

TEDPartnerships




TED

2019
MEDIA KIT

It begins with
an idea...

...and TED gives it a stage.



A partnership with TED has the power to
create change, to change minds and
perspectives and to shift cultures within
organizations.

OUR AUDIENCE

SMART | SAVVY | EARLY ADOPTING
OPEN MINDED | INTELLECTUALLY
CURIOUS | GAME CHANGING

62%

looking for ways
of thinking
about the world

76%

like to hear all
sides of an issue/
argument

75%

said the last TED
Talk they watched
had a positive
impact on their lives

26%

say a TED Talk
has led them
to change
their minds

index
228

First among
friends to be up-
to-date on
politics/current
events

THE HALO EFFECT

“ A TED Talk is presenting a problem, but it’s (also) presenting a solution. Or, it is saying, ‘We have a problem. How can we solve it?’”

—TED viewer

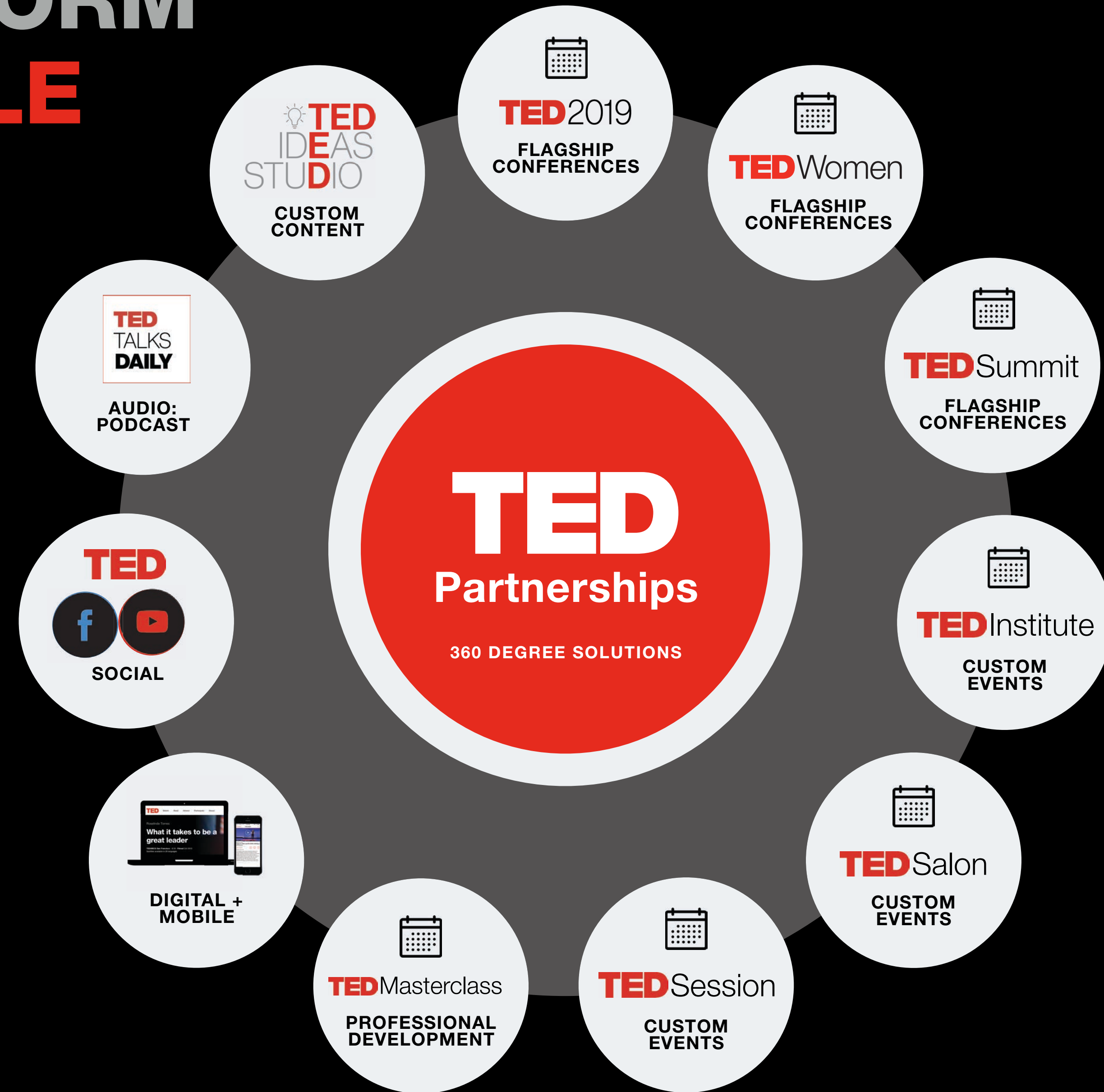
9/10

TED viewers trust
and are inspired by
TED content

66%

Of these same
viewers feel that our
advertisers share
TED’s values

CROSS-PLATFORM REACH + SCALE





From the TED stage to the global stage

TED amplifies the ideas coming off the stage and the Partner's content across digital, audio and social platforms—giving everyone a front row seat.

