

# 2020 MEDIA KIT

**TED**Partnerships

**TED**





**IT BEGINS  
WITH AN IDEA**

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...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

index  
228

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



# THE HALO EFFECT

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“ 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

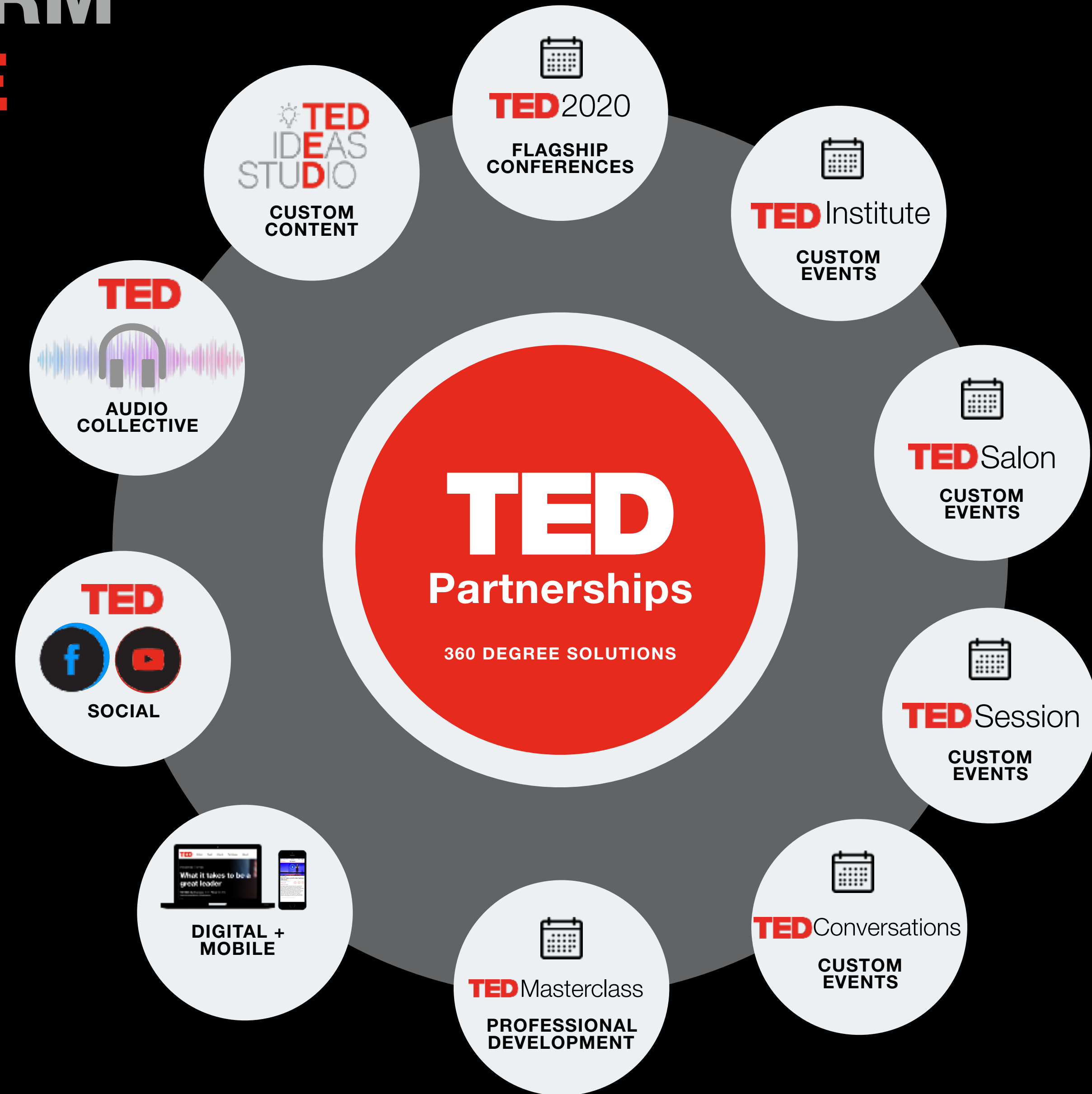
66%

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



# CROSS-PLATFORM REACH + SCALE

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# 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



