



TED

MEDIA KIT



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.

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 curved, with the horizon visible. The colors are vibrant, with deep blues for the oceans and various shades of green and brown for the continents. White clouds are scattered across the surface.

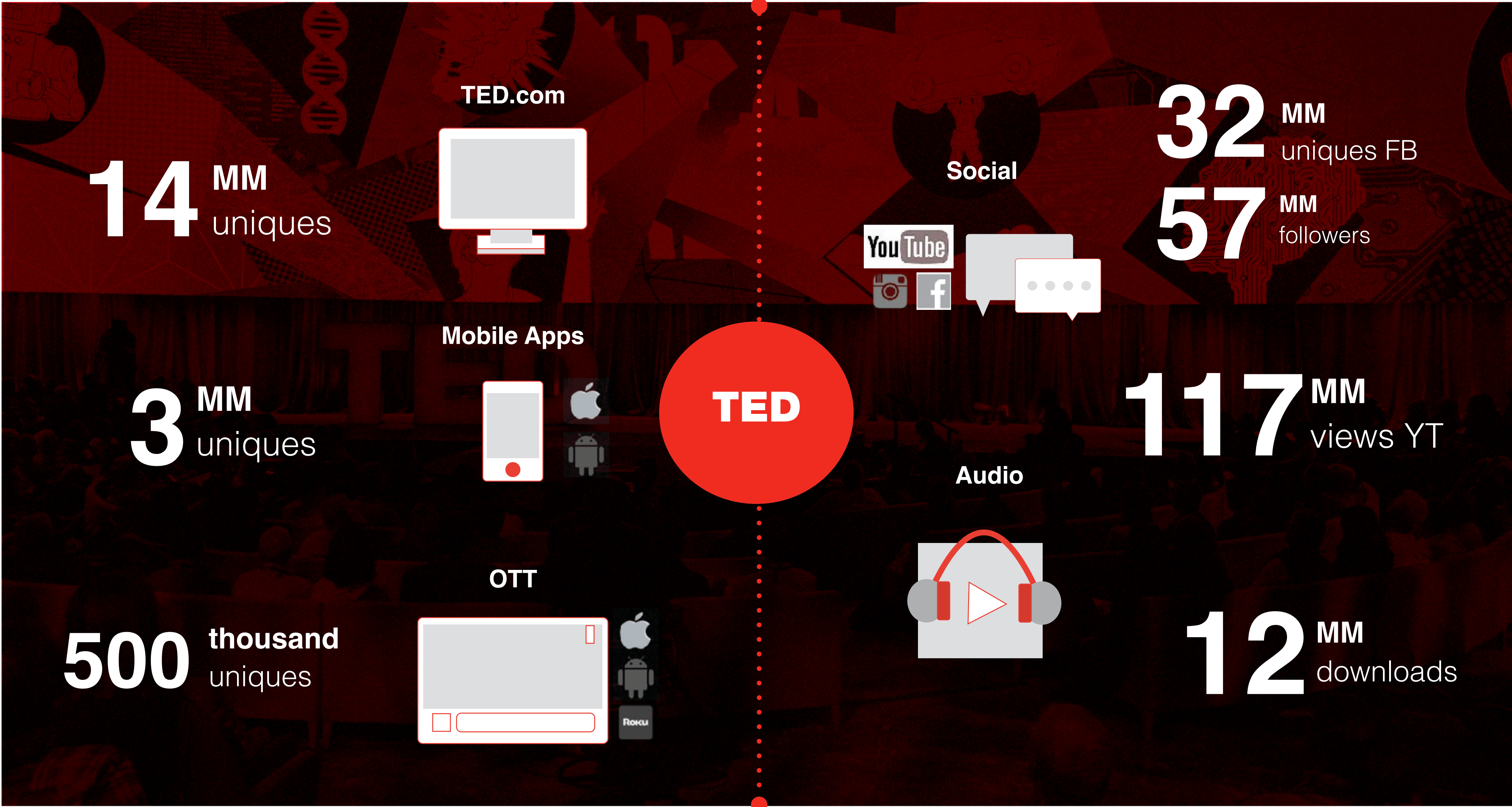
7.3 billion

ideas shared

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

OWNED & OPERATED

DISTRIBUTION





An Inspired + Engaged Audience

female
audience

56%



75K+
household
income

68%

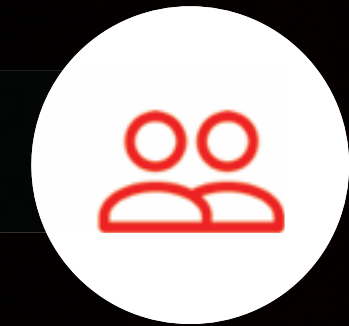
college-
educated

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

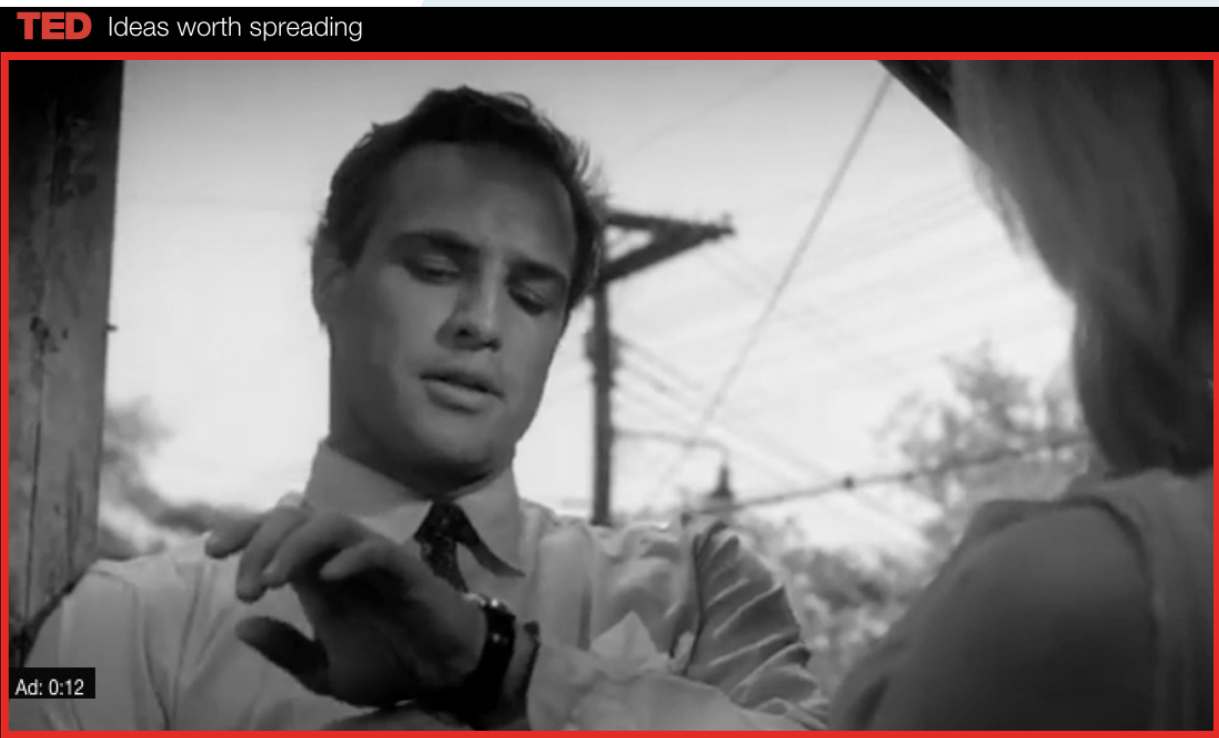


TED MEDIA: EXCLUSIVE SPONSORSHIP

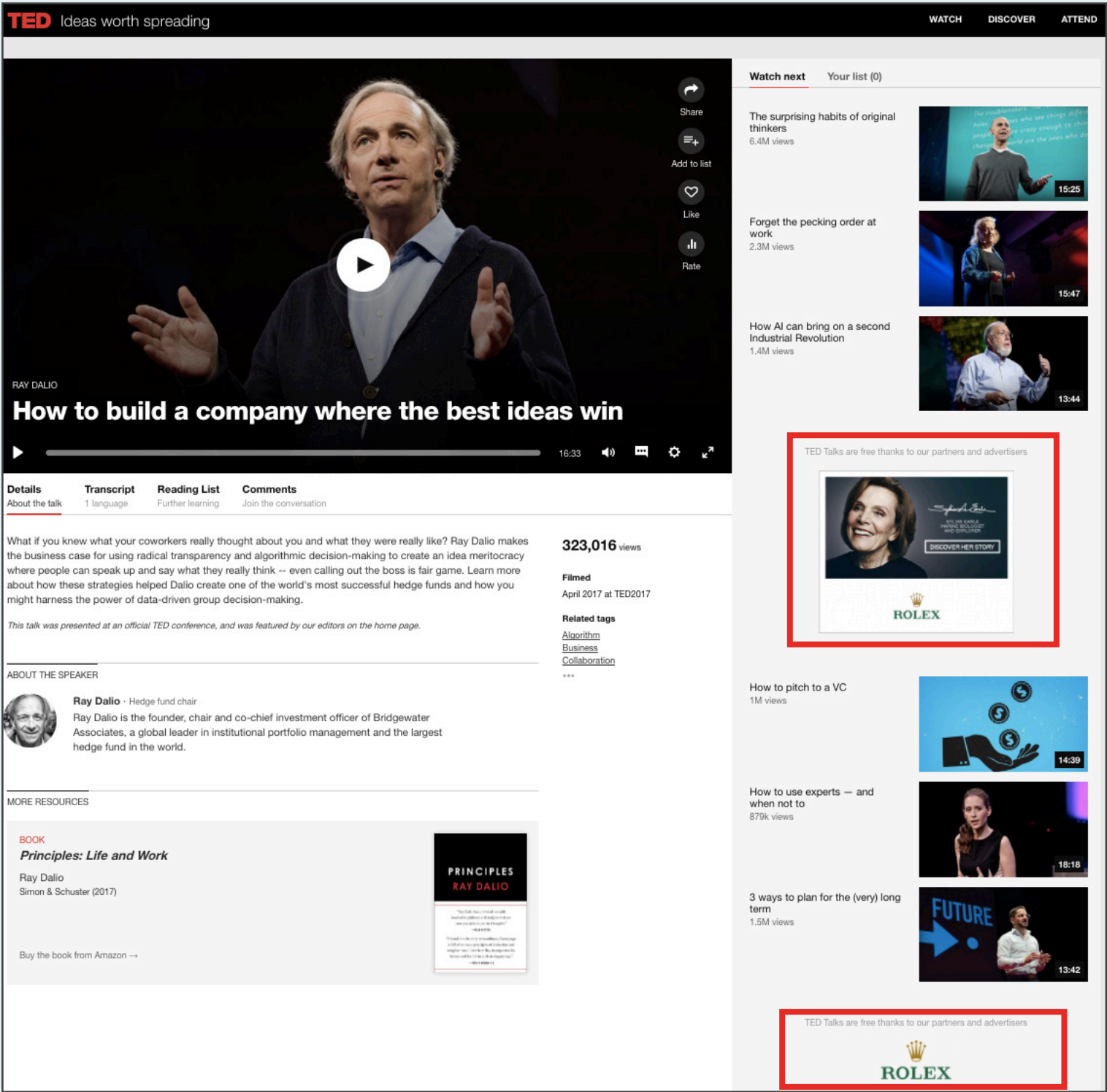
For premium brand engagement on TED.com Desktop and Mobile, partners will have 100% Share of Voice surrounding a TED Talk, TED Original Series or content.



