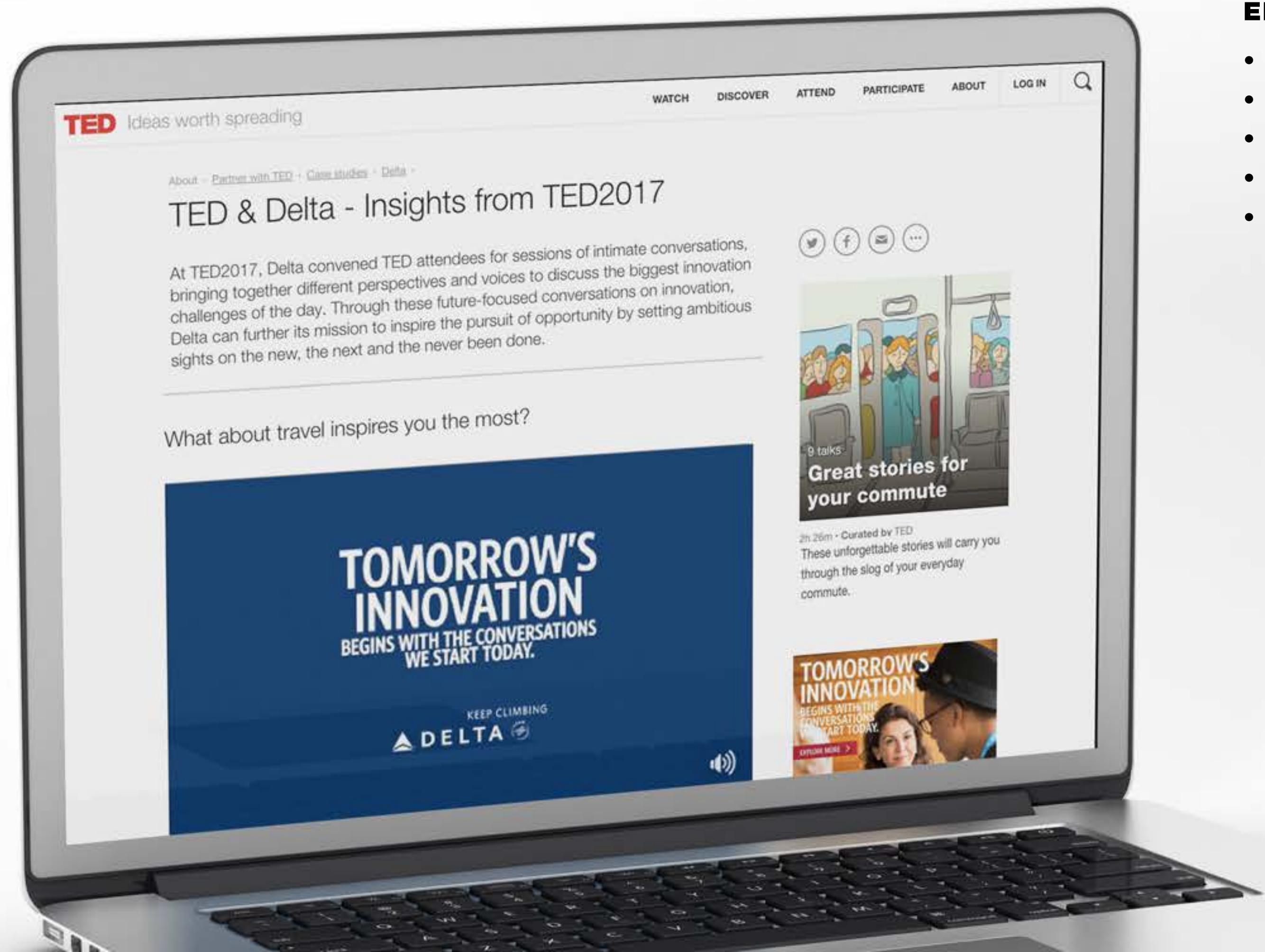
Partners custom content will be featured prominently within Homepage on TED.com. One or many pieces of custom content will live within contextually relevant ribbons along with logo for branding. Users will be taken to unique landing page to view.