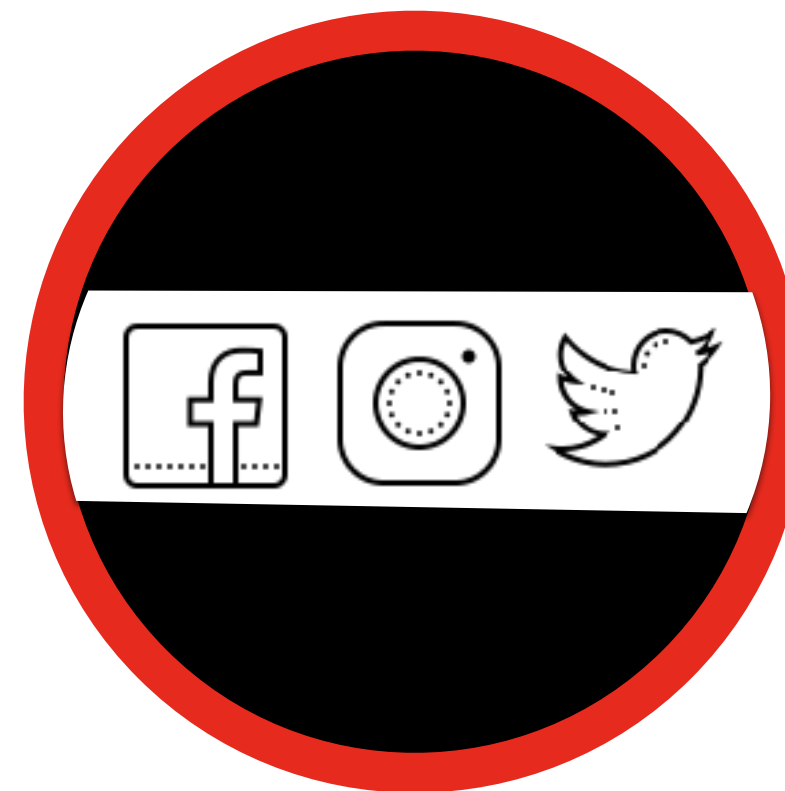
**19M**  
uniques

YouTube



**54M**  
viewers

Social



**45M**  
followers

Audio



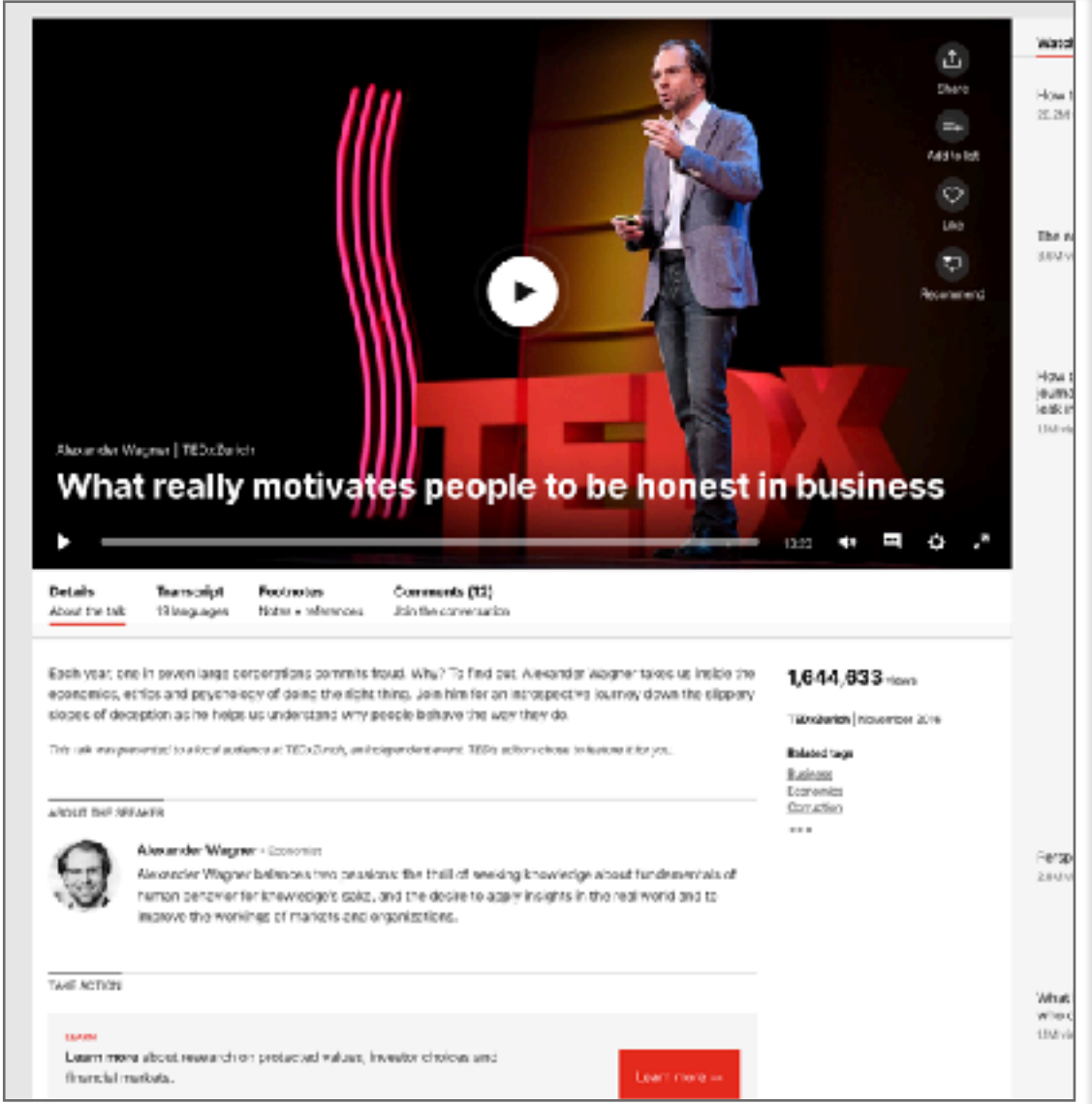
**59M**  
monthly downloads