PRE-ROLL SLATE- TITLE CARD
:03 SECONDS



POST-ROLL VIDEO
:15 SECONDS - 4 MINUTES

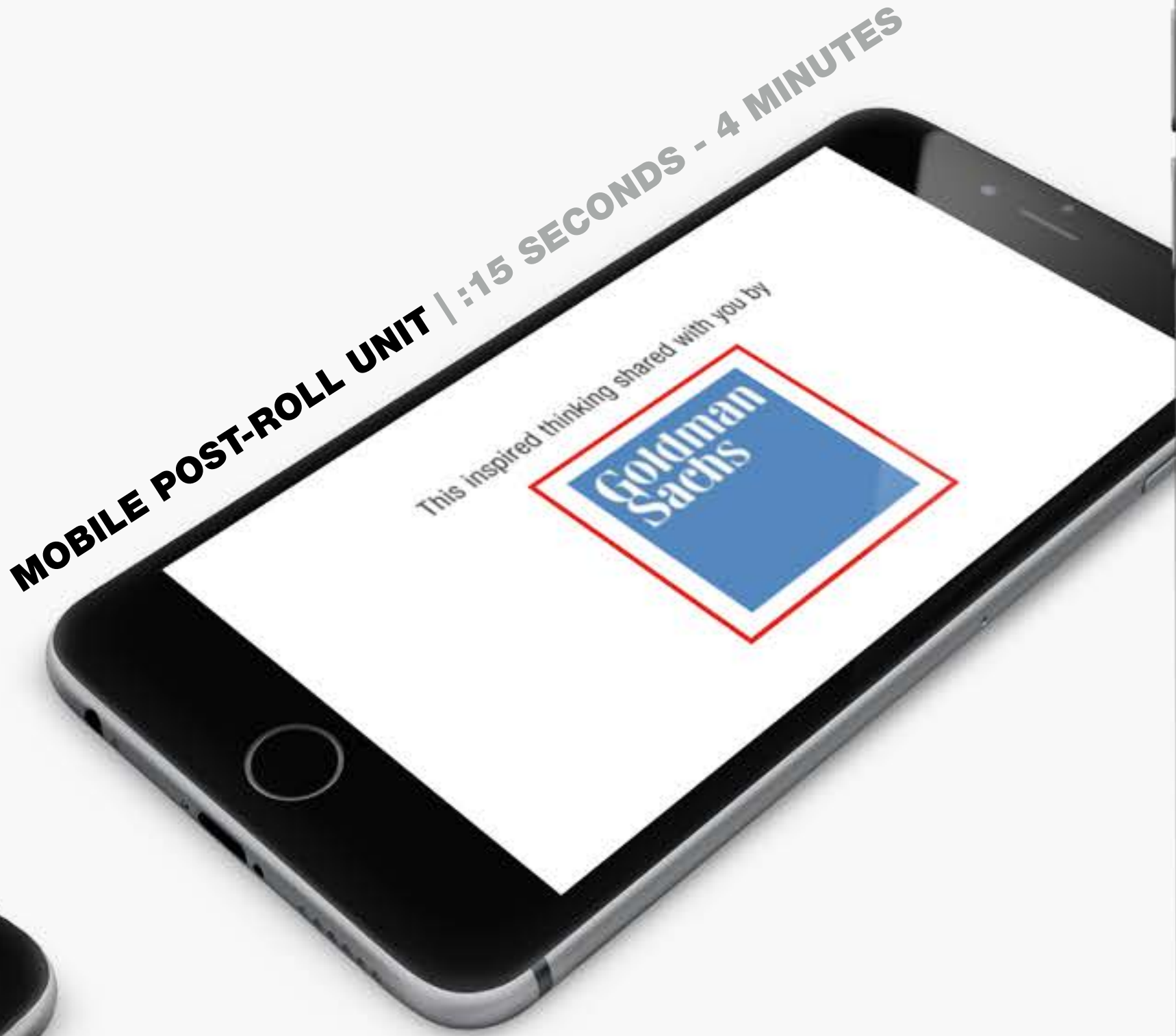


COMPANION UNIT + LOGO
300x250 | 120x60

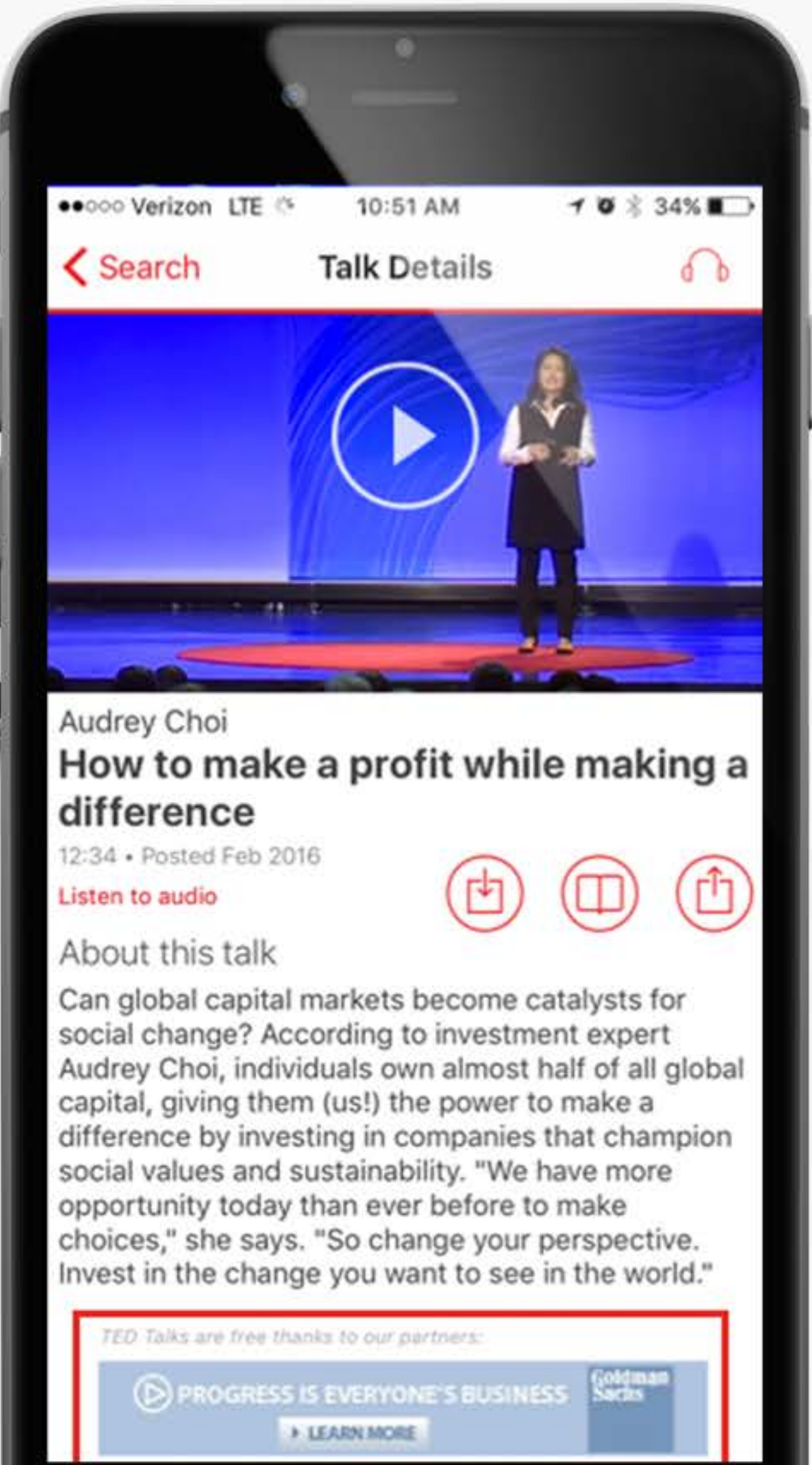


TED MEDIA: EXCLUSIVE SPONSORSHIP

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 | 320x50





TED MEDIA: EXCLUSIVE SPONSORSHIP – OTT

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

APPLE TV

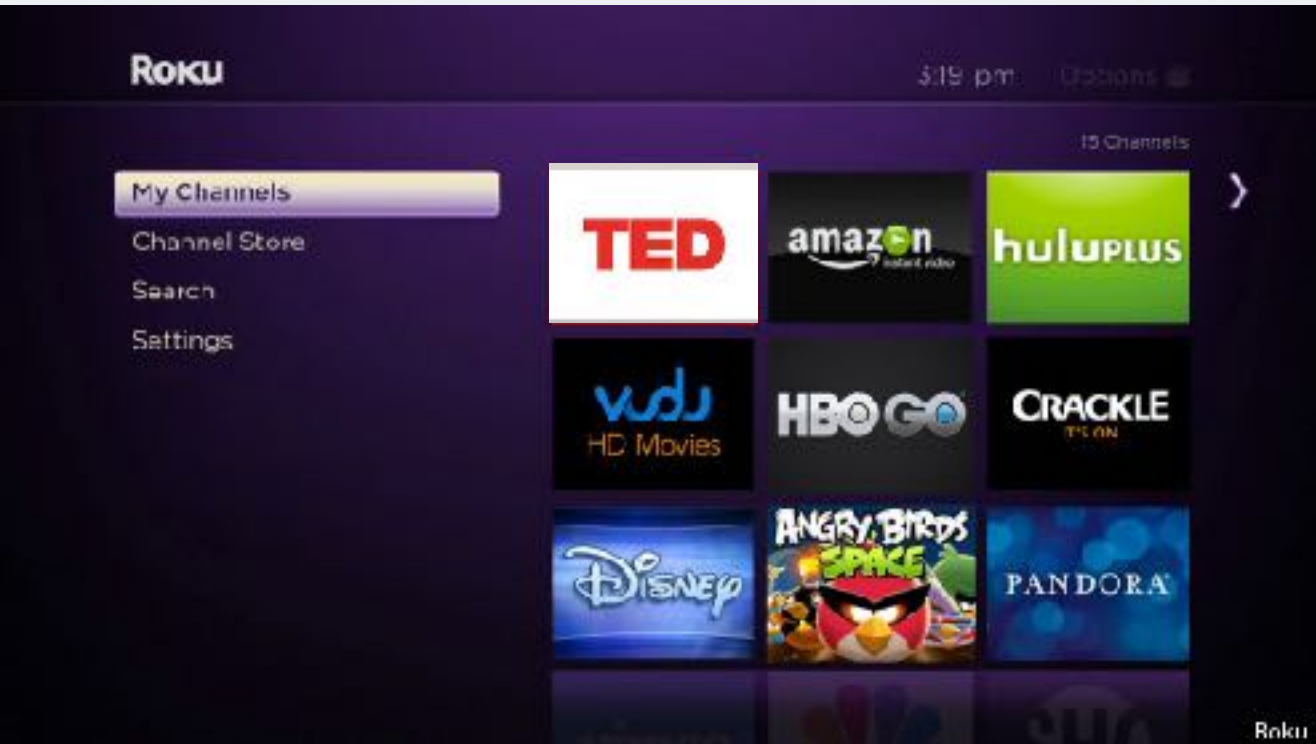


The sponsorship features 100% ownership of the following talk features:

- Pre-Roll Slate
- Post-Roll Video

ADDITIONAL PLATFORMS

ROKU APP



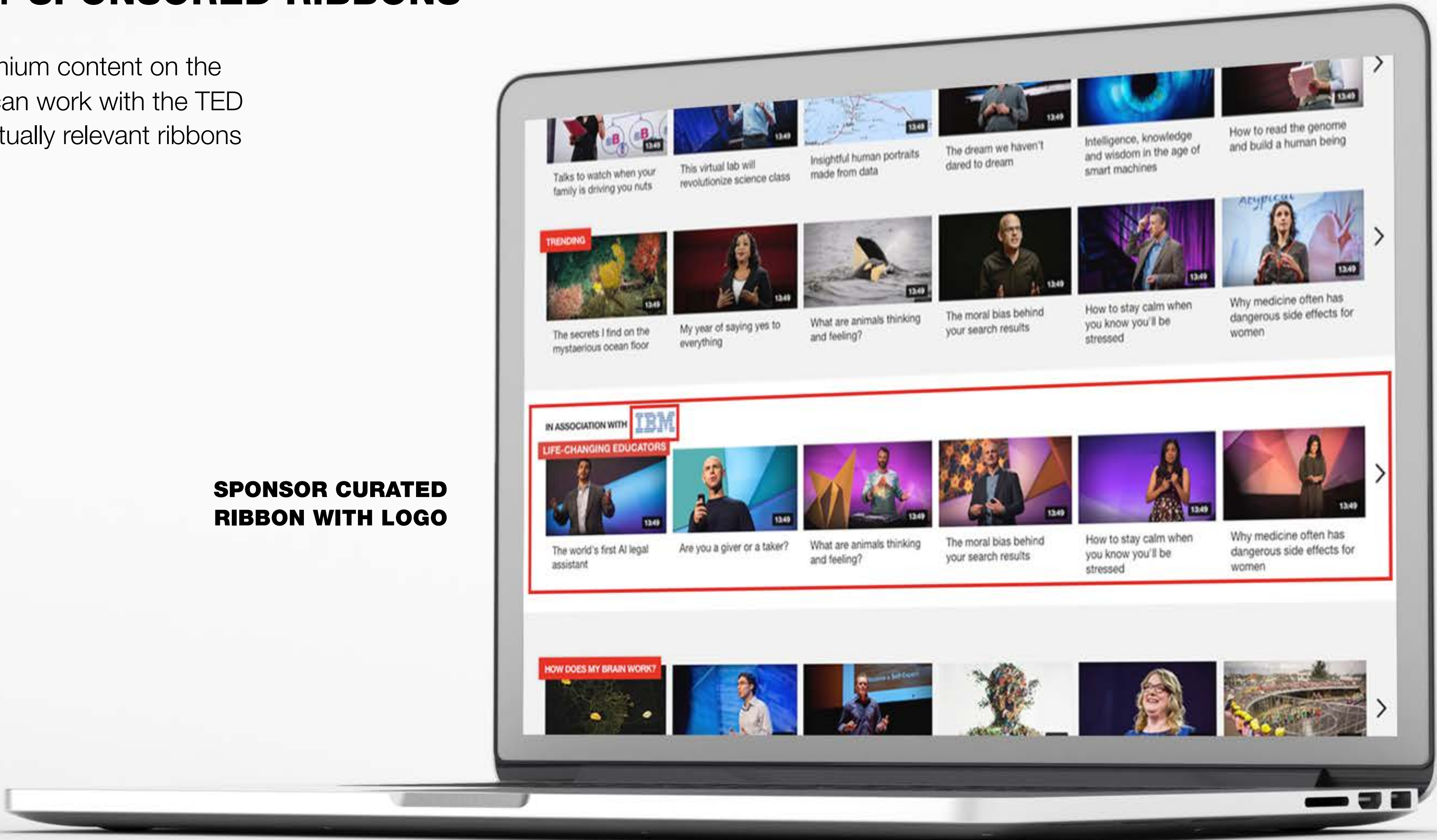
ANDROID TV



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



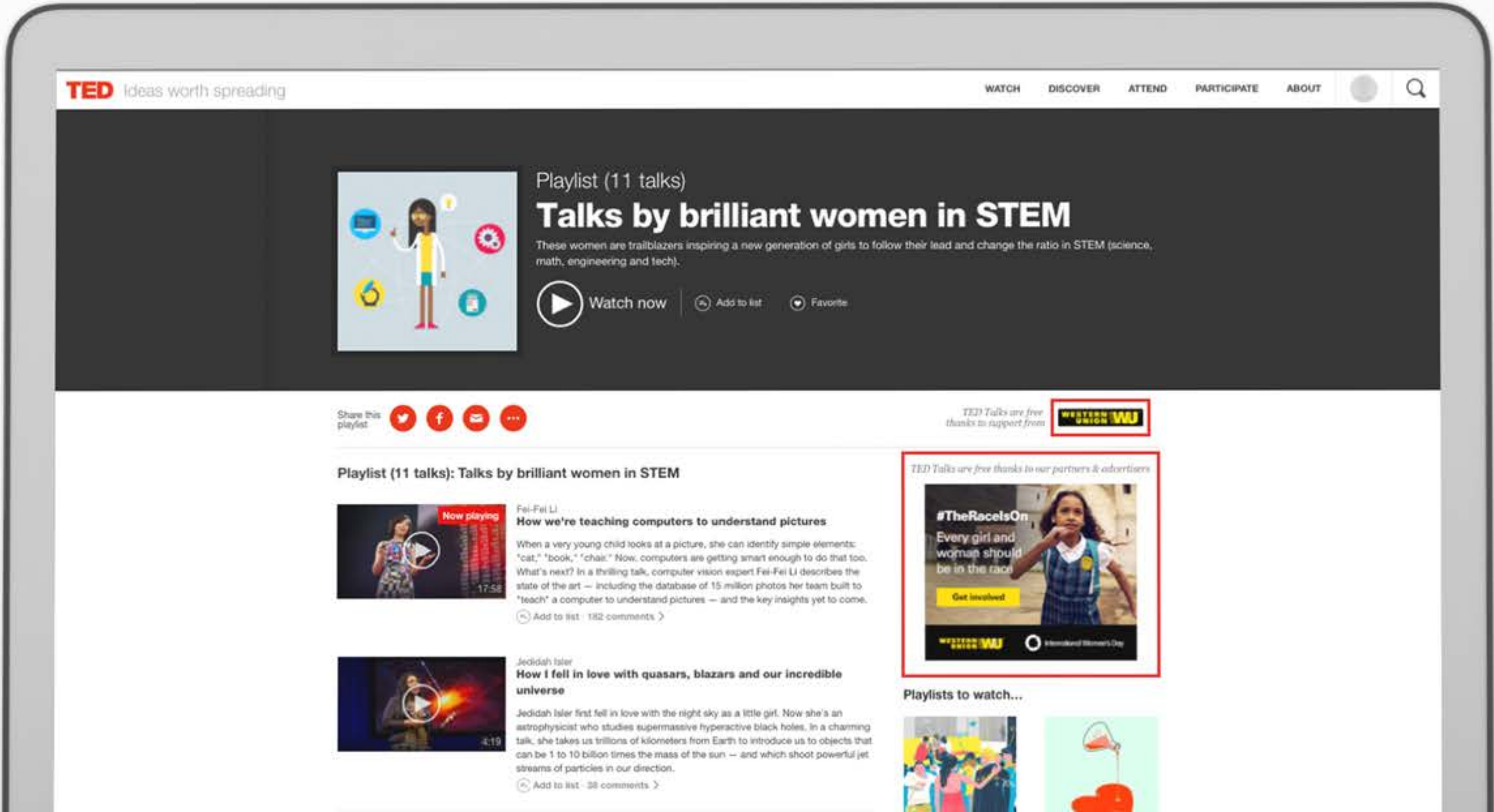


TARGETED PLAYLIST

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





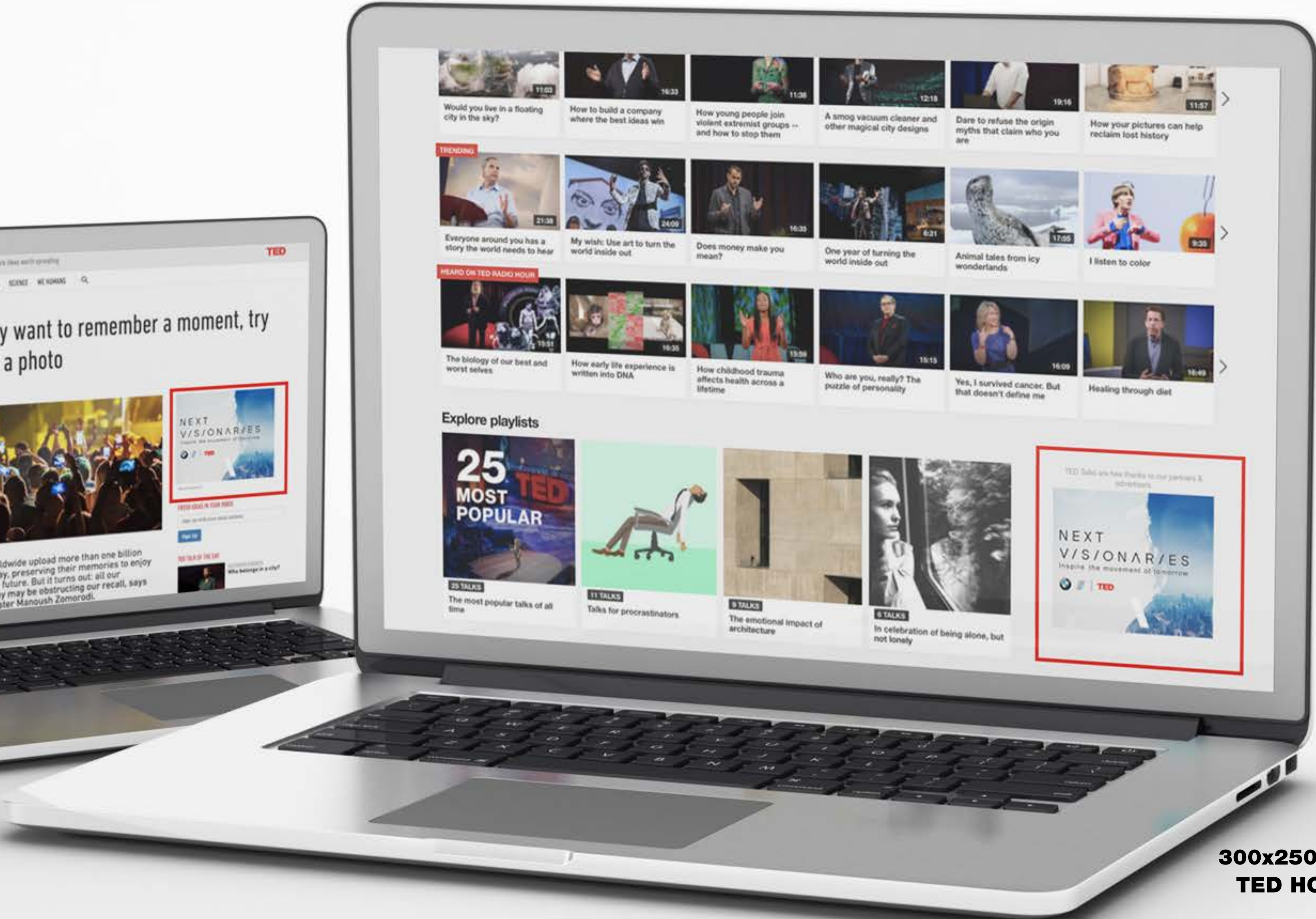
Banner Advertising

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

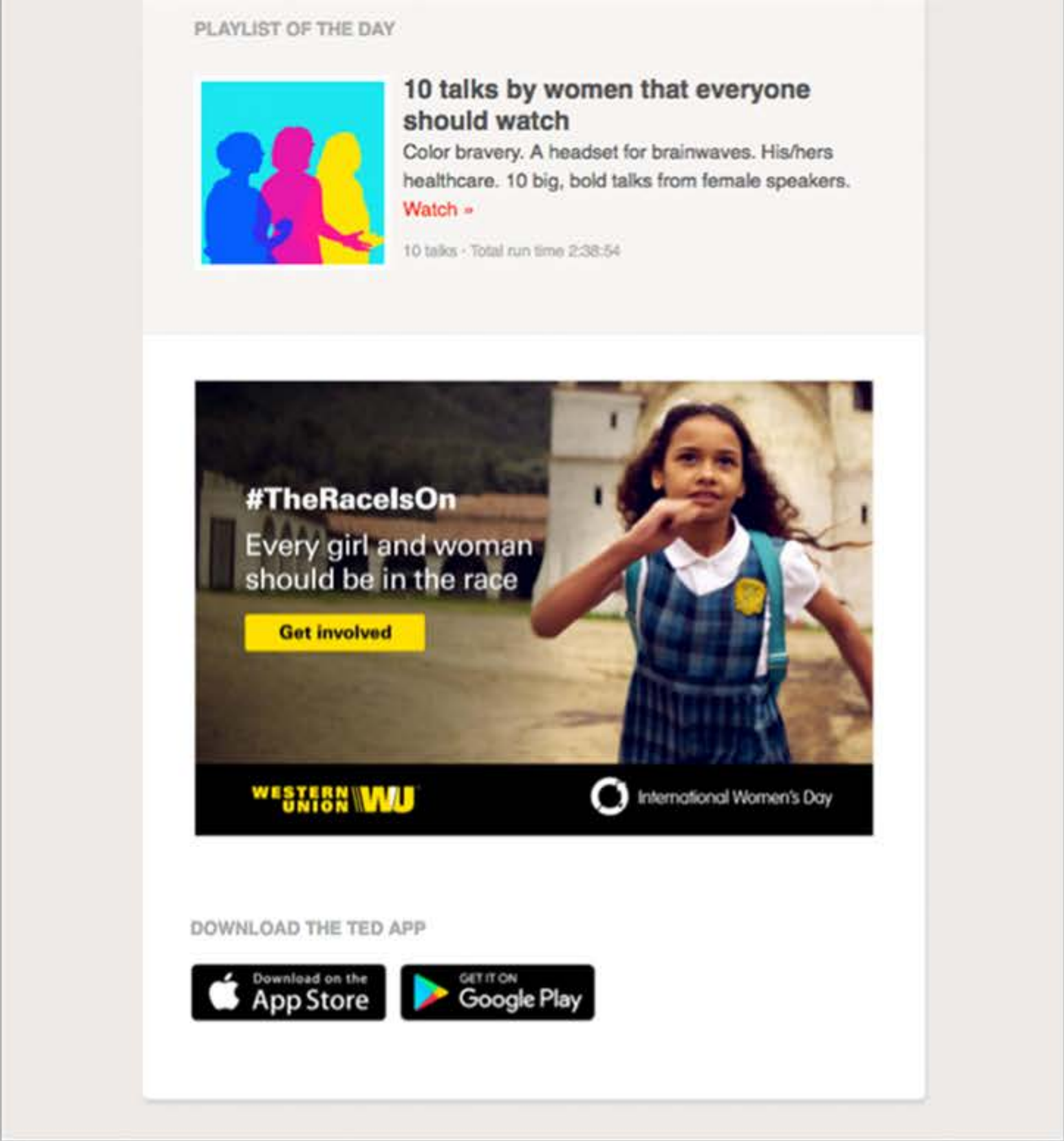
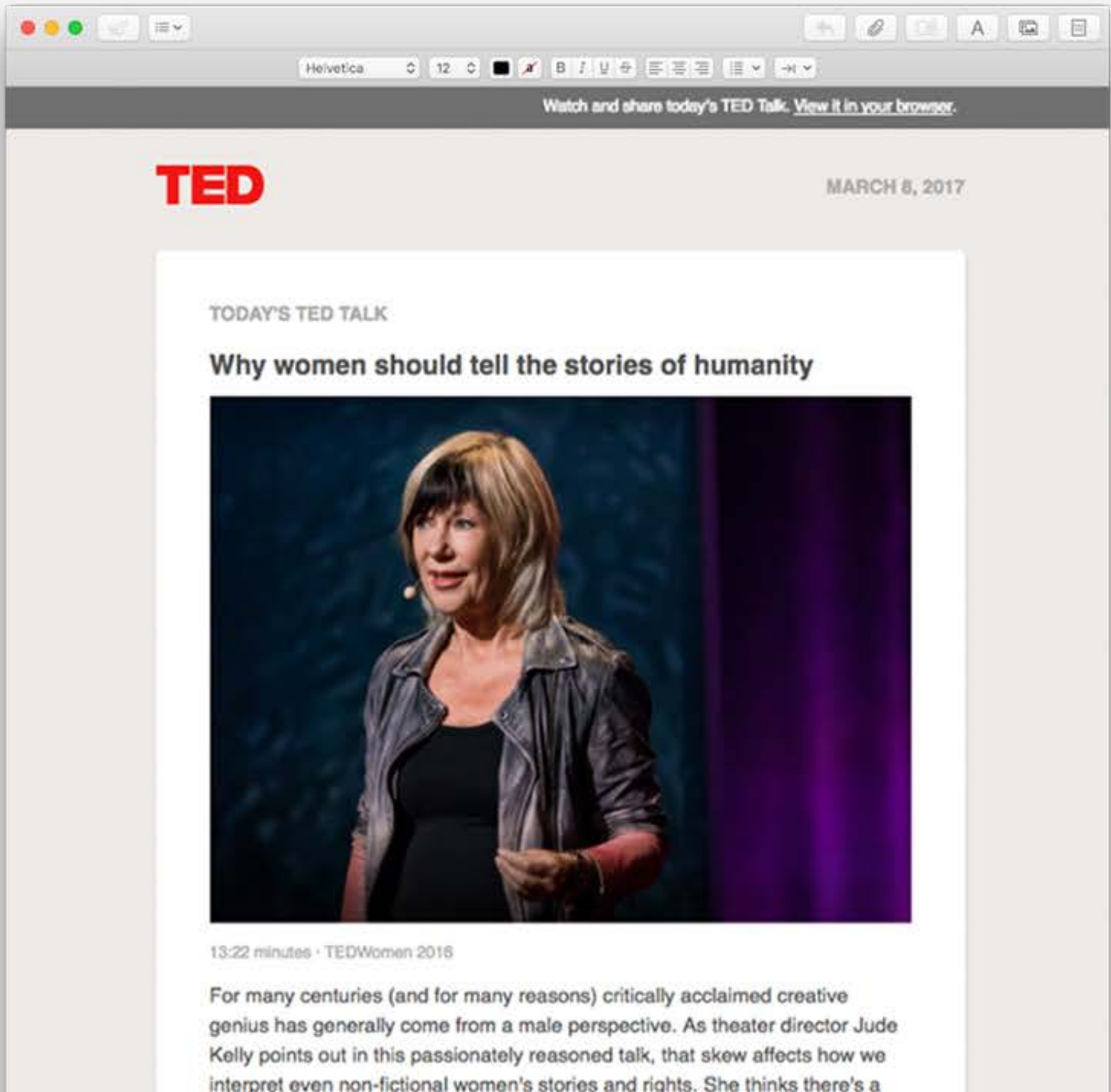