The image shows a laptop displaying the TED.com homepage. The main content area features a video thumbnail of a man in a shark deterrent wetsuit. Below the thumbnail is the title "A shark deterrent wetsuit (and it's not what you think)" and the speaker's name "Hamish Jolly". To the right of the main content are two playlists: "How we study space" and "The truth about lying". The "How we study space" playlist includes a description: "Beyond our galaxy, there lies much more to be discovered. Learn how we explore the universe with talks that are definitely out of this world." The "The truth about lying" playlist includes a description: "Learn why people lie – and how to spot the truth." At the bottom of the screen, there is a "LIFE-CHANGING EDUCATORS" section with several video thumbnails. One thumbnail is highlighted with a red border, showing a man speaking with the title "TOMORROW'S INNOVATION" and the subtitle "The world's first AI legal assistant". Another thumbnail in the same row is also highlighted with a red border, showing a man speaking with the title "Are you a giver or a taker?". To the right of these, there are more thumbnails with titles like "What are animals thinking and feeling?", "The moral bias behind your search results", "How to stay calm when you know you'll be stressed", and "Why medicine often has dangerous side effects for women". The TED logo and the tagline "Ideas worth spreading" are visible at the top of the page.

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

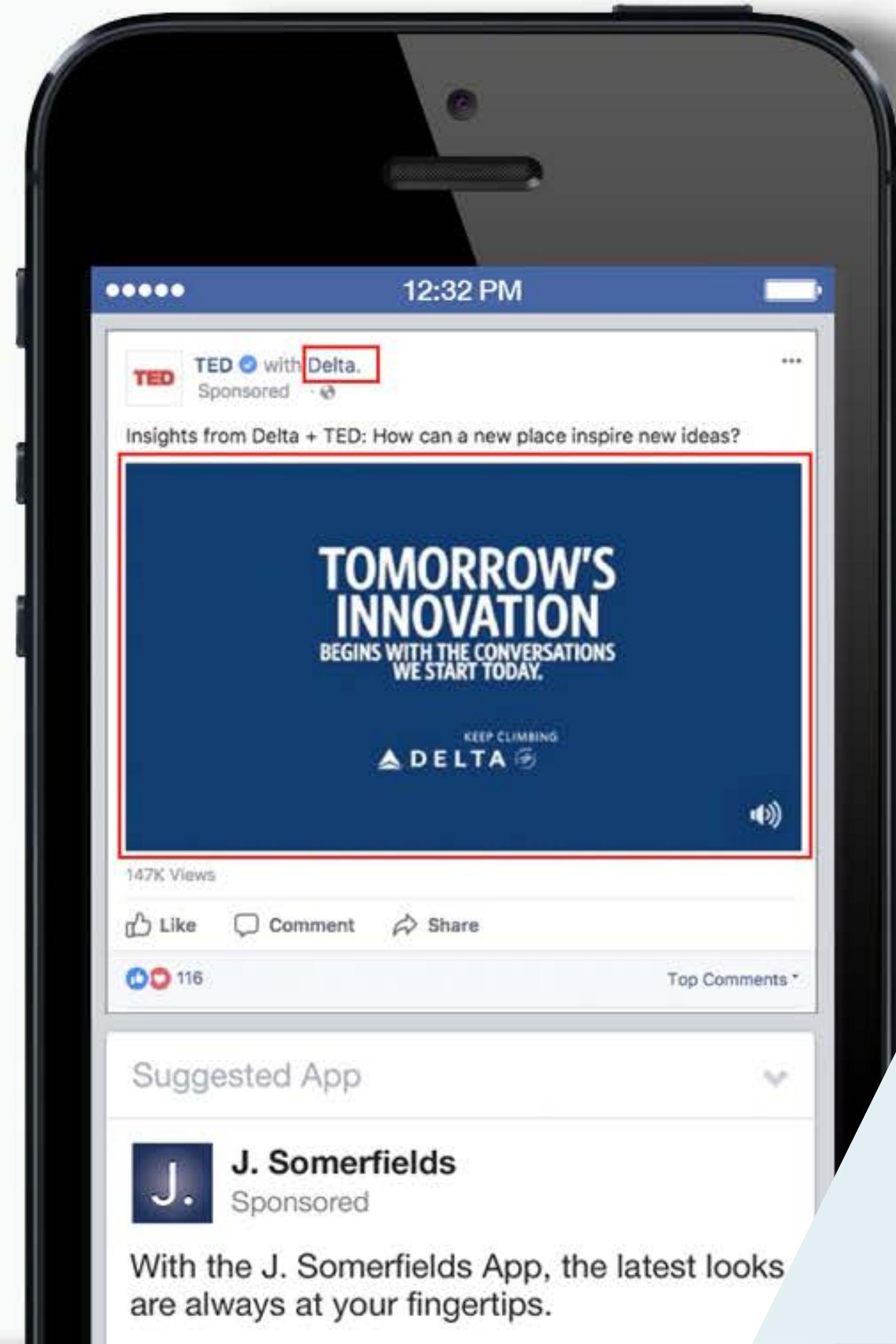
Partners have the ability to achieve scale and reach within our TED, TEDED and TED Partners channels on YouTube. Content will be featured within playlist and can be targeted to audience segments.