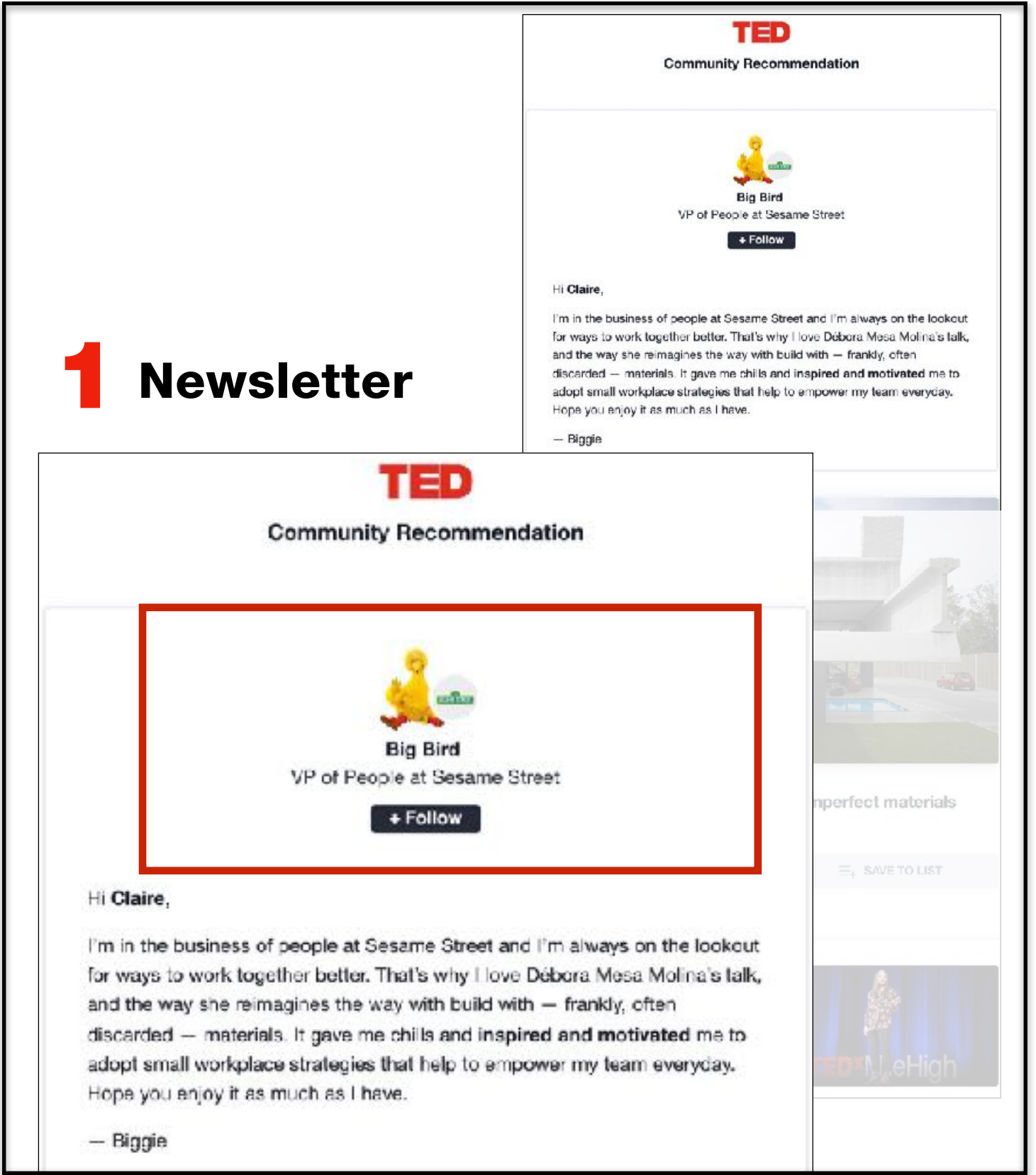
# TED RECOMMENDS

A global community of 7.3M+ subscribers, each receiving weekly TED Talks recommendations based on self-selected interests and motivations, as curated by members of the TED community.