Digital + Apps



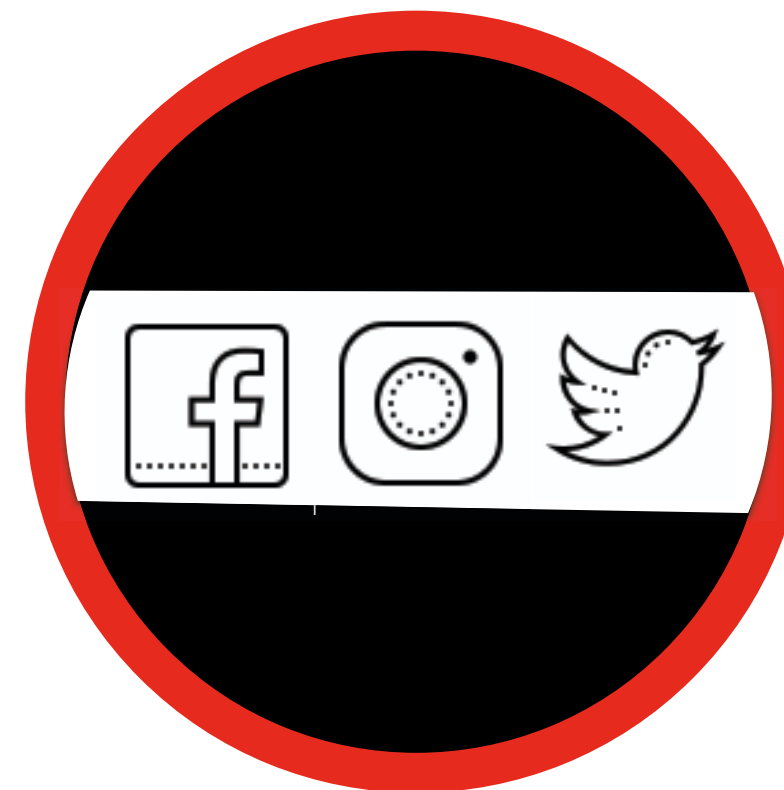
17M
uniques

YouTube



44M
viewers

Social

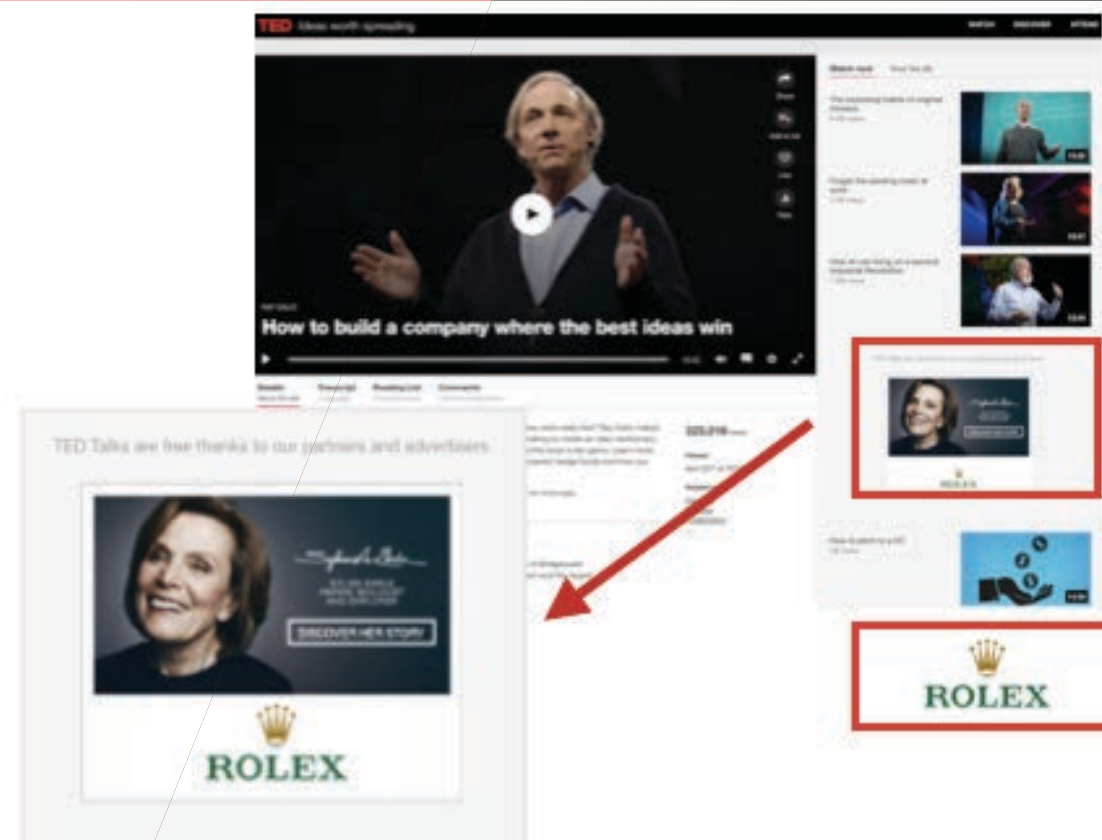


43M
followers

Audio



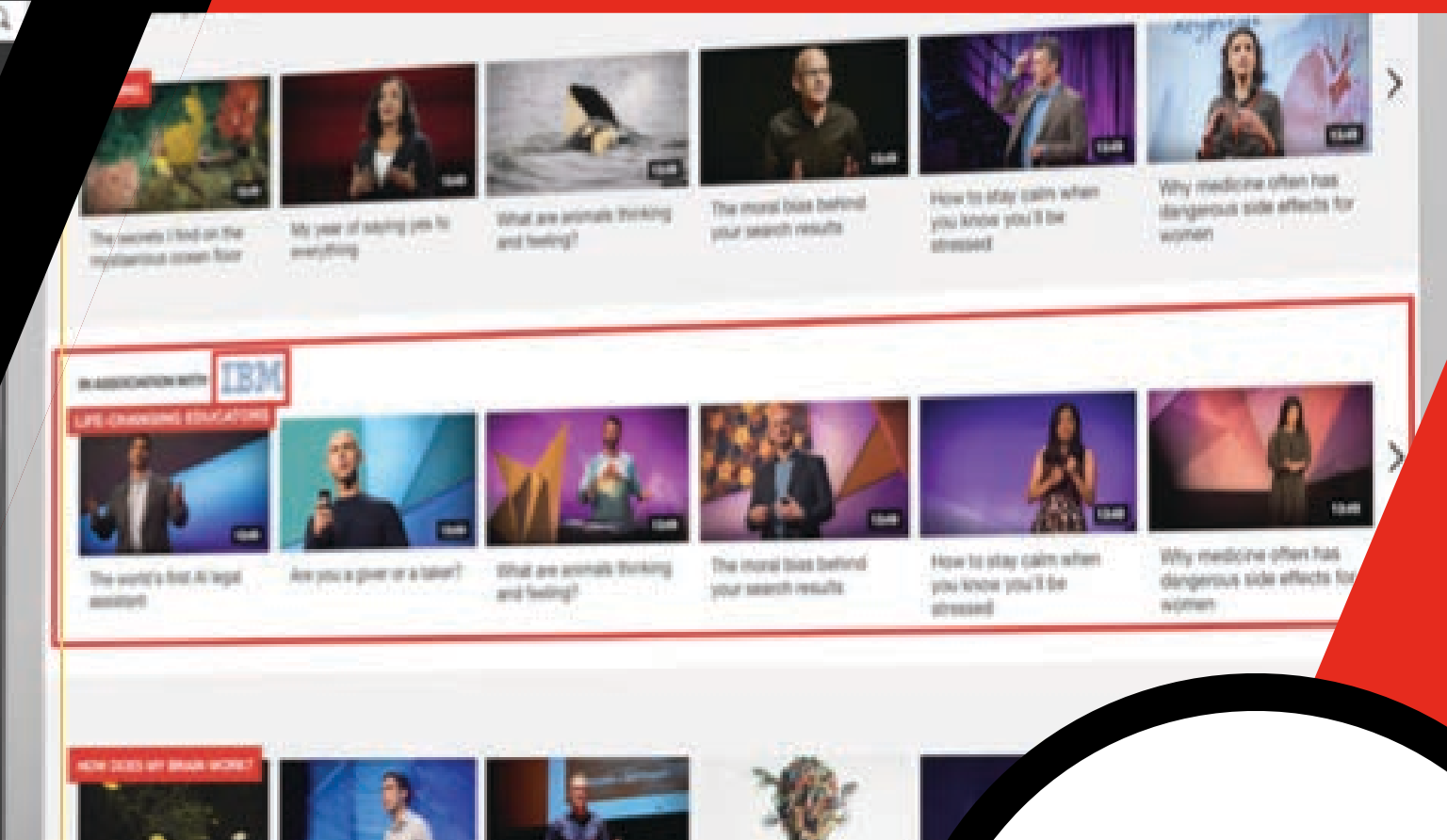
20M
monthly downloads



Content Sponsorship



Targeted Playlist



Sponsored Ribbons

TED MEDIA

**Nearly 50%
of TED fans
have shared a TED
Talk in the last
12 months**

Content Sponsorship

100% Share of Voice surrounding a TED Talk, or TED Original Series, across desktop and mobile

- Pre-roll slate: title card (:03s)
- Post-roll video (:15 seconds – 4:00 minutes)
- Companion ad and logo (300x250 + 120x60)
- ROS 300x250 display ads

Targeted Playlists

Content curated around a specific topic, area of interest or category

