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 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
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

9/10
TED viewers trust and are inspired by TED content.

66%
Of these same viewers feel that our advertisers share TED’s values.

“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

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.

**Digital + Apps**
- 17M uniques

**YouTube**
- 44M viewers

**Social**
- 43M followers

**Audio**
- 17M monthly downloads

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 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

Nearly 50% of TED fans have shared a TED Talk in the last 12 months
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 AMPLIFY SOCIAL OFFERINGS
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
- 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
TED Talks Daily delivers some of the world’s leading thinkers and doers directly from TED conferences and events around the world.

TED Talks Daily

17M

monthly downloads

85%

episode completion rate

PREMIUM PODCAST SPONSORSHIP & CONTENT

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

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

Source: Podtrac Analytics 2H 2017 // NPR Analytics via Podtrac 2H 2017 | Data reflects global reach
## CUSTOM EVENT SOLUTIONS

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

<table>
<thead>
<tr>
<th><strong>TEDSaon</strong></th>
<th>TED Institute</th>
<th>TEDSession</th>
<th>TED Masterclass</th>
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<tbody>
<tr>
<td>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.</td>
<td>Immersive program that injects TED’s inventive creating process for idea sourcing and sharing into the world’s most dynamic corporations and foundations.</td>
<td>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.</td>
<td>Proprietary professional development program that leverages the TED signature format for interactive training within the Partner’s organization—designed to directly impact business communication.</td>
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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