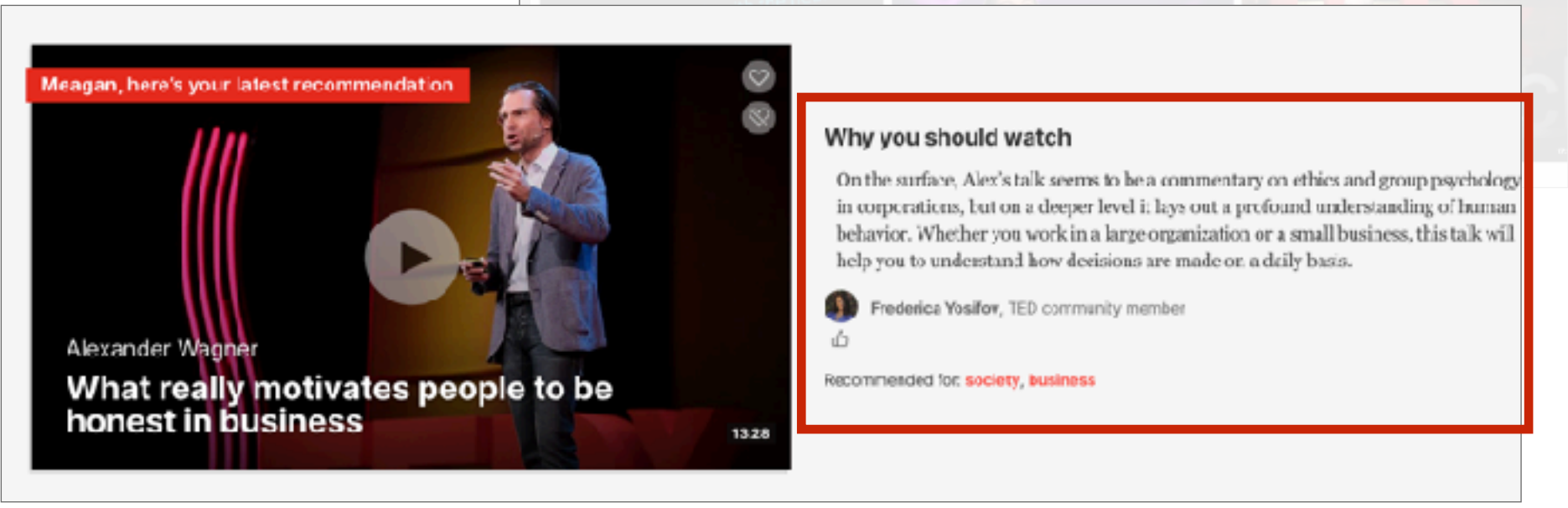
## 3 Video Talk