- Pre-roll slate
- Post-roll video
- Companion ads
- Playlist logo unit

Premium Placements and Sponsored Ribbons

- Target premium content on the Homepage as well as subsequent Talk pages
- Dedicated TED Ideas blog posts
- Arranged by theme or contextually relevant ribbons, with branding and Partner mention

Newsletter: Daily + Weekly

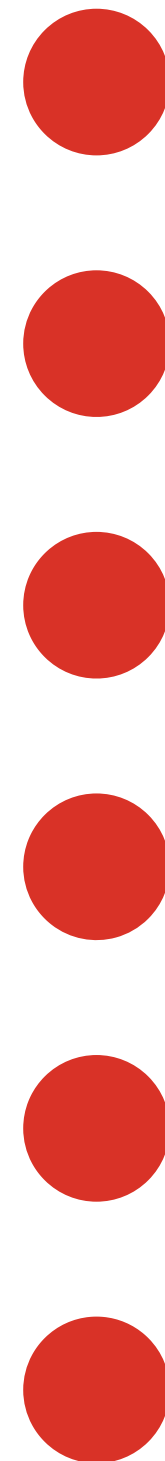
- Logo placement and ad unit
- Talk of the Day
- Playlist of the day
- Custom sponsorship – native integration
- Newsletter takeover (all of above)

Subscribers

- **Daily – 1.2M**
- **Weekly – 2.3M**

TED AMPLIFY SOCIAL OFFERINGS

TRENDING SOCIAL POSTS



FACEBOOK

Opportunities

- Handshake linking back to Facebook
- Logo overlay
- Alignment with trending posts
- Social slide shows
- Animated gifs

Targeting capabilities

- Location
- Demo: Age and gender
- Interests
- Behaviors



YOUTUBE

Opportunities

- :06s to :15 seconds pre-roll
- Added value 300x60
- Pre-roll includes non-skippable or skippable across TED, TED-Ed and TEDx channels on YouTube

Targeting capabilities

- Demo: Age, gender
- Content: network, video
- Device
- Geo
- Language

Channel targeting

- TED: 11.8M subscribers
- TEDx: 15.4M subscribers
- TED-Ed: 7.9M subscribers
- Runs across all TED channels

TED ORIGINALS (EDITORIAL)

TED’s editorial team reaches new audiences through platform-specific video, podcast and interactive story-forms.