300x250 UNIT ON
TED HOMEPAGE



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

TED

TED

DISTRIBUTION



30
TED

Amanda Burden
Urban planner



Amanda Burden
Urban planner



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

- 19.7M total global monthly downloads
- Featured in Apple Podcast Most Downloaded Podcasts list of 2017
- Average episode consumption: 85%
- Dynamic Pre-roll and Post-roll opportunities
- Standard ad copy recording (:15-:30s)

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.



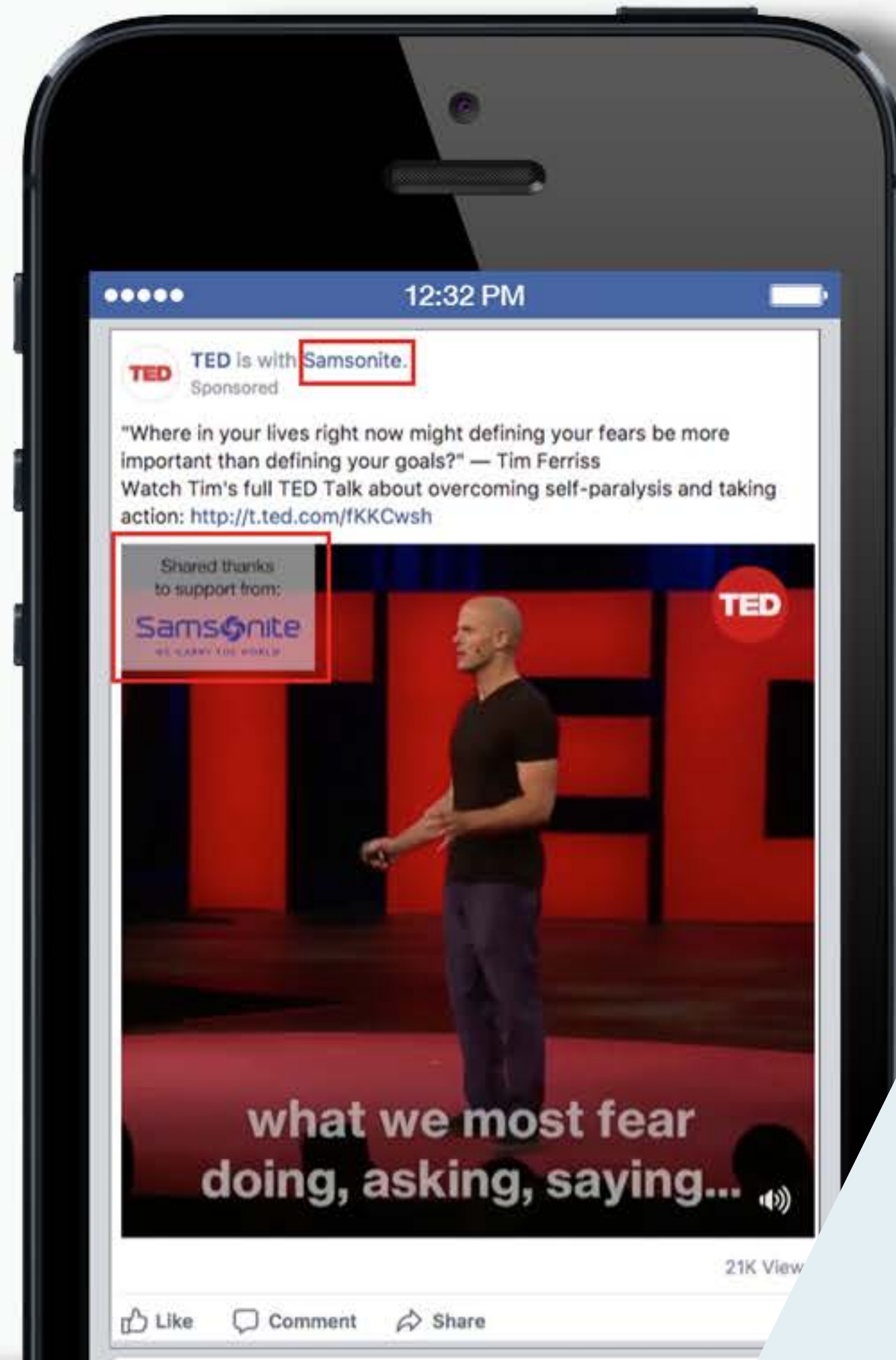
OVERVIEW + OPPORTUNITIES

- 7.5M total global monthly downloads
- Top #7 podcast on Podtrac's Top Industry Podcast
- Dynamic Pre-Roll opportunities
- Standard ad copy recording (:15s)

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

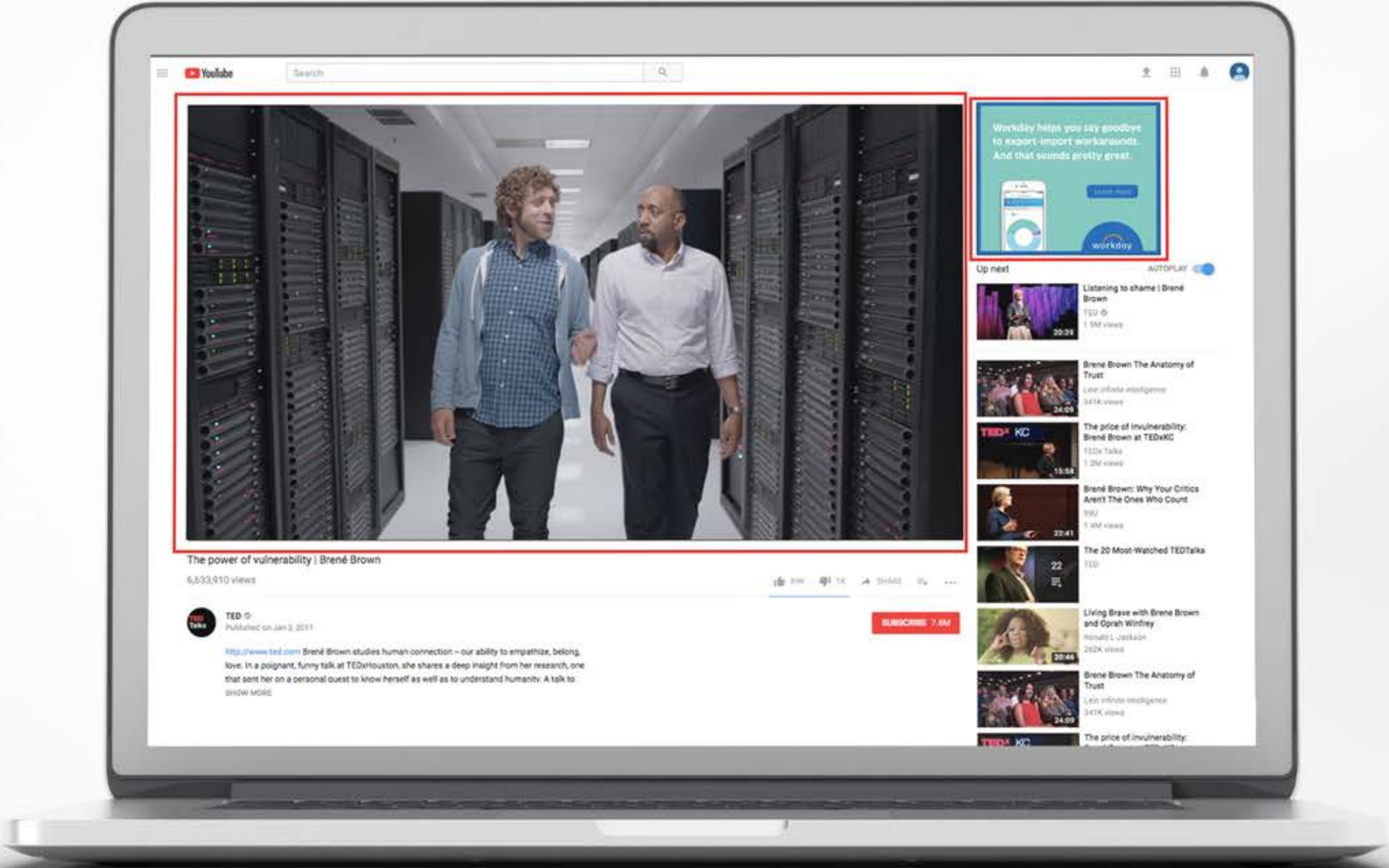
- 6 Second Pre Roll
- 15 Second Pre Roll
- Added Value 300x250