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](#) 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

With the J. Somerfields App, the latest looks are always at your fingertips.

A collage of images. On the left, a TED talk is shown with a speaker on stage and a video screen displaying a close-up of a person's face. In the center, a scientist in a lab coat and gloves is working with a pipette and a petri dish. On the right, a medical professional in a white coat and mask is holding a small container. Overlaid text on the lab image reads: "power to diagnose" and "yet lack power to fully treat".

TED

CUSTOM CONTENT CASE STUDIES

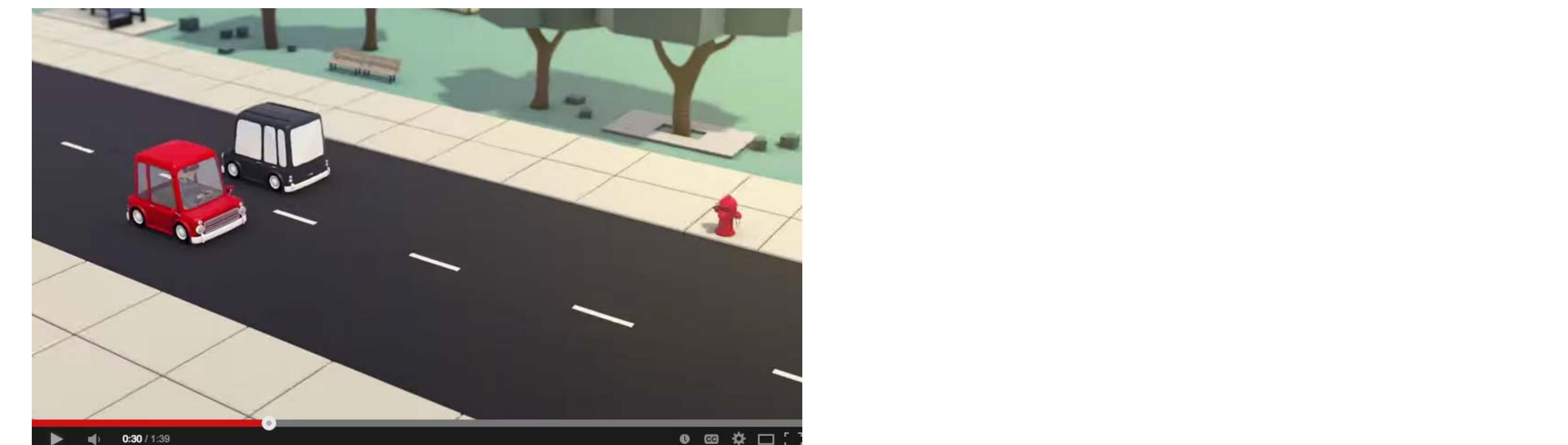
Custom Content: Toyota

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 a post-roll on TED.com and spread quickly via social channels, including new YouTube channel teens v. inattention, following



