

TEDPartnerships




TED

2019
MEDIA KIT

IT BEGINS WITH AN IDEA

...and TED
gives it a stage.

A wide-angle photograph of a TED talk event. A speaker stands on a circular red stage, addressing a large, dimly lit audience seated in a semi-circle. The background features a large screen displaying a landscape image, and the iconic red TED logo is visible on the right side of the 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 new
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

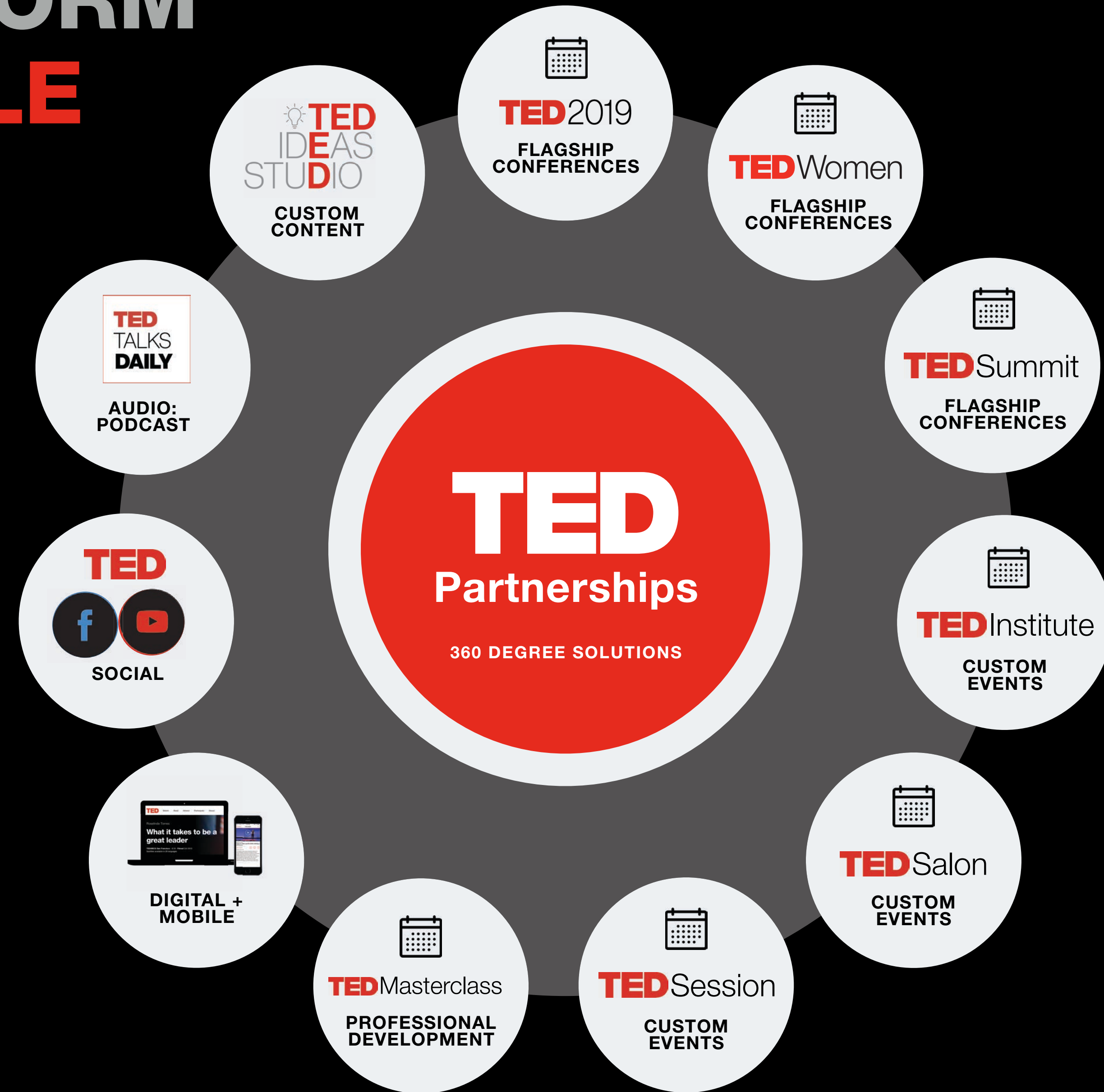
9/10

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

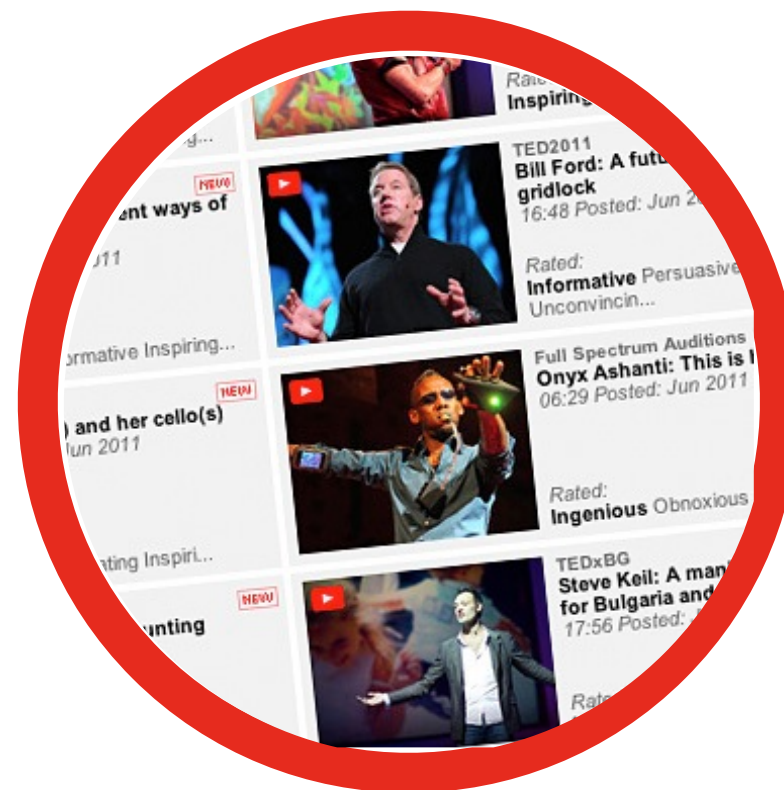
TED amplifies the ideas coming off the stage and the Partner's content across digital, audio and social platforms—giving everyone a front row seat.