Sponsorship:

- Editorial Promotion across TED Ecosystem
- Branded Editorial Section on [TED.com](https://www.ted.com)
- Distribution across TED YouTube Channels and within Facebook Watch
- Title Card Intro and End Slate Custom Content
- Media exposure across TED



TED’s in-house brand studio offers partner’s the opportunity to tap into our powerful storytelling expertise to ideate, produce, and distribute original custom content.



Innovative Story Formats:

- Micro-documentary films
- Spotlight videos
- Animated films, shorts and gifs
- Social slideshows
- Audio shorts

Distribution + Amplification:

- Homepage and contextually relevant ribbons
- Custom landing page
- TED Amplify (Facebook)
- YouTube: TED, TED-Ed and TED Partners channels in playlist with audience targeting
- Traffic drivers on Talks, Playlists, Blog posts



BOSE | THE HOLLADAY BROTHERS

TOMMY HILFIGER | FASHION IS FUEL FOR INNOVATION

PREMIUM PODCAST

SPONSORSHIP & CONTENT

TED
TALKS
DAILY

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.

20M

monthly downloads

85%

episode completion rate

Source: Podtrac Analytics 2H 2017 // NPR Analytics via Podtrac 2H 2017 | Data reflects global reach

RUN OF PODCAST

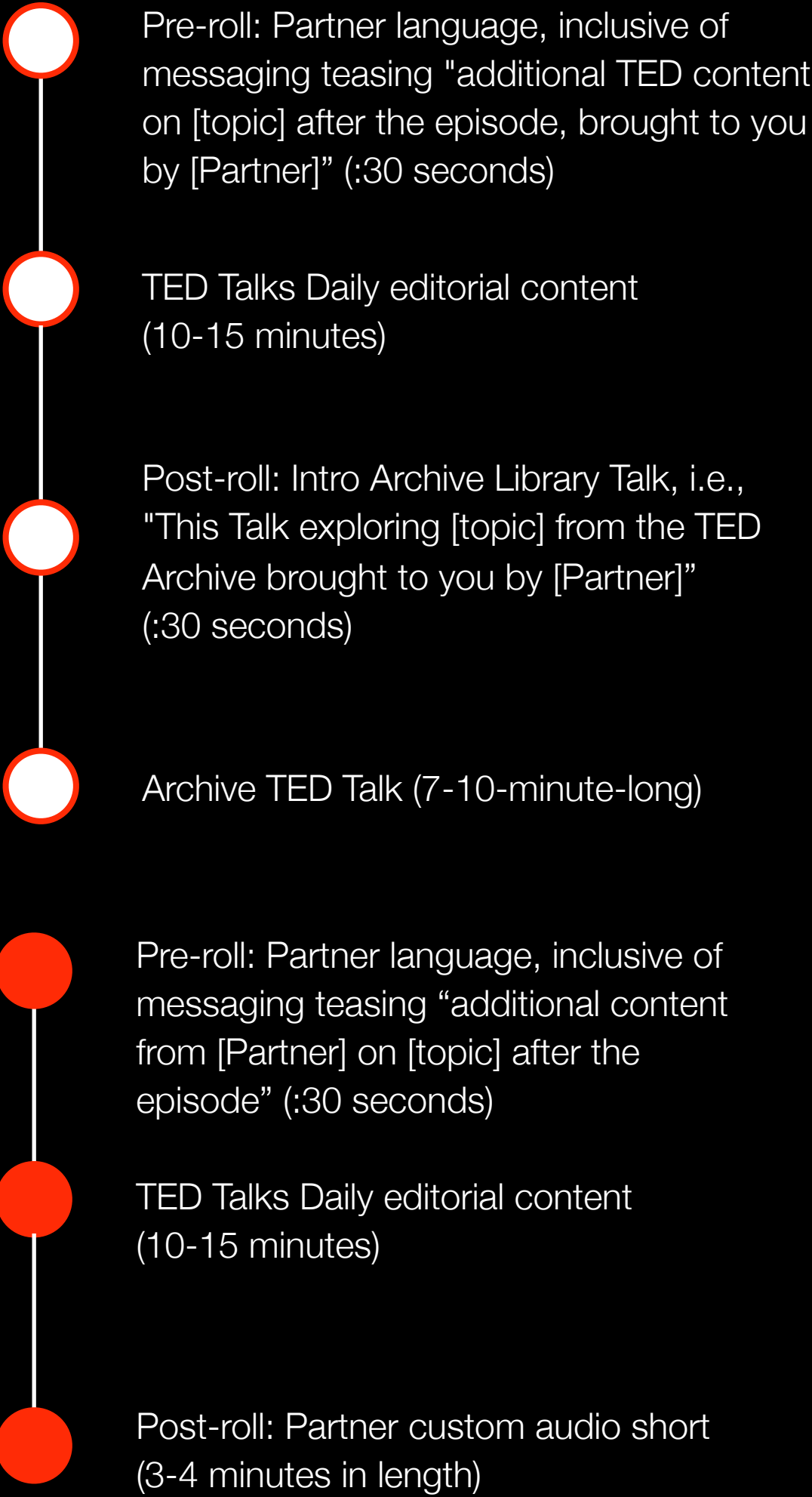
- Dynamic **pre-roll** and **post-roll** opportunities (geo & thematically targeted)
- Standard ad copy recording (:15s and :30s)