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



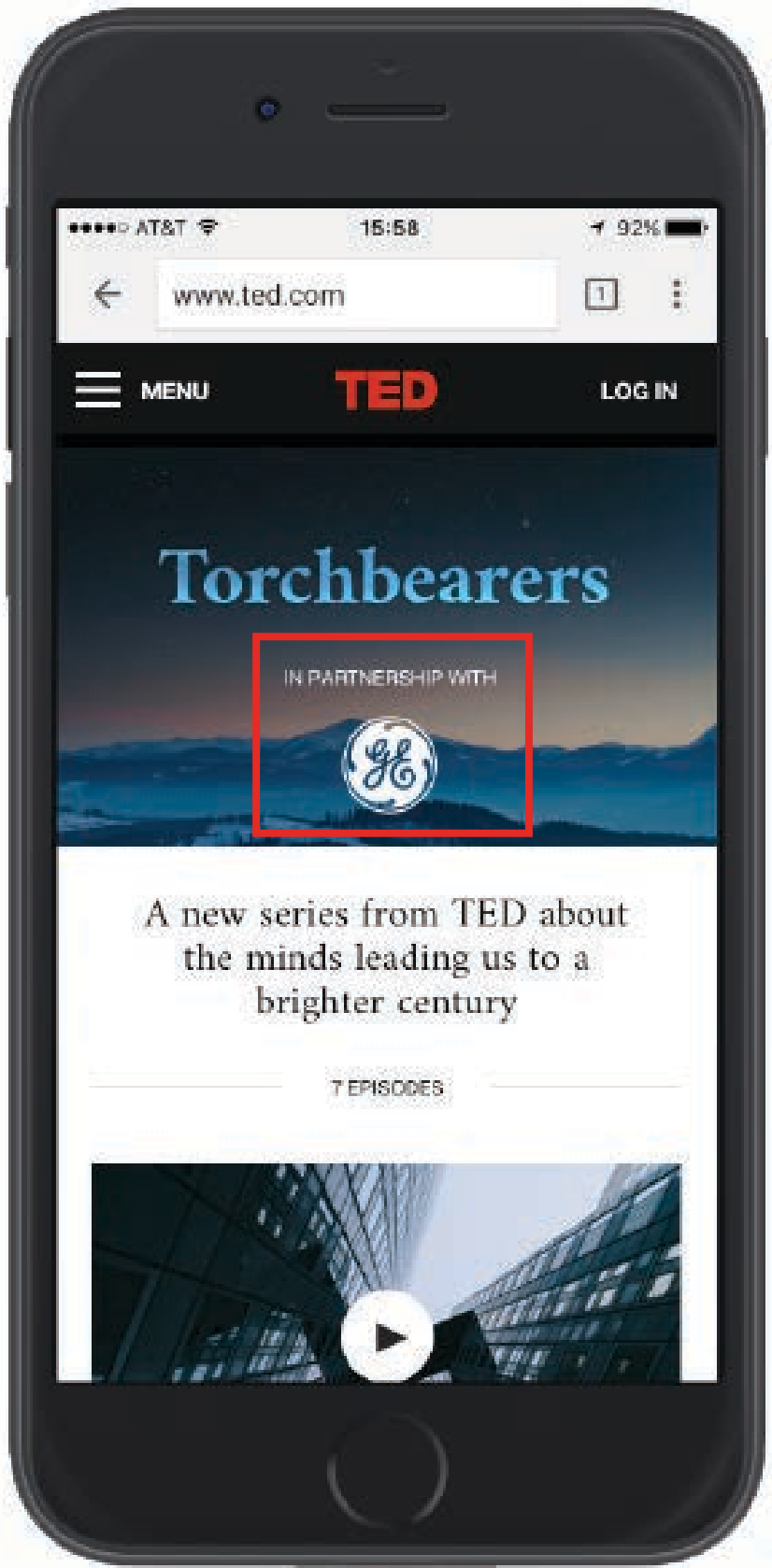
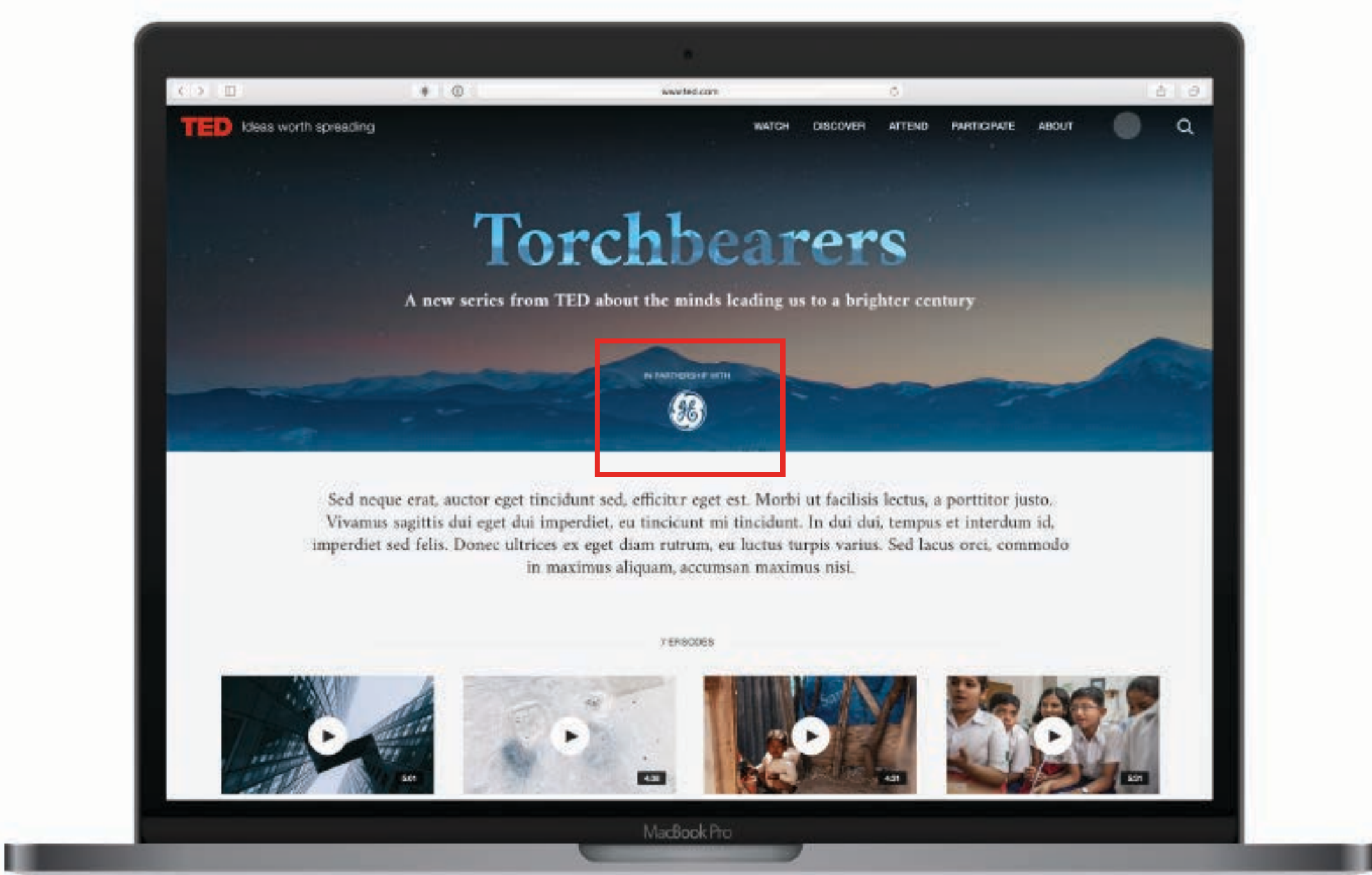


TED

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



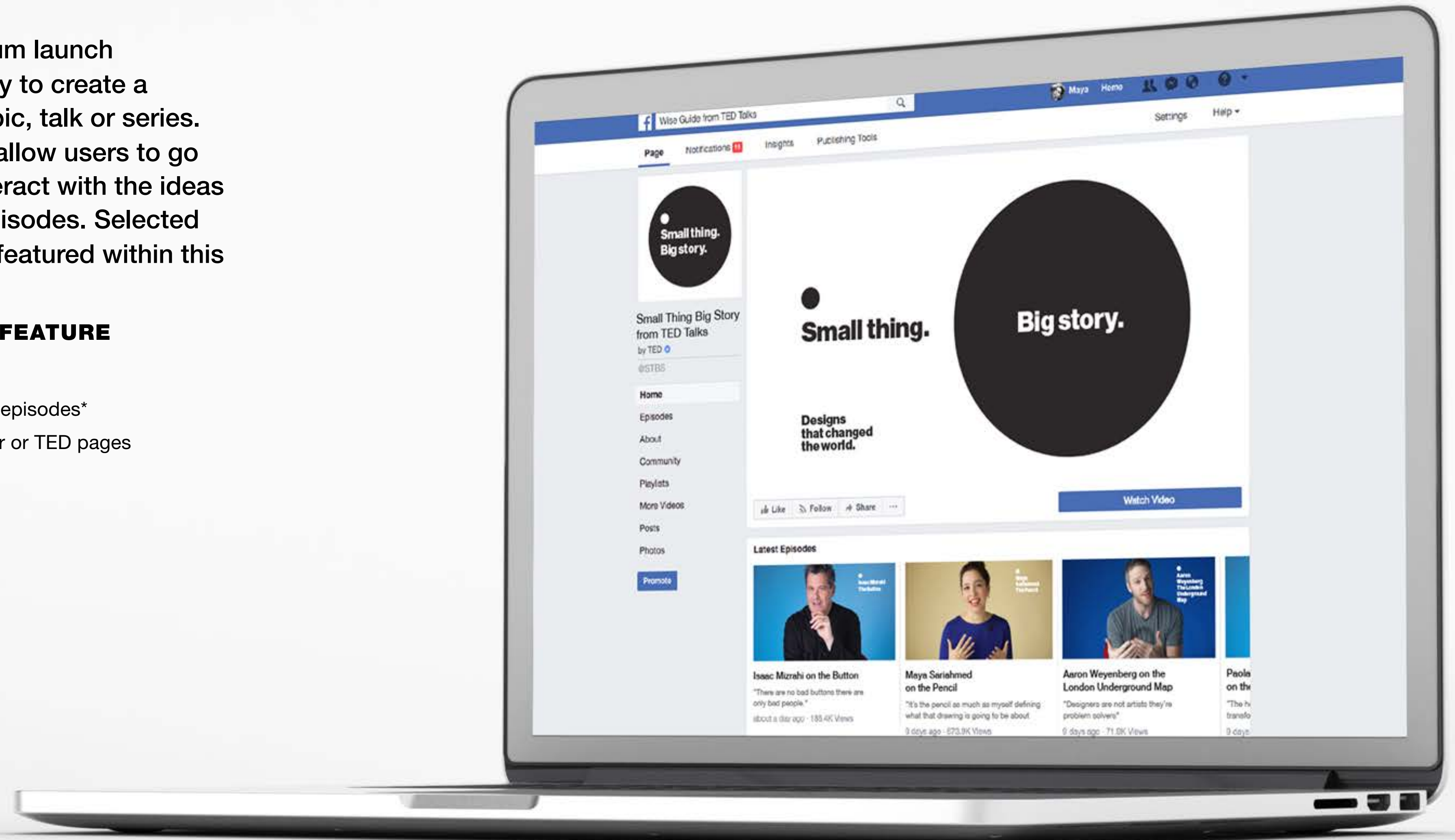
- Small Thing. Big Story.

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



*with Curatorial Approval



TED

**NATIVE
CONTENT**

TEDStudio

CONTENT OFFERINGS

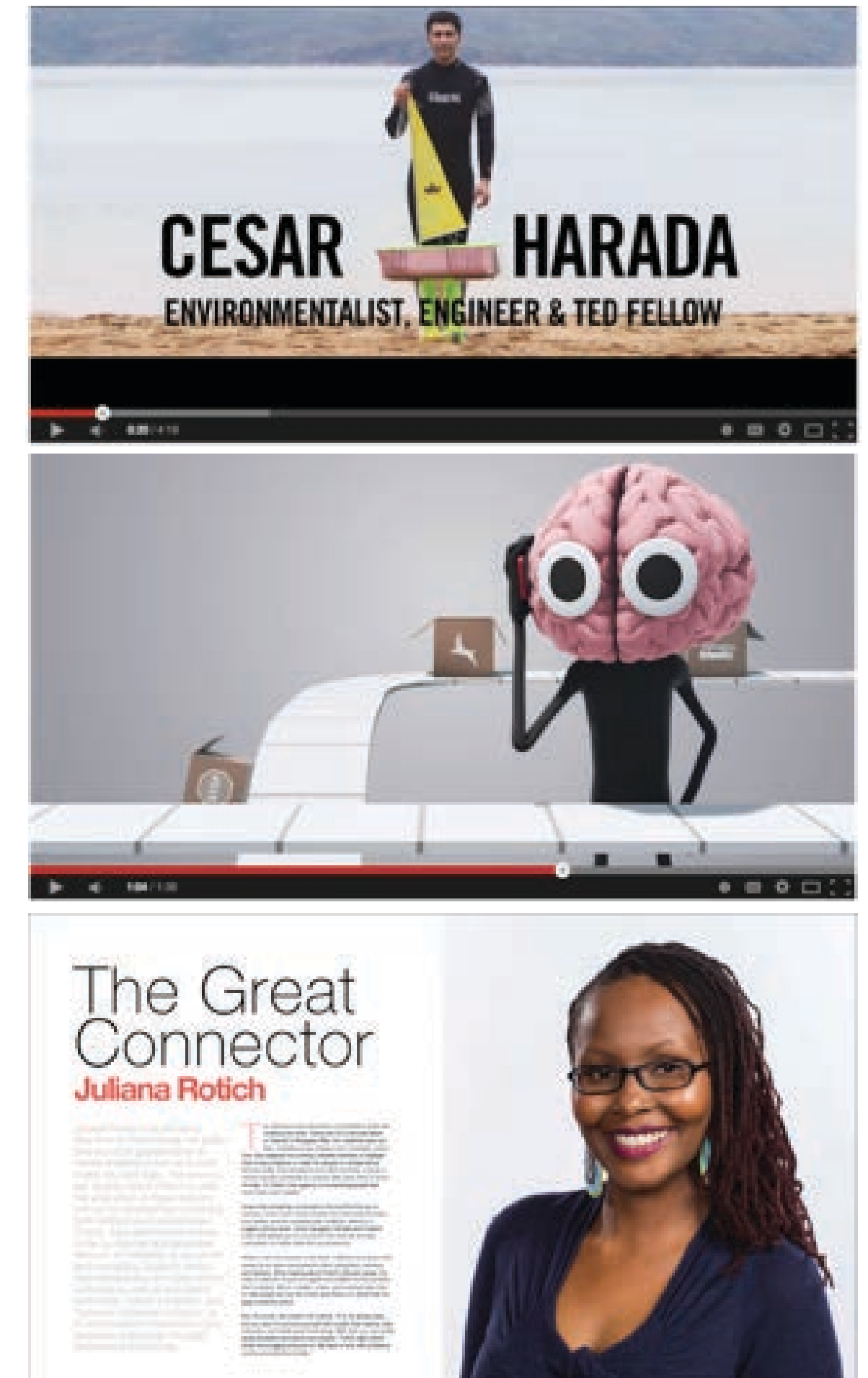
TED can draw on its signature storytelling expertise to assist our partners share ideas and insights in compelling and unique ways. TED creates three different kinds of content for partners:

