A partnership with TED has the power to create change, to change minds and perspectives and to shift cultures within organizations.
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>62%</td>
<td>looking for new of thinking about the world</td>
</tr>
<tr>
<td>76%</td>
<td>like to hear all sides of an issue/argument</td>
</tr>
<tr>
<td>75%</td>
<td>said the last TED Talk they watched had a positive impact on their lives</td>
</tr>
<tr>
<td>26%</td>
<td>say a TED Talk has led them to change their minds</td>
</tr>
</tbody>
</table>

- **Index**: 228
- **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

TED 2020
FLAGSHIP CONFERENCES

TED Salon
CUSTOM EVENTS

TED Session
CUSTOM EVENTS

TED Institute
CUSTOM EVENTS

TED Conversations
CUSTOM EVENTS

TED Masterclass
PROFESSIONAL DEVELOPMENT

TED Social
SOCIAL

TED Audio Collective
AUDIO COLLECTIVE

TED Digital + Mobile
DIGITAL + MOBILE

TED Custom Content
CUSTOM CONTENT
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

Source: Google analytics - Q1-Q3 2018, Social media includes LinkedIn, Twitter, Facebook and Instagram Q4 2019, YouTube analytics Q1 2019 - Q4 2019, Podtrac Analytics Q1 2018 - Q4 2019 // NPR Analytics via Podtrac Q1 2018 | Data reflects global reach
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.
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

YOUTUBE

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.

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

Click here to view series

Doha Debates | Equality Short Film

Amazon Prime | The Science Behind Sci Fi
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.
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 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 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 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.

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.
EDITORIAL SPONSORSHIPS

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

TED MEDIA

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

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.
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.

**TEDConversation**
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.
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
LET’S TALK!

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

Contact us at partnerships@ted.com