Page



## 1 Newsletter

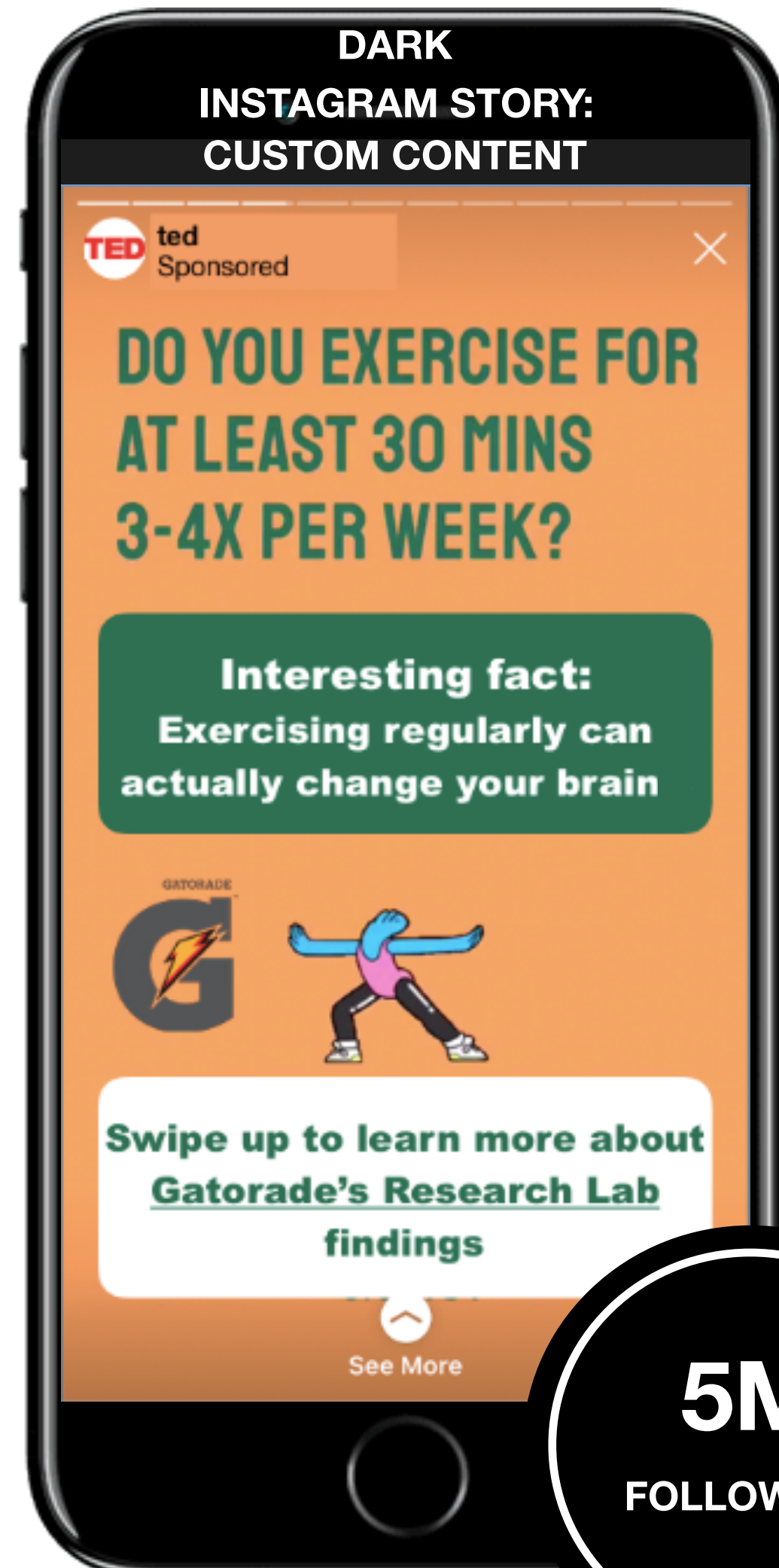