Digital + Apps



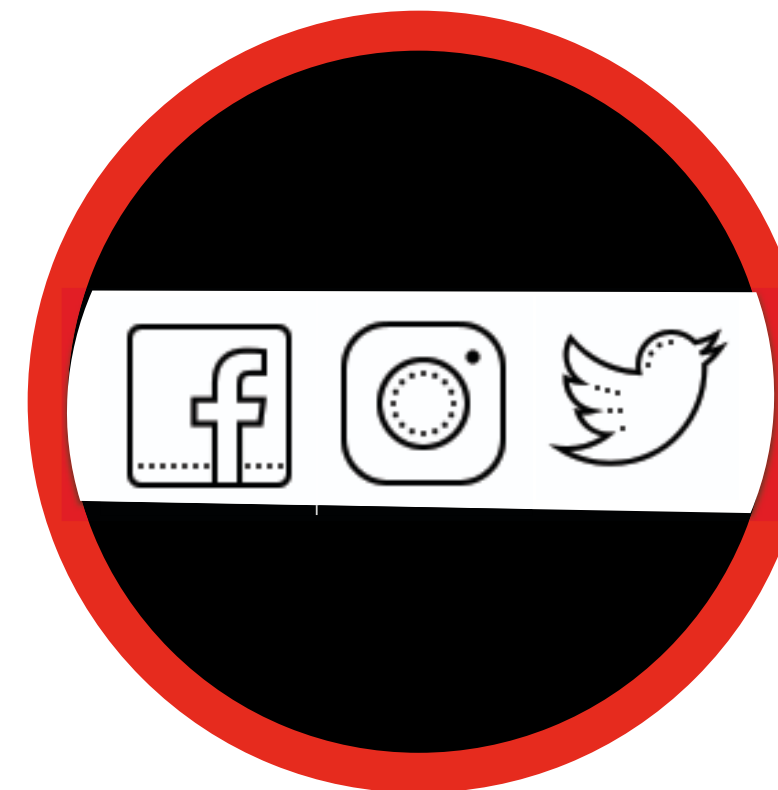
17M
uniques

YouTube



44M
viewers

Social

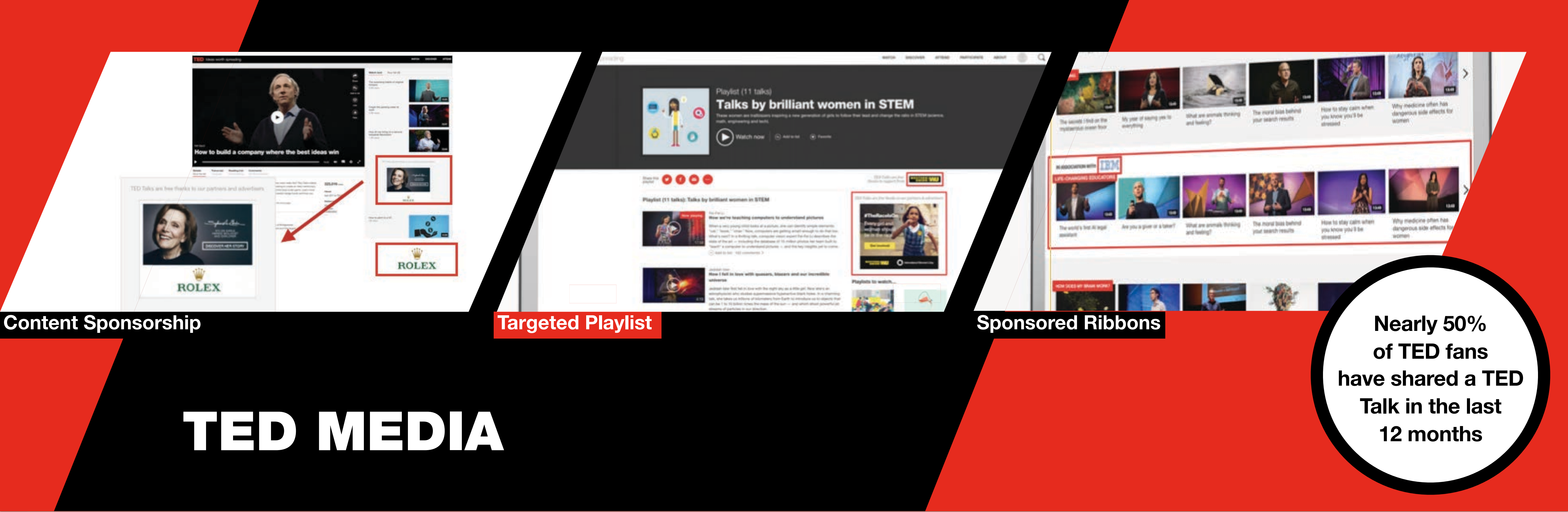


43M
followers

Audio



17M
monthly downloads



TED MEDIA

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 minutes)
 - Companion ad and logo (300x250 + 120x60)
 - ROS 300x250 and 300x250 display ads

Targeted Playlists

- Content curated around a specific topic, area of interest or category
- Pre-roll slate
 - Post-roll video
 - Companion ad
 - Playlist logo unit
 - Social post driving to playlist
 - 100% SOV of Talks within the playlist
 - Partner logo on Talks pages within playlist

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
- 100% SOV of Talks featured within Sponsored Ribbon
- Ability to add ‘sponsored’ tile which can link to partner landing page featuring custom content or sponsor’s site

