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

It begins with an idea...

...and TED gives it a stage.
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
228 First among friends to be up-to-date on politics/current events

Source: TED Conferences Audience Study 2018, comScore 9/18
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

Source: TED Conferences Audience Study 2018
CROSS-PLATFORM REACH + SCALE

TED Partnerships
360 DEGREE SOLUTIONS
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.

Source: Google Analytics, Q1-Q3 2018; YouTube Analytics, last 90 days; NPR
**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

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

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
- Distribution across TED YouTube Channels and within Facebook Watch
- Title Card Intro and End Slate Custom Content
- Media exposure across TED

CUSTOM CONTENT

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
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

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.

Source: Podtrac Analytics 2H 2017 // NPR Analytics via Podtrac 2H 2017 | Data reflects global reach
TED Session
Exclusive TED Talk experience inserted into the Partner’s existing function/event, curated around a relevant theme utilizing network of TEDFellows.

3-4 Talks from previous TED speakers.

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

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 Salon
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.

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

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.

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

360 DEGREE OPPORTUNITIES

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

Abbott
accenture
Adobe
Altair
American Express
BCG
BMW i
BONOBOS
BOSE
Brightline
bumble
Cartier
CHASE
DELTA
DUPONT
Ford
Google
IBM
J.P. Morgan
logitech
Merck
Microsoft
Morgan Stanley
P&G
Robert Wood Johnson Foundation
SAMSUNG
skoll
Steelcase
Target
Tommy Hilfiger
UPS
U.S. Air Force
Warby Parker
Workday

WOMEN'S INITIATIVE AWARDS
LET’S TALK!

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

Contact us at partnerships@ted.com