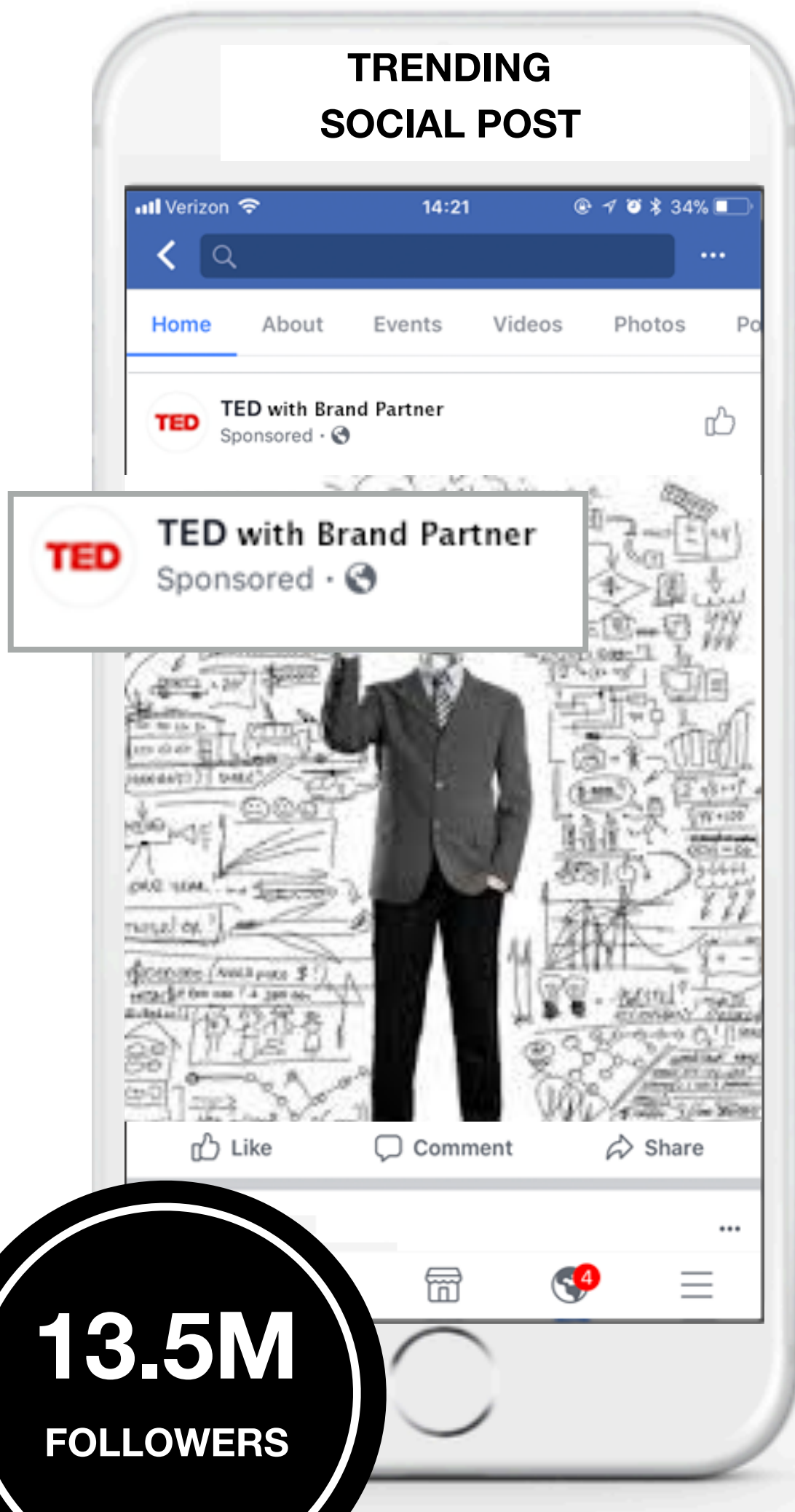