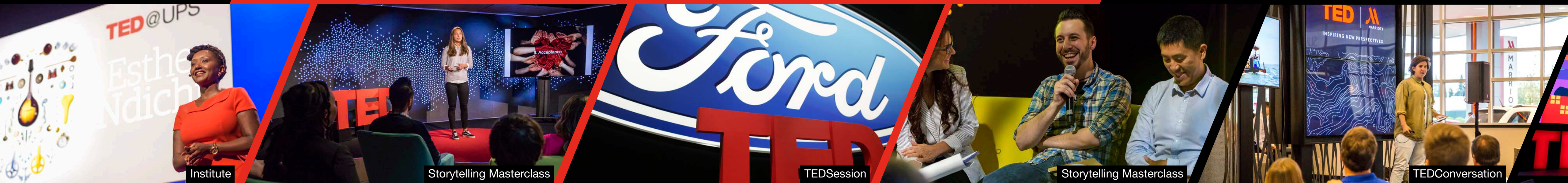
EPISODE TAKEOVER with archived segment

Align Partner message in a high-impact sponsorship consisting of a custom produced pre-roll and post-roll as well as a thematically-curated archived TED Talk, presented by the partner.

CUSTOM AUDIO SHORTS

Tells a partner's story with a custom audio short, crafted by TED's editorial team—to live within a sponsored editorial podcast.





360 DEGREE OPPORTUNITIES

Customized solutions to support Thought Leadership, Professional Development, Recruiting, Cultural Transformation, Compelling Content.

LIGHTS! CAMERA! ACTIVATE!

TED Institute

Immersive program that injects TED's inventive creative process for idea sourcing and sharing into the world's most dynamic corporations and foundations. The culmination of this process is a full TED conference from your organization.

TED Masterclass

Proprietary professional development program that leverages the TED signature format for interactive training within the Partner's organization—designed to directly impact business communication.

TEDSalon

An exclusive TED Talk experience, curated to align with the Partner's mission, including a speaker from the organization. Speaker coaching, content curation, official TED event experience, and content distribution. 4-6 Talks.

TEDSession

Exclusive TED Talk experience inserted into the Partner's existing function/event, curated around a relevant theme utilizing network of TED Fellows. 3-4 Talks from previous TED speakers.

TEDConversation

TED hosted dialogue with two TED Fellows focusing on a particular subject that aligns with the partner's messaging and Fellows' expertise.

FLAGSHIP CONFERENCES

Where the ideas
are as powerful
as the audience.