Newsletter: Daily + Weekly

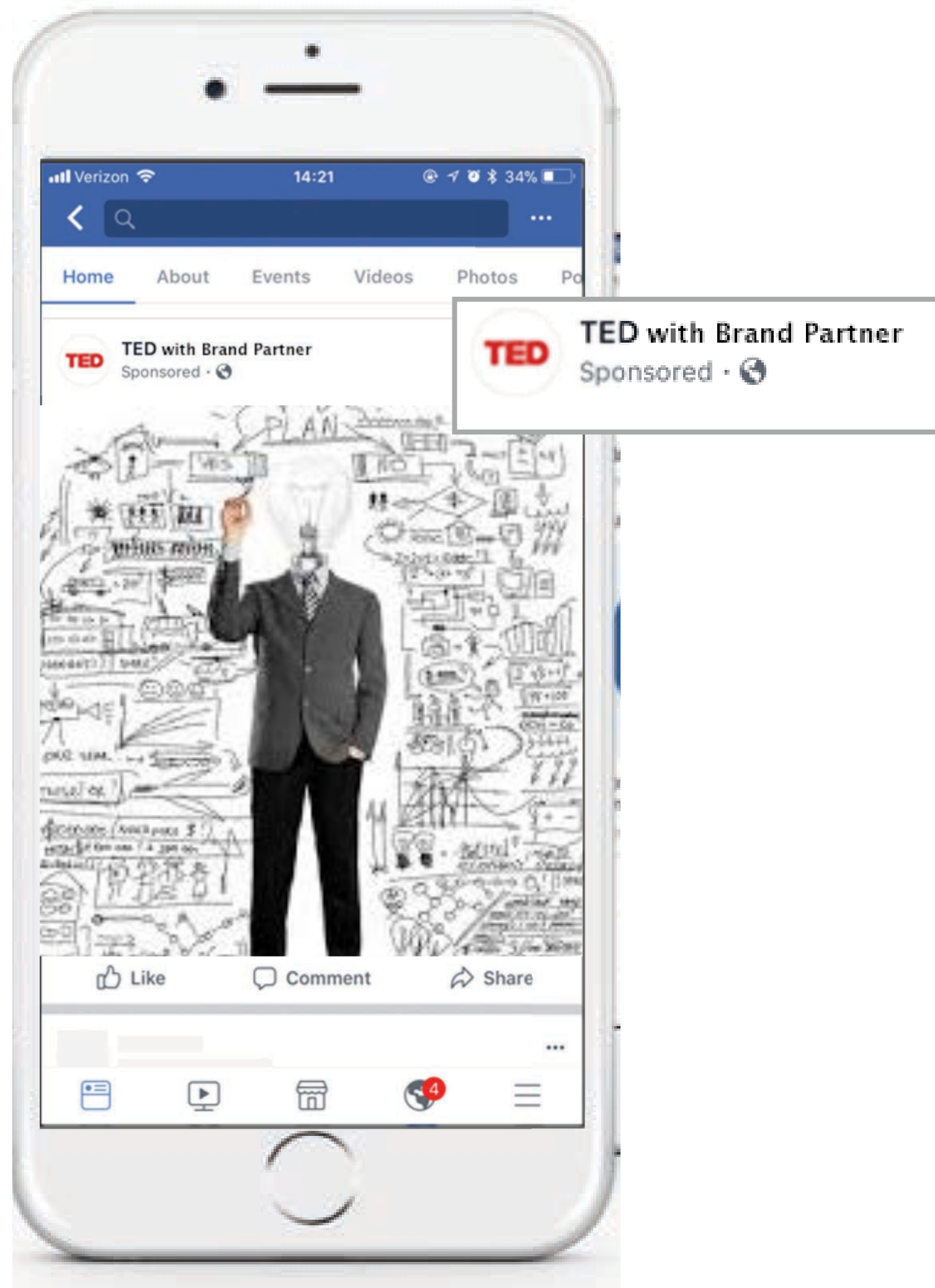
- Logo placement and ad unit
- Talk of the Day
- Playlist of the day
- Custom sponsorship—native integration
- Newsletter takeover (all of above)

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

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



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

- 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.

17M

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.

- Pre-roll: Partner language, inclusive of messaging teasing "additional TED content on [topic] after the episode, brought to you by [Partner]" (:30 seconds)
- TED Talks Daily editorial content (10-15 minutes)
- Post-roll: Intro Archive Library Talk, i.e., "This Talk exploring [topic] from the TED Archive brought to you by [Partner]" (:30 seconds)
- Archive TED Talk (7-10-minute-long)

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.

- Pre-roll: Partner language, inclusive of messaging teasing "additional content from [Partner] on [topic] after the episode" (:30 seconds)
- TED Talks Daily editorial content (10-15 minutes)
- Post-roll: Partner custom audio short (3-4 minutes in length)



CUSTOM EVENT SOLUTIONS

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

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.

TED Institute
Immersive program that injects TED’s inventive creating process for idea sourcing and sharing into the world’s most dynamic corporations and foundations.

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

TED Dialogues
TED hosted conversation with two TED Fellows focusing on a particular subject that aligns with the Partner's messaging and Fellows’ expertise.

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.

FLAGSHIP CONFERENCES

Where the ideas
are as powerful
as the audience.

**TED
Women**

December 2019

**TED
2019**

April 2020

**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