## 2 Homepage





# TED AMPLIFY SOCIAL OFFERINGS



## FACEBOOK

- Trending Post
- Custom Content

## INSTAGRAM

- Trending Post
- Custom Content: Post or Instagram Story

## TARGETING CAPABILITIES

- Location
- Demo: Age and gender
- Behaviors/Interest



## OPPORTUNITIES

- :06 Second - :15 Seconds Pre-Roll
- Non-skippable or skippable

## TARGETING CAPABILITIES

- Demo: Age, Gender
- Content: Network, Video
- Device
- Geo
- Language

## CHANNEL TARGETING

- TED, TEDx, TED-Ed



# TED ORIGINALS

TED's exclusive editorial franchises

**Small Thing Big Idea:** A celebration of the lasting genius of everyday objects so perfectly designed that they changed the world around them. Season 2.

**The Way We Work:** Features leaders offering hard-won wisdom and insight into how we can adapt and thrive in an ever-changing work landscape. Season 2.



[Click here to view series](#)



[Click here to view series](#)

# CUSTOM CONTENT



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

## Assortment of formats

- Spotlight films
- Animation
- Insights piece
- Interstitials
- Custom social posts



[AMAZON PRIME](#) | THE SCIENCE BEHIND SCI FI



[DOHA DEBATES](#) | EQUALITY SHORT FILM



# INFLUENCER VIDEO SERIES

New series of influencer-led, social-first videos.

Each series is led by one of the TED community’s best and brightest thinkers, each with their own social following.

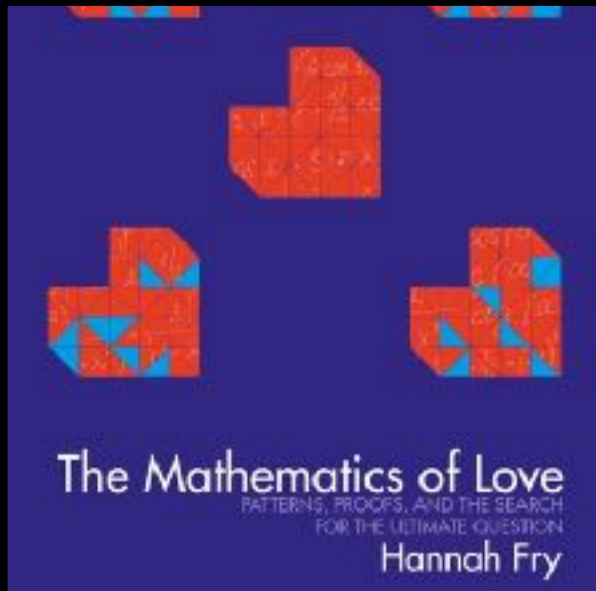
- 8 episodes designed to offer quick explainers, meaningful takeaways, and digestible food for thought—in 3 minutes or less.
- Aims to shift perspectives, inject a bit of inspiration, or give something worthy of mulling over.



**SAY SOMETHING:** Awkward silences. Stilted conversations. Misunderstandings. Heated arguments. This show teaches us how to navigate the messiness of everyday communication.



**DOLLAR SIGNS:** We know we should be saving money but we still don’t do enough of it. So here’s a show about how to trick yourself into being financially smart with what you got, even if it’s not a lot.



**THE MATHEMATICS OF LOVE:** Pulling back the curtain and revealing the hidden patterns—from dating sites to divorce, sex to marriage—behind the rituals of love.