- micro-documentary videos
- animated shorts
- infographics

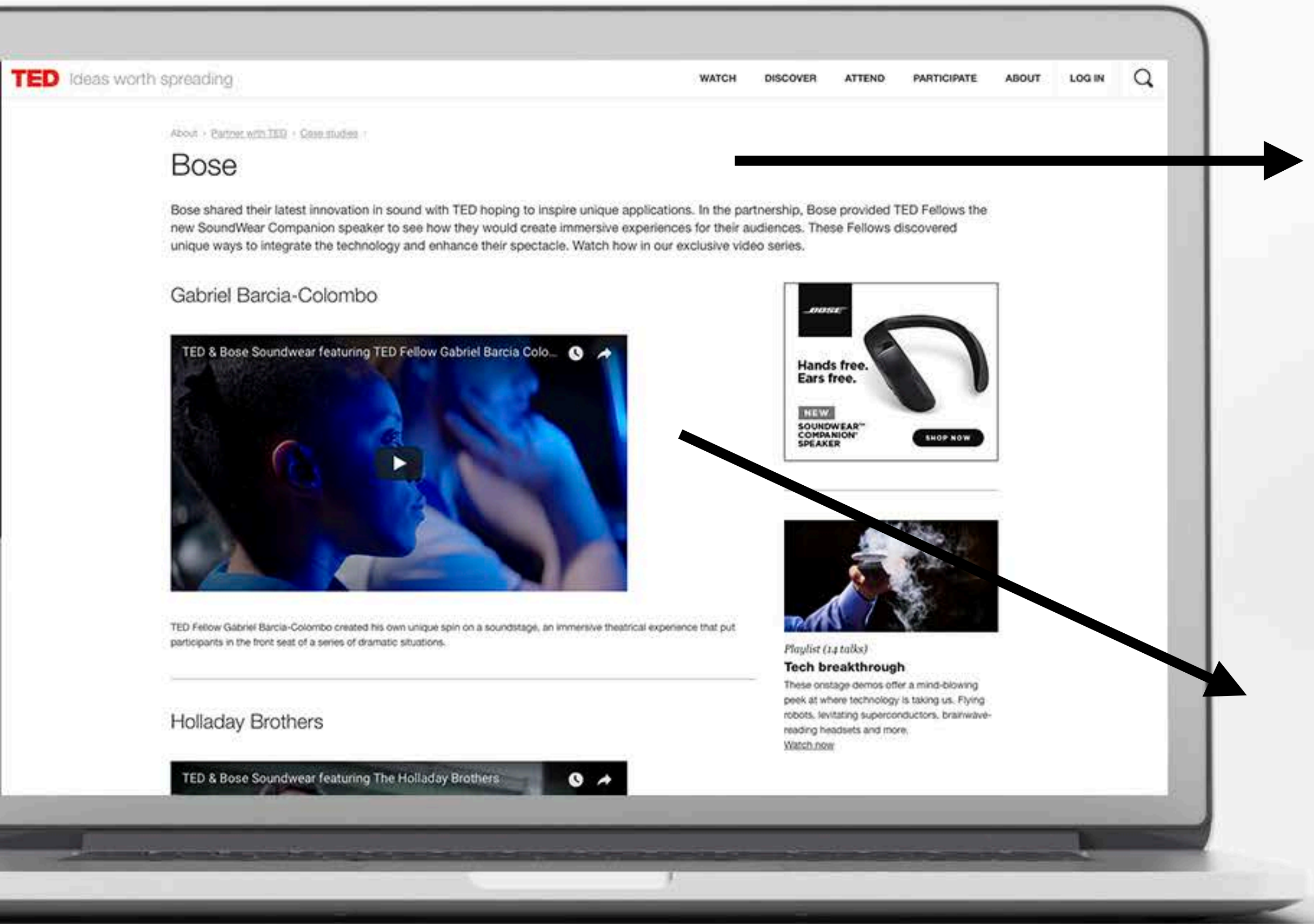
TED will work with each partner to identify the most compelling content direction and will then select most appropriate form to best communicate it.

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

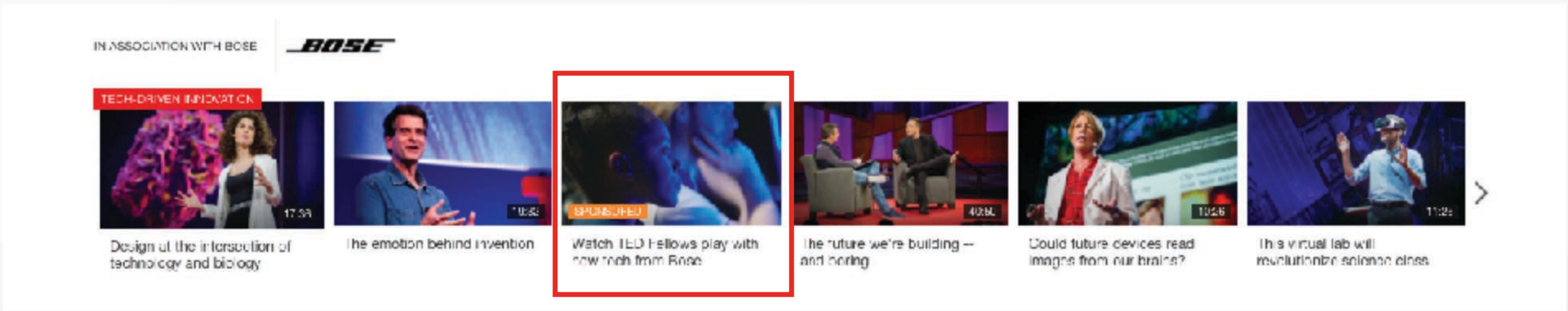


FORMATS

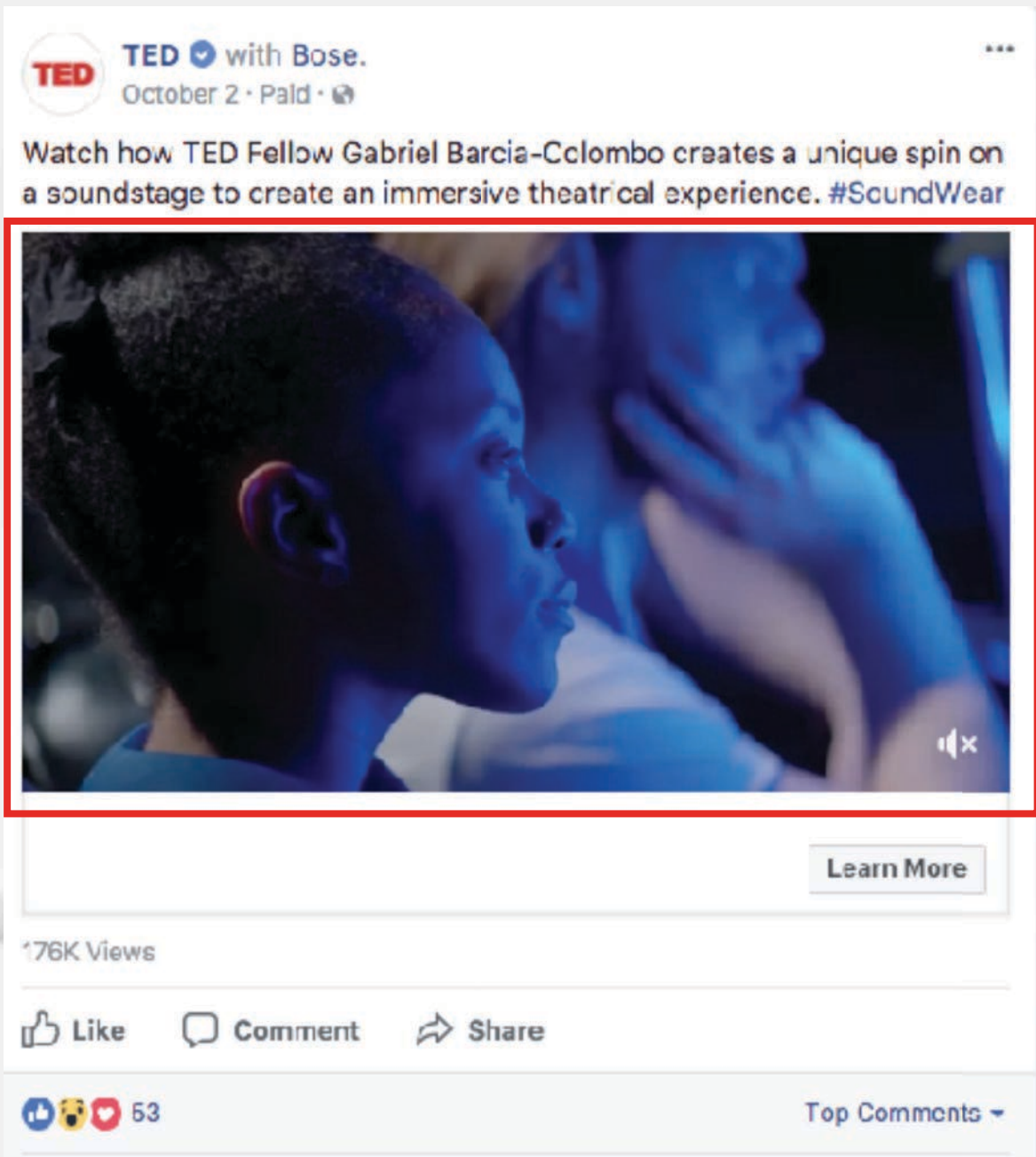
- Micro-documentaries
- Animated Shorts
- Ideas Shorts
- Infographics
- Conference Insights
- Conference Studio Content
- Custom Curated Playlists
- Translation + Versioning Services