**TED
Women**

November 2018

**TED
2019**

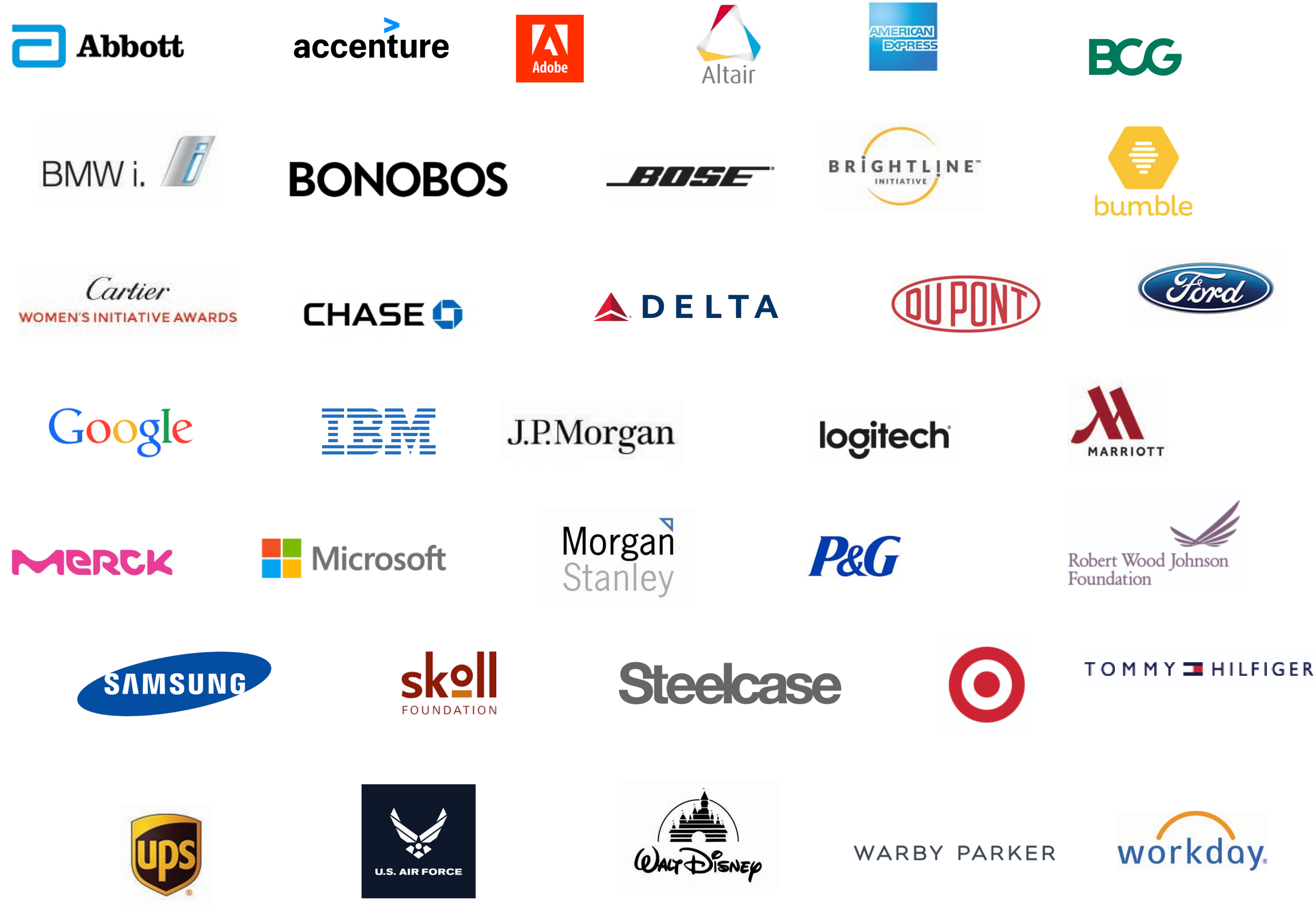
April 2019

**TED
Summit**

July 2019

representing
tech
media
entertainment
venture capital
professional services
science
education
art and design

IN GOOD COMPANY



LET'S TALK!

Place your brand in the center of a global conversation focused on influencing positive change.

Contact us at partnerships@ted.com