**SLEEP:** The fascinating science behind sleep and up to date research on how to become better sleepers.

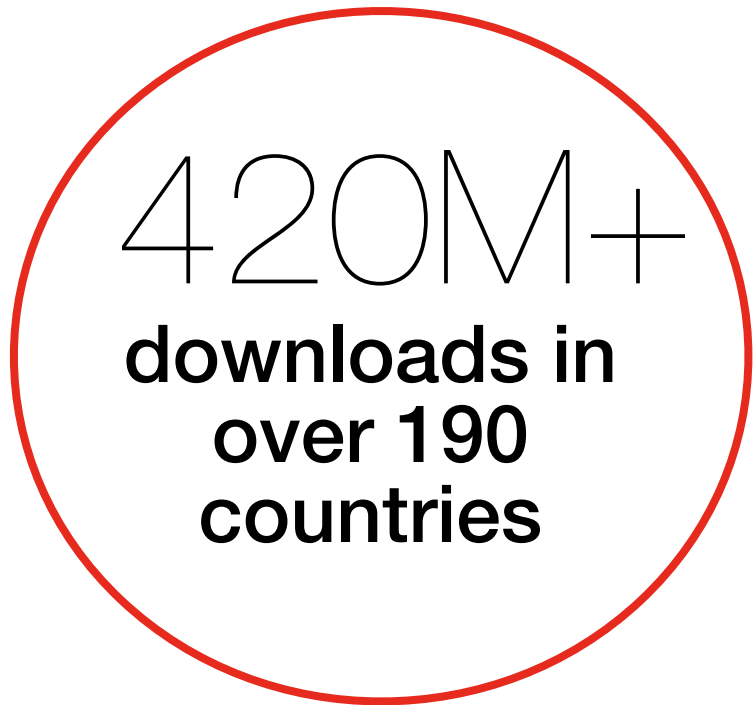
\*Partnerships in development. All talent subject to change; not guaranteed. All elements subject to change, based on editorial approval. Opportunity available on a first come, first served basis. Sponsorship elements vary by series.



# AUDIO COLLECTIVE

## PODCASTS

TED’s trusted content,  
available across a variety of  
topics.



TED Talks Daily delivers some of the world’s leading thinkers and doers directly from TED conferences and events around the world. One of Apple’s most downloaded podcasts.



Season 3, hosted by organizational psychologist Adam Grant who takes you inside the minds of some of the world’s most unusual professionals to explore the science of making work not suck.



Season 2, hosted by Sarah Kay, some ideas can’t be shared in the open—these are stories too risky, painful, or controversial. Sincerely, X provides a space to share powerful ideas anonymously. Stories that deserve to be heard, from people who remain hidden.



Season 5, hosted by Manoush Zomorodi and Jen Poyant, every episode of ZigZag will explore a pressing issue that’s changing how work works and profile a rebel or visionary who’s experimenting with finding a kinder, more sustainable way.



Season 4, hosted by Chris Anderson where each week Chris, the head of TED, has a conversation with one of the world’s greatest thinkers, exploring their ideas on a deeper level.



# EDITORIAL SPONSORSHIPS

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TED offers the opportunity for partners to align with thematically relevant content distributed and promoted across TED's digital and social channels

## TOPICS:

- T IS FOR TECHNOLOGY
- FIERCE AND FEARLESS FEMALES:
- CLIMATE:
- LEARN SOMETHING NEW
- TRAVEL/LEISURE/MOBILITY
- RETHINKING EDUCATION
- PROFESSIONAL DEVELOPMENT
- LEADERSHIP
- CLOSER CONNECTIONS
- MONEY MATTERS
- YOUR RDA OF INSPIRATION:
- HEALTH AND WELLNESS
- A BETTER YOU
- THE BEST OF TED

Programs are based on a first-come, first-served basis. All elements subject to change and editorial approval, and dependent based on overall media spend.

# TED MEDIA

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Opportunity to align with contextually-relevant content across desktop and mobile

## CONTENT SPONSORSHIP

- 100% SOV surrounding a TED Talk

## TARGETED PLAYLISTS

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

## PREMIUM PLACEMENTS AND SPONSORED RIBBONS

- Target premium content on the Homepage and Talk pages

## NEWSLETTER:

- Daily - 1M subscribers





# 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.

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

**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 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

To **change** the **world**, we have to **change** the way **we think** and **TED's** conferences provide a global stage to present **new ideas** to **inspire** new **perspectives**.

## TED 2020

April 20-24





# IN GOOD COMPANY

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# LET'S TALK!

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

Contact us at [partnerships@ted.com](mailto:partnerships@ted.com)