DISTRIBUTION + AMPLIFICATION

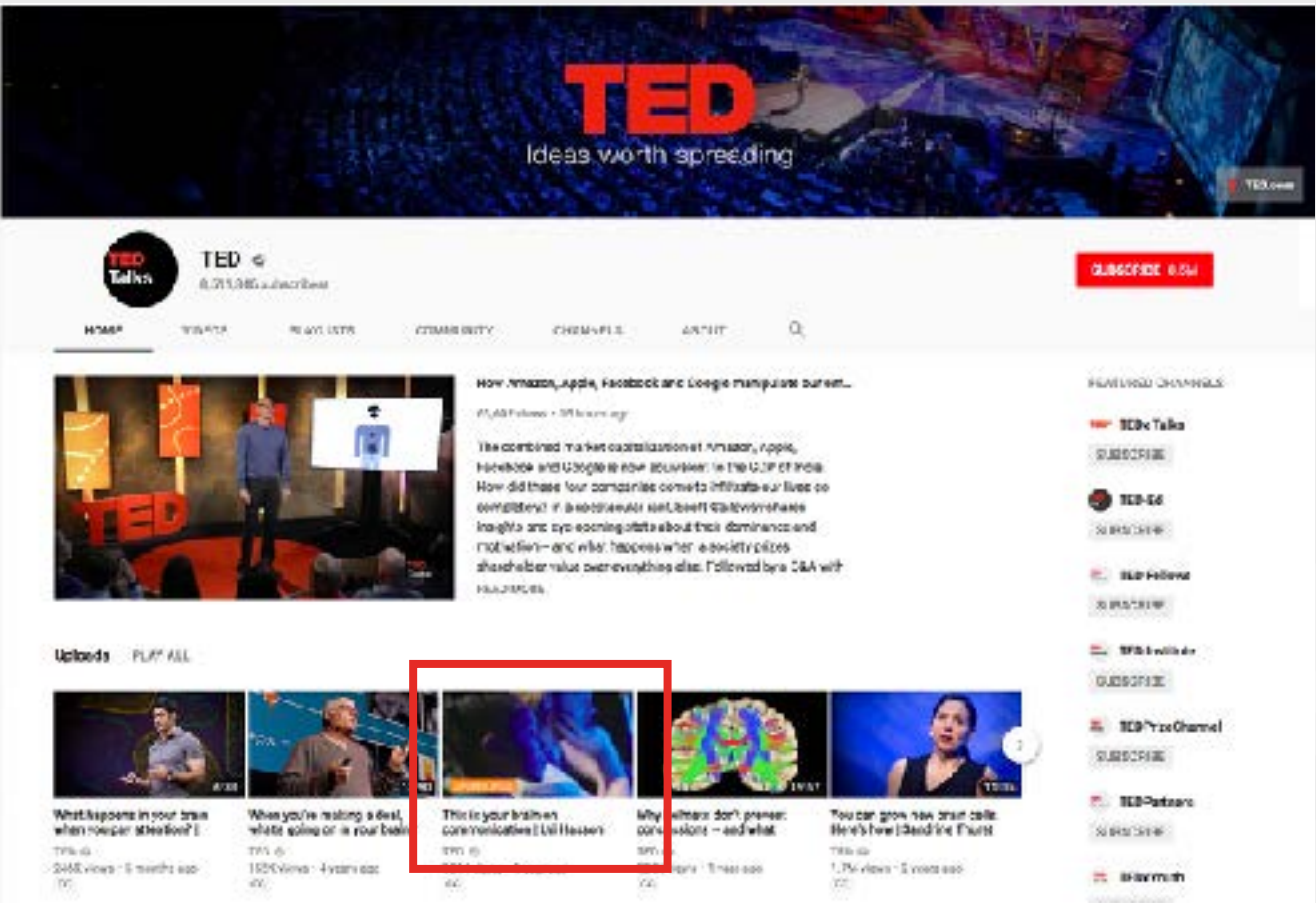
Sponsored Content



TED-OWNED + OPERATED



SOCIAL CHANNELS

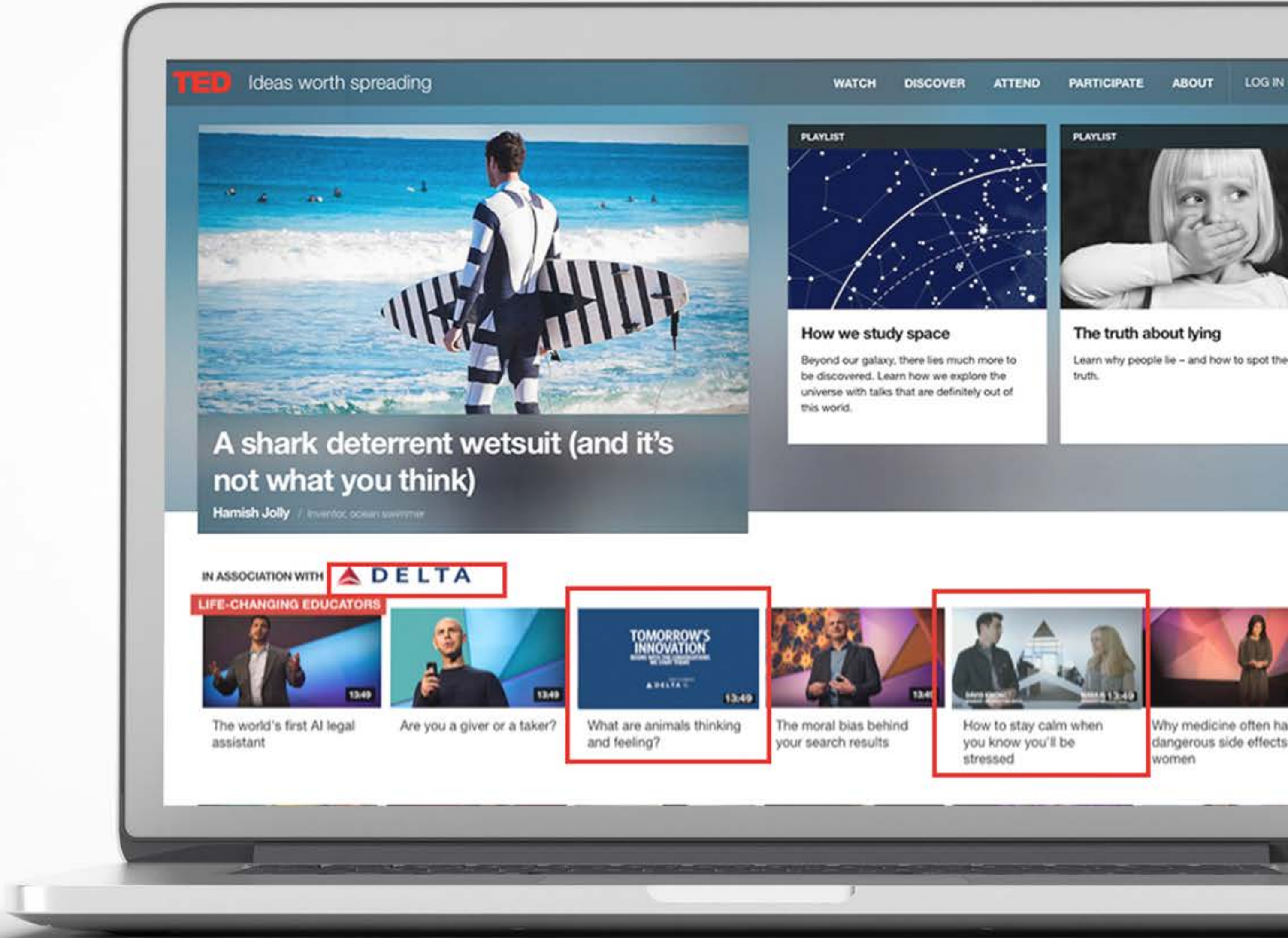


TED + PARTNER DISTRIBUTION



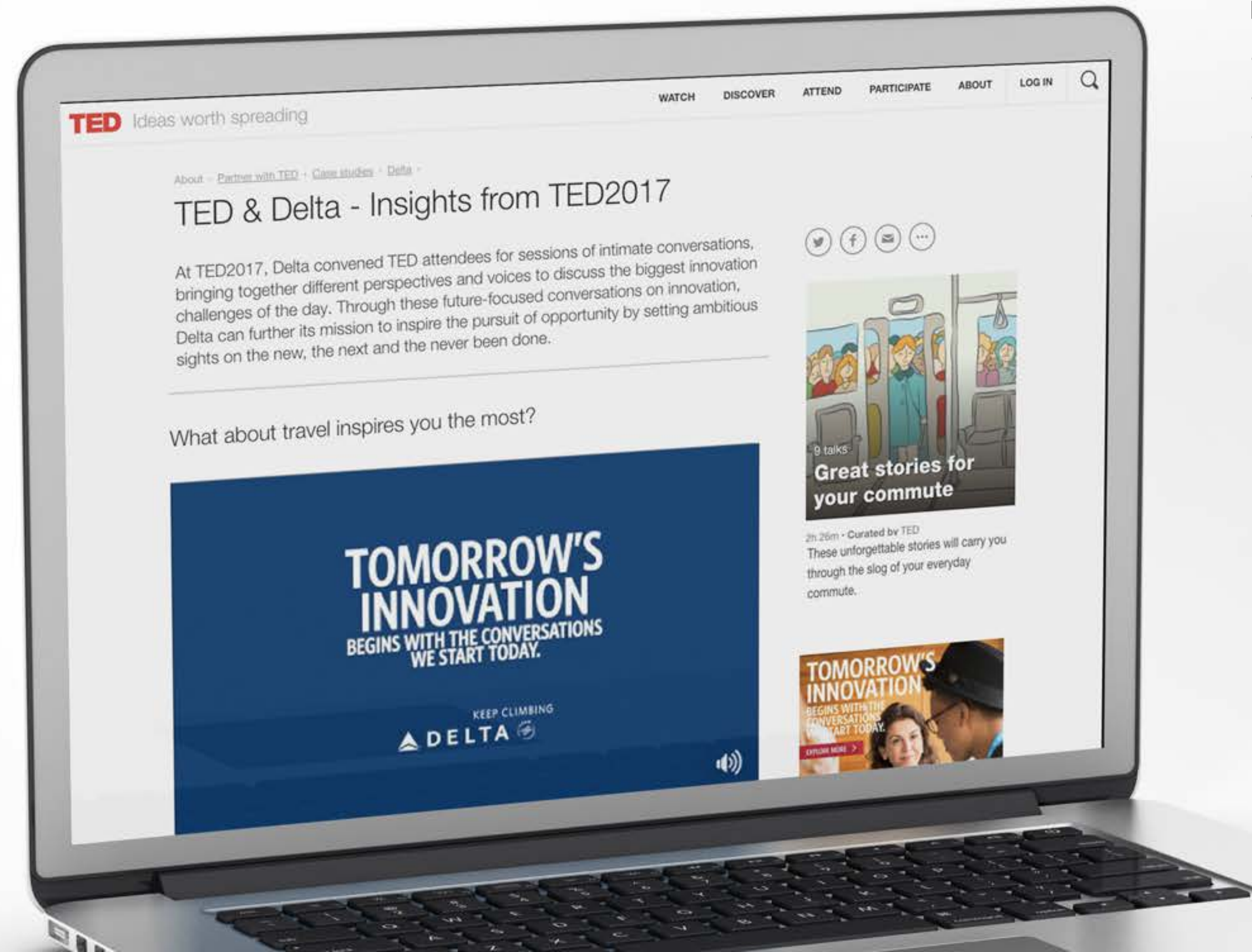
CUSTOM CONTENT INTEGRATION

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

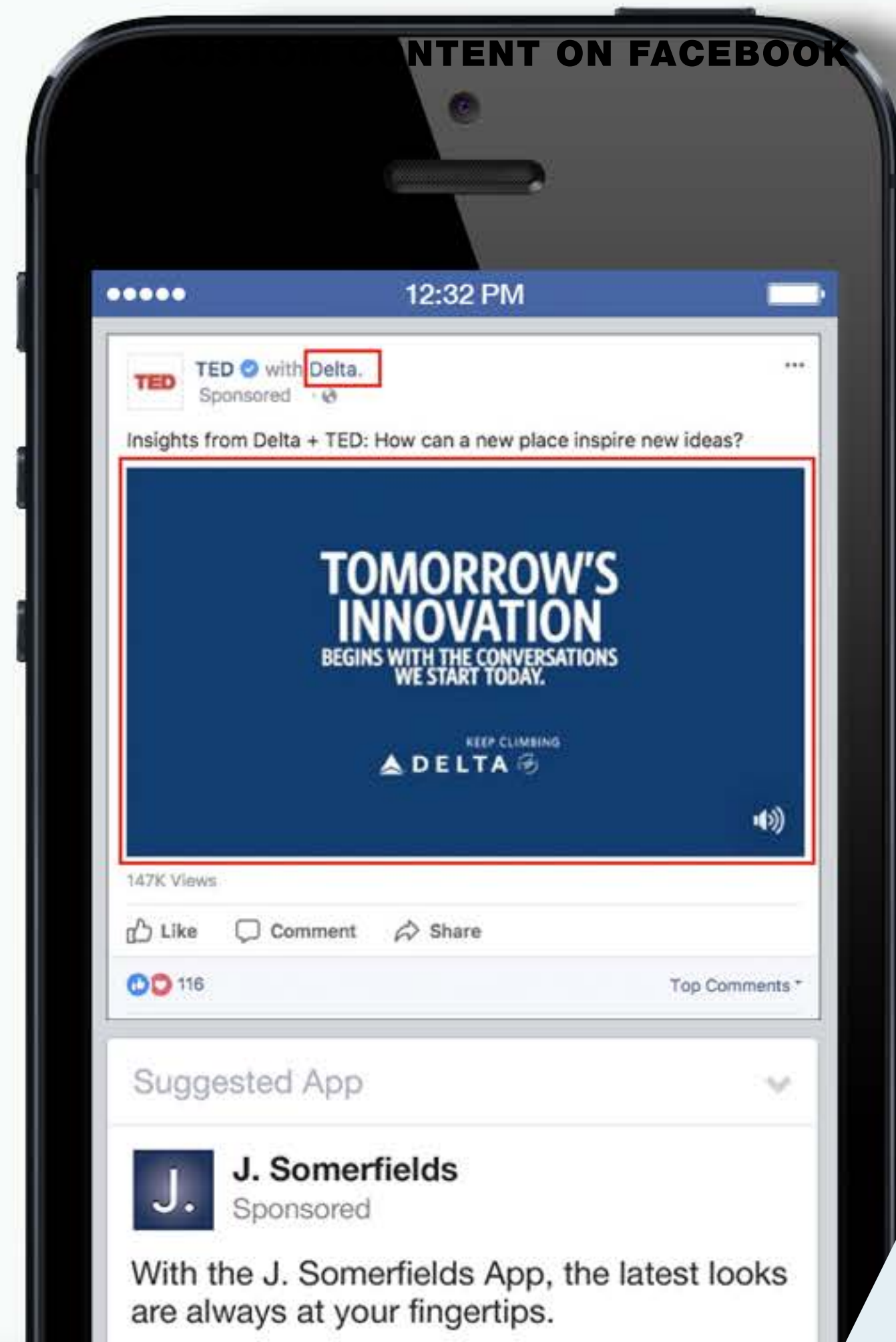
Partners have the ability to achieve scale and reach within our TED, TEDED and TED Partners channels on YouTube. Content will be featured within playlist and can be targeted to audience segments.



*non paid partner channels and social media

CUSTON 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.