INATTENTION
BLINDNESS



Custom Content: LEXUS

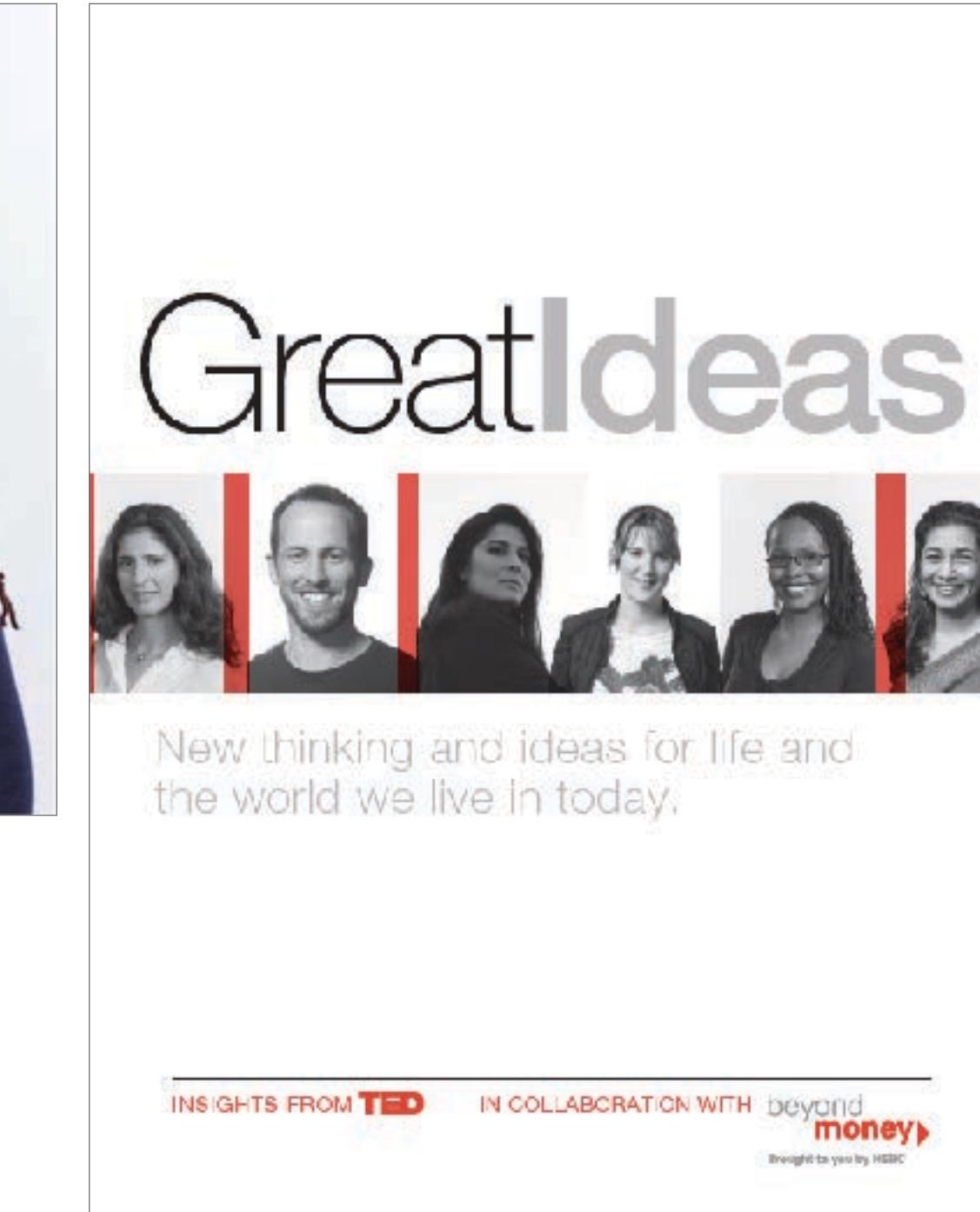
TED partnered with Lexus to explore the creative tension between design and engineering that drives the innovation process. A series of three short films was created, themed around the design of one existing model, a concept car in development, and a look ahead to the future. Lexus used the array of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



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.