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



TED

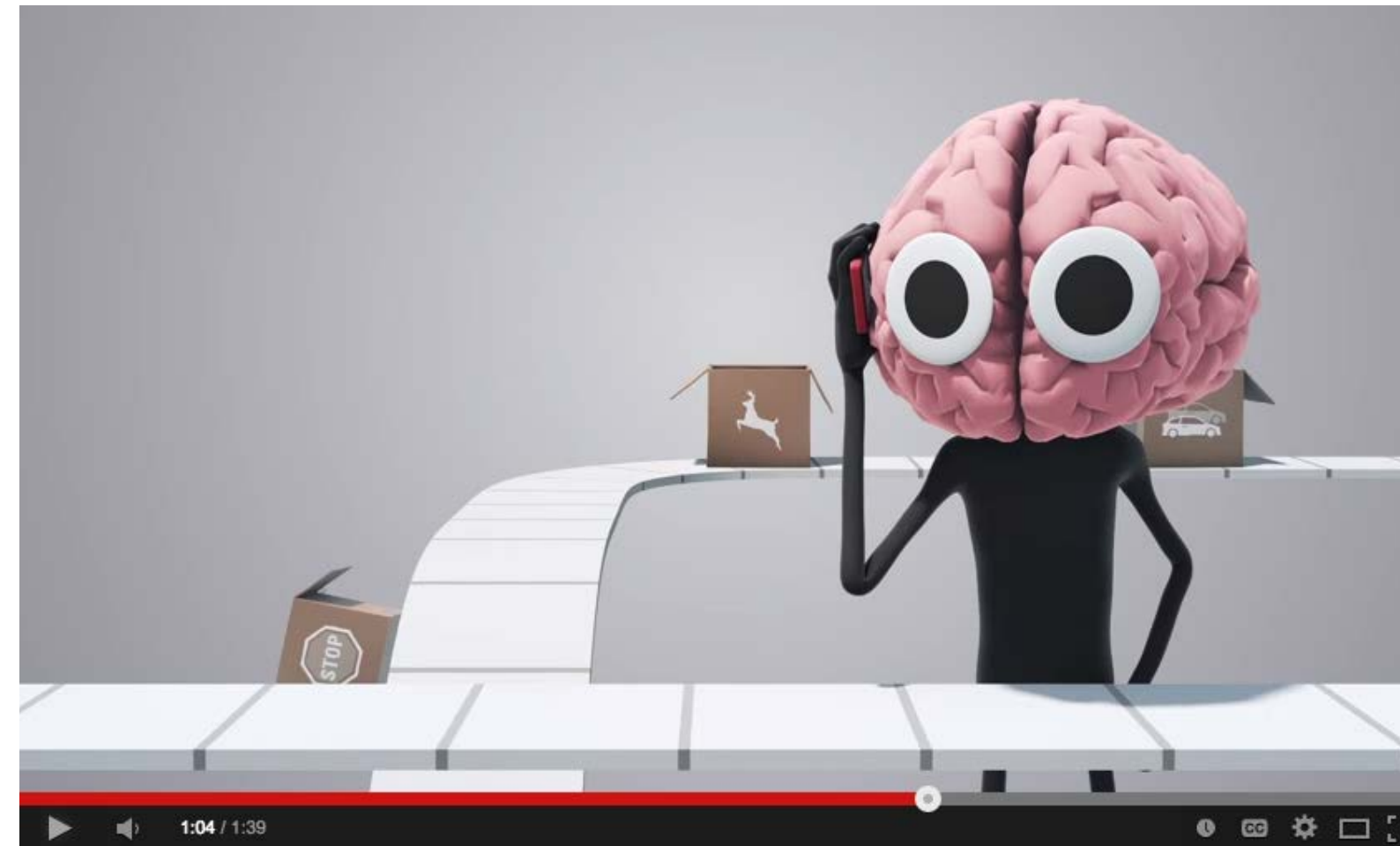
CUSTOM CONTENT CASE STUDIES

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 – is that one thing all agree, The Distracted Mind ranges from distraction on the road and speed to safety. A social on wheels, including a new game, a new book, and a new campaign, it's a new way to connect with teens with a relevant social message.

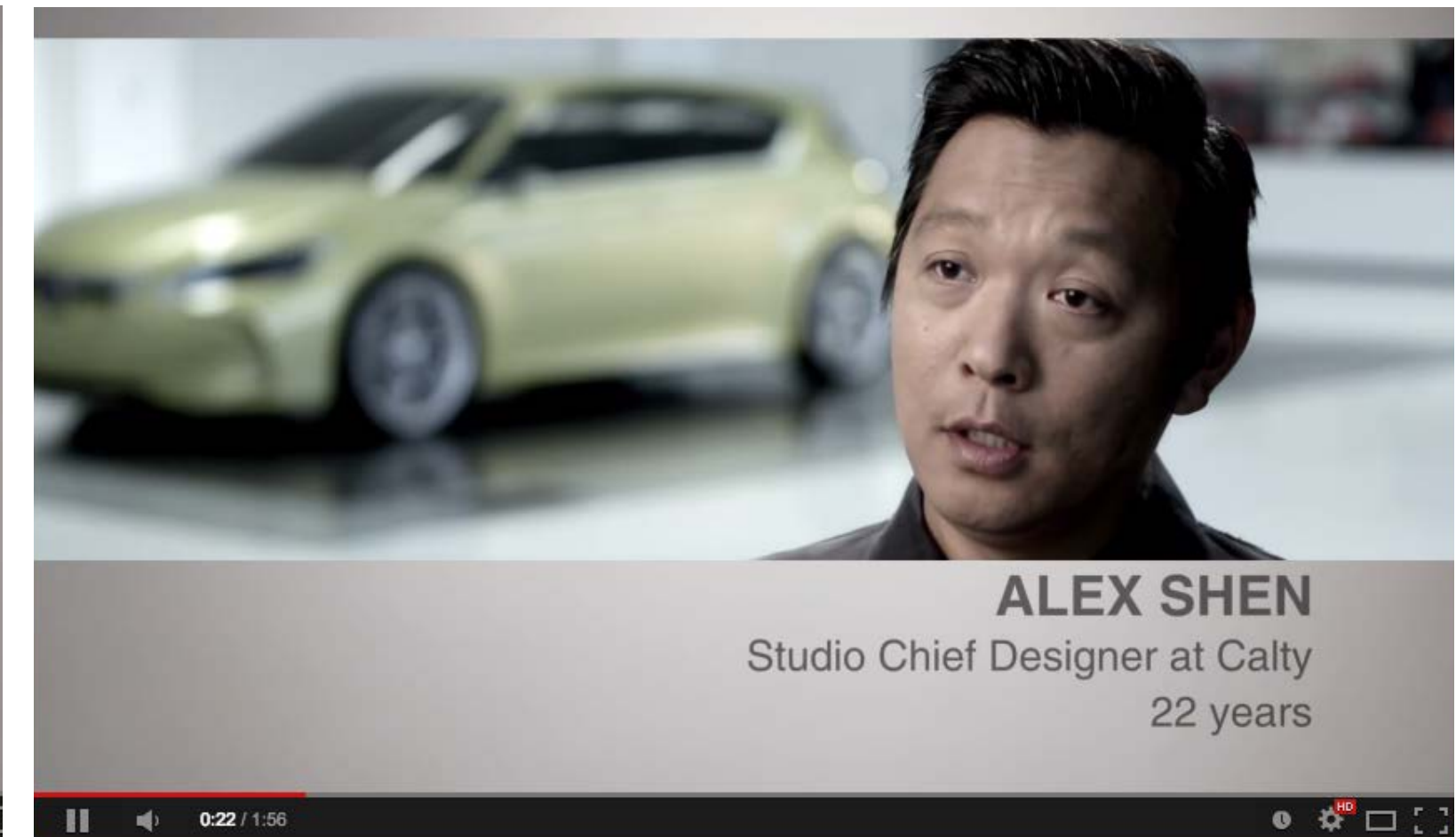


[youtube.com/watch?v=JQKELDNnzUQ](https://www.youtube.com/watch?v=JQKELDNnzUQ)

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

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](https://www.ted.com).



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-busting players of the new generation. Here, these ideas are shared: 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 whimsical search for lost gold in an underwater mine located in the foothills of the Sierra Mountains, ended with the discovery of something of an even greater value: A new commitment to adventure, exploration, and the idea of being a "maker." But everyone has the potential to transform the best of a job into a whole new way of life. But David Long did just that. Discovering that his talent in engineering wasn't only unique to him, but was a significant human need that connected us all, Long created an open-source, underwater robot—remote operated vehicle—that allowed for the most advanced in deep-sea exploration, exploration around the world.

With a gift for engineering, a growing curiosity, and the incredible possibility that they'd be able to find gold, Long and his business partner (and NASA engineer) Dr. David Long started to build an underwater robot that could explore the world's oceans. Though Long had an idea for a robot, what they didn't know was that the world of open-source was not only a reality, but a necessity. Long and his partner, Dr. David Long, were not only a reality, but a necessity. Long and his partner, Dr. David Long, were not only a reality, but a necessity. Long and his partner, Dr. David Long, were not only a reality, but a necessity.

After the story of his passion project in the New York Times, people really began to take notice. Long and his partner, Dr. David Long, were not only a reality, but a necessity. Long and his partner, Dr. David Long, were not only a reality, but a necessity. Long and his partner, Dr. David Long, were not only a reality, but a necessity. Long and his partner, Dr. David Long, were not only a reality, but a necessity.



The Great Connector Juliana Rotich

Juliana Rotich has arrived to stay true to three things her grandparents instilled in her as a child: make, fix, and help. The lessons are simple, but in Rotich's case, the execution of these 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 as well as innovative web tools. Rotich's mission, and therefore Ushahidi's mission, is to democratize information and empower individuals through increased connectivity.

The relevance and importance of Ushahidi's work was understood when, during the 2007 election, the Ushahidi team and their teaming software, Ushahidi, were able to highlight the election results in order for people to share their views. And recently, they developed and released Ushahidi, a tool for people and family to connect with each other in times of crisis. To Rotich, the impact of connecting people has never been more evident.

Across the remaining connected to the world is the key to success, and it's what makes Ushahidi, the most recent project from Rotich and the Ushahidi team in Africa, Africa as a global phone network, social network, and network of people that allows you to connect to the world and stay connected, no matter what the circumstances.

Rotich is also the founder of the Ushahidi, a Ushahidi team that serves as an open community for tech companies, innovators, and entrepreneurs. When hearing about Rotich's life and work, it's easy to see how just as rugged and resilient as the products she's created. She is a woman, a leader, and someone who tries to help people all over the world, and there's no doubt that her work would be great.

But, of course, she doesn't do it alone. "It's not always easy, but you have to surround yourself with a team that inspires, that motivates, and builds great technology. With that, you can partly make decisions and solve more people." Rotich said. Before finally encouraging everyone to "let's go to work with problems, and be grateful to humanity."



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

Hong Kong

youtube.com/watch?v=eHp3eK4Bw5U



Los Angeles/Washington DC

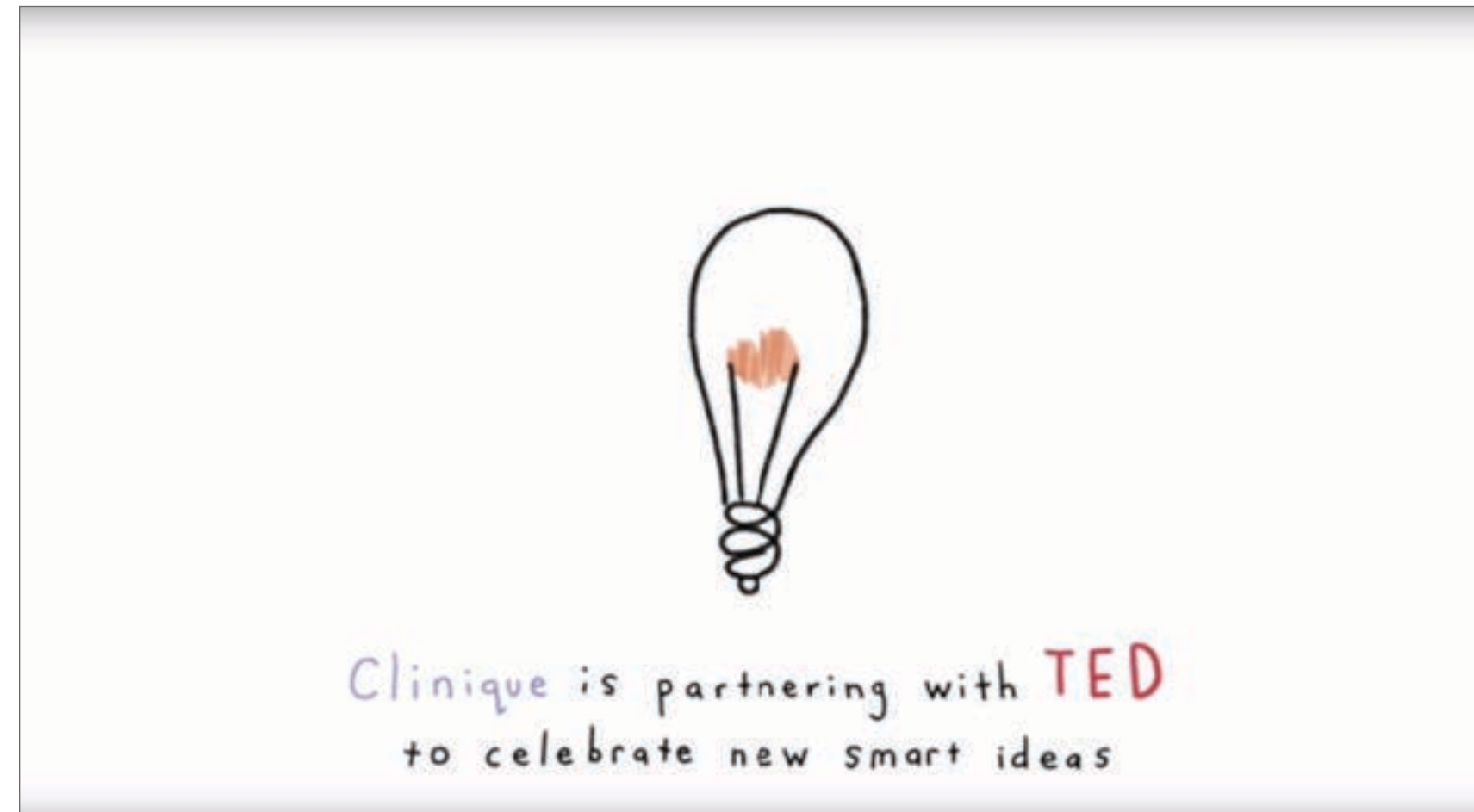
youtube.com/watch?v=VQc4nhOYHXo

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 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