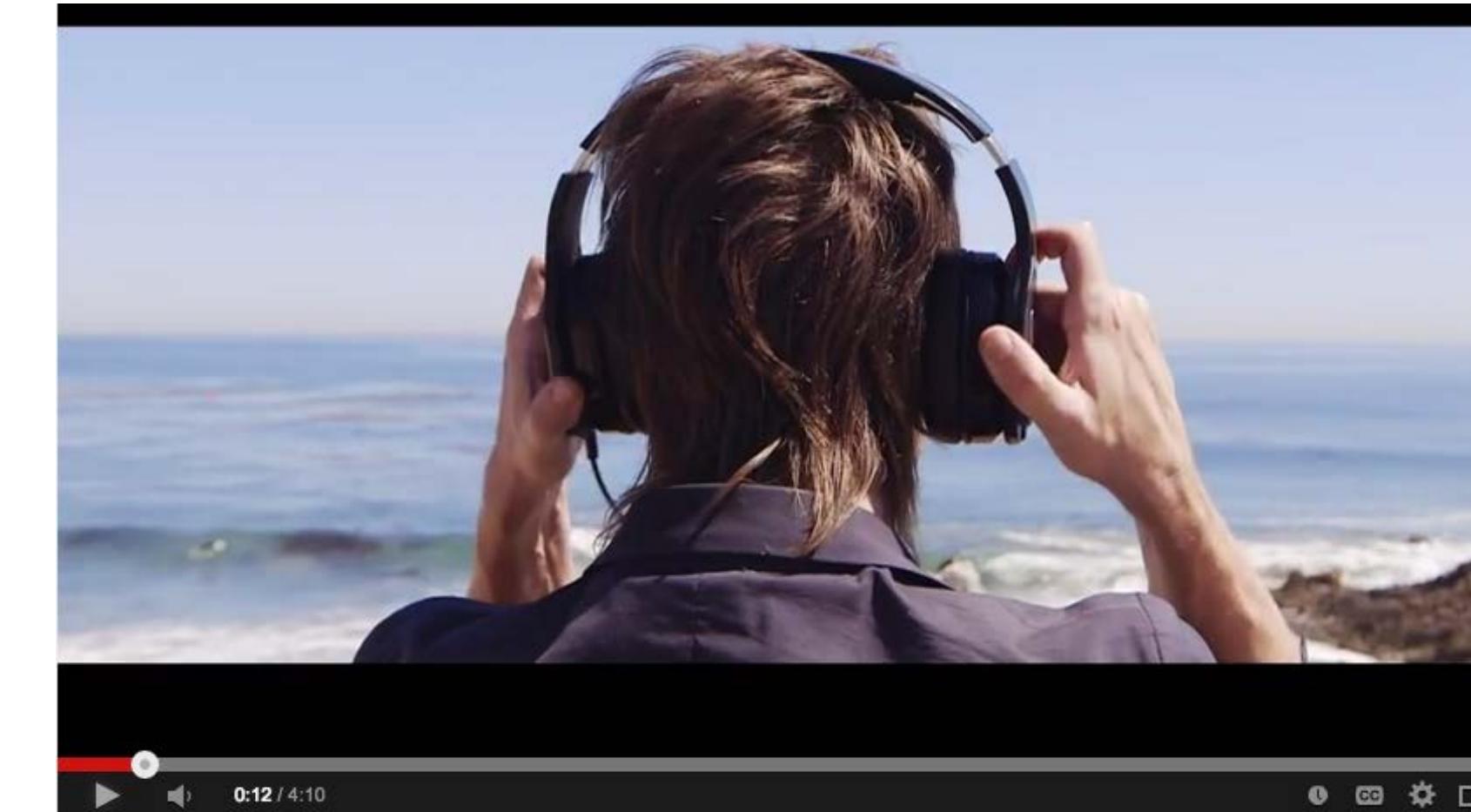


Custom Content: Mazda

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

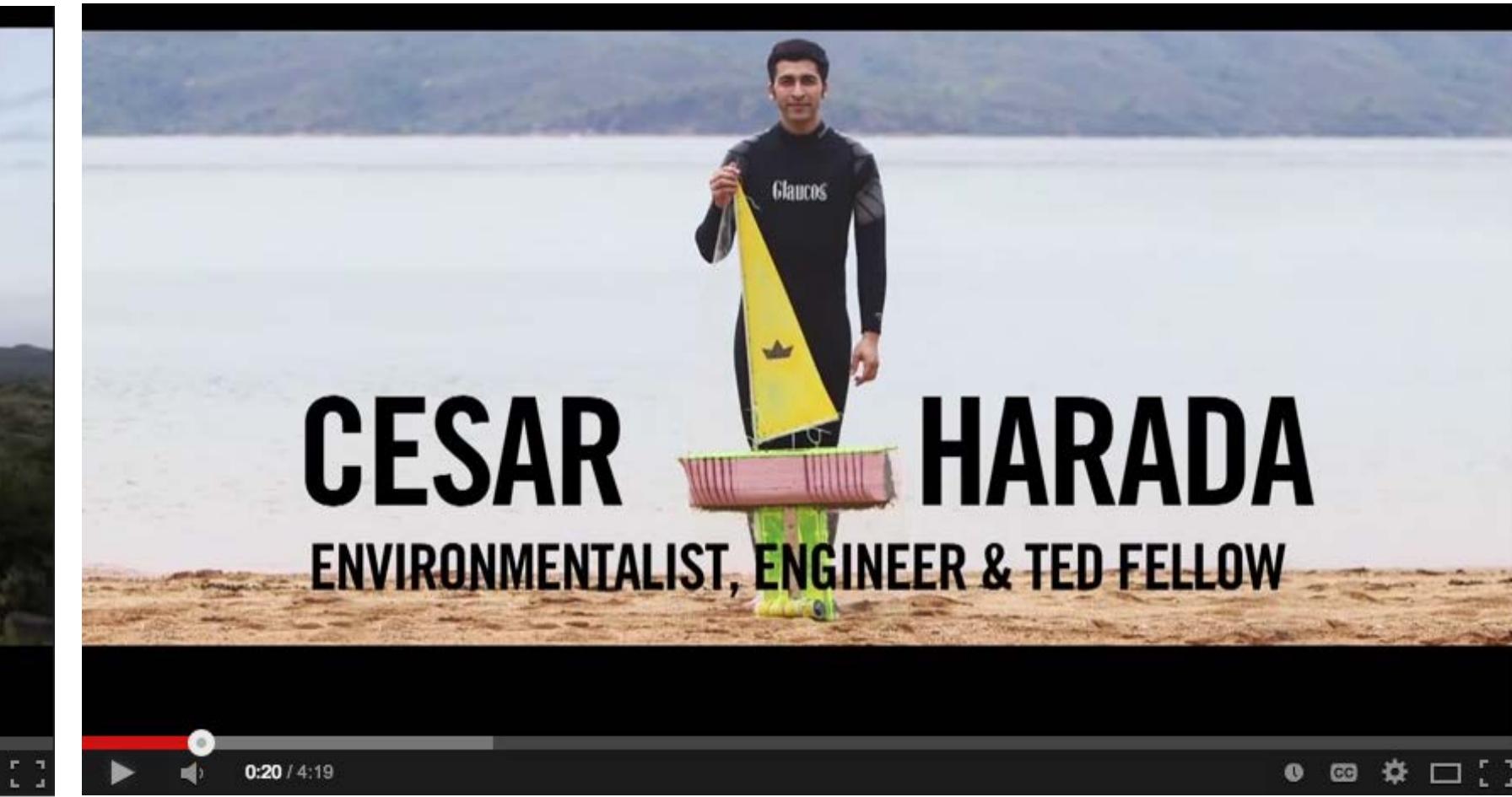
TED identified four TED Fellows whose work ranged from eradicating blindness in rural Kenya to the development of inexpensive oil spill cleanup technology to crowd-sourcing science tasked with discovering new planets.

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



Los Angeles/Washington DC

youtube.com/watch?v=VQc4nhOYHXo

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 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



Smart Ideas Winning Film

youtube.com/watch?v=ndEwTiAl1po