

2020 MEDIA KIT

TEDPartnerships



TED



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

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

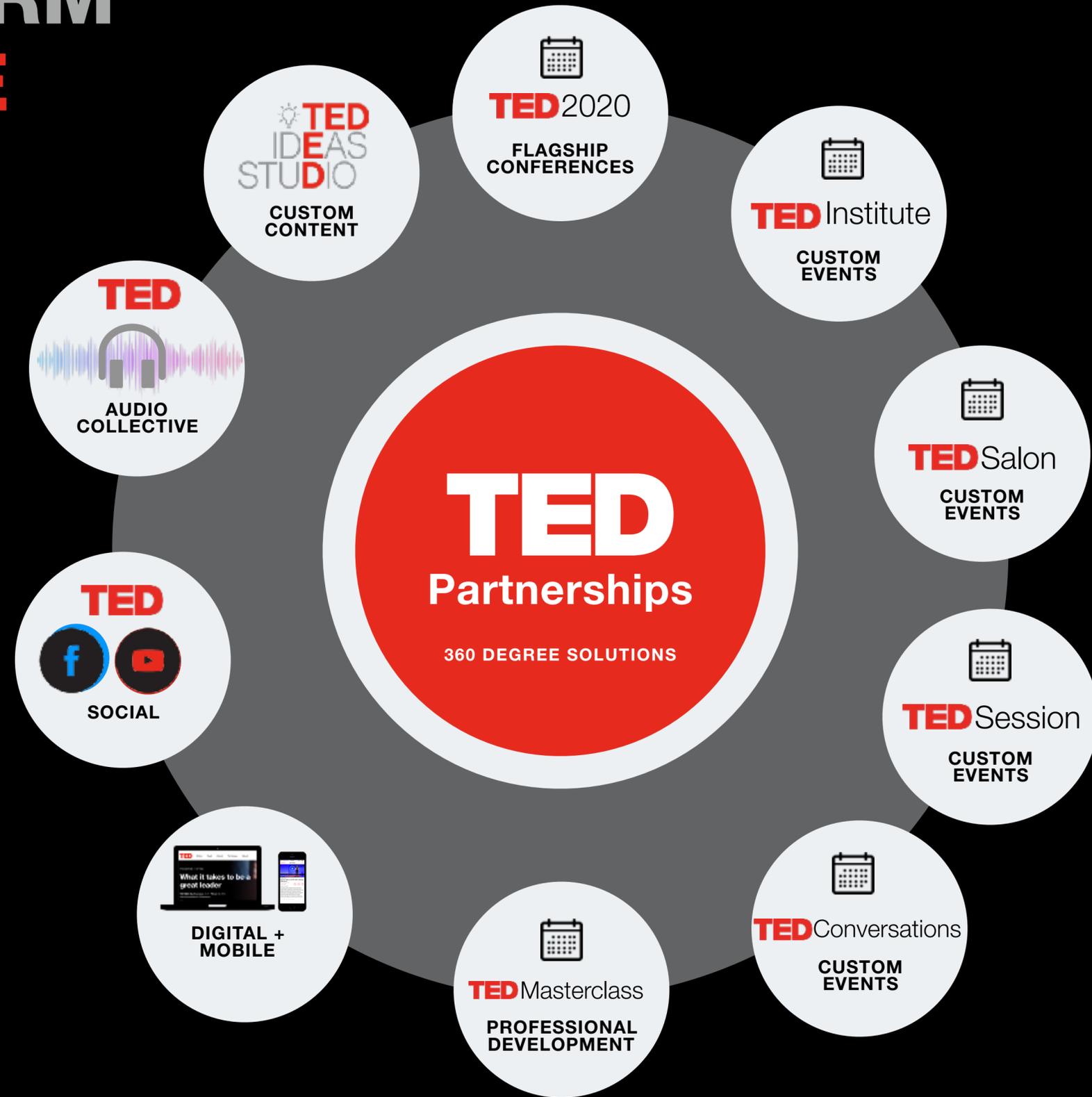
9/10

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



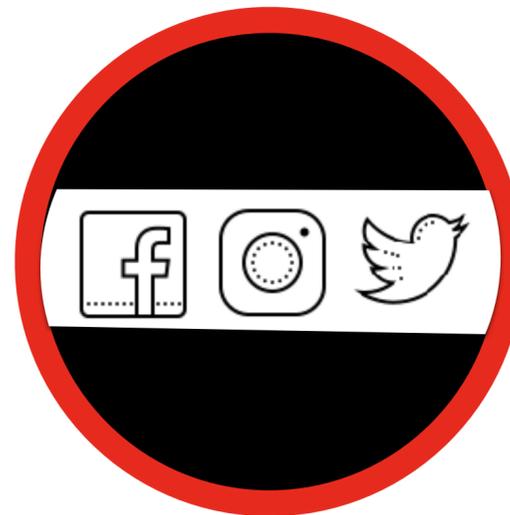
19M
uniques

YouTube



54M
viewers

Social



45M
followers

Audio

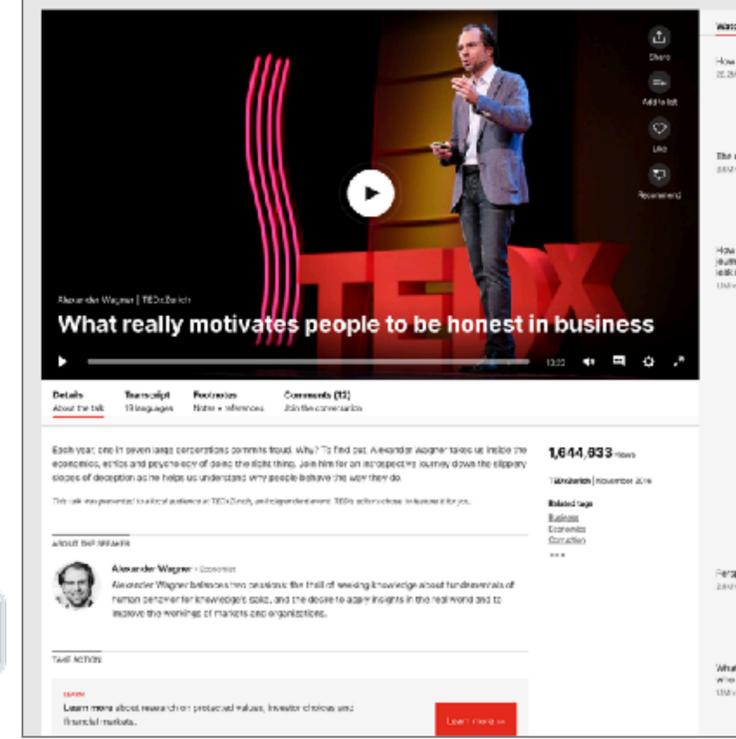


59M
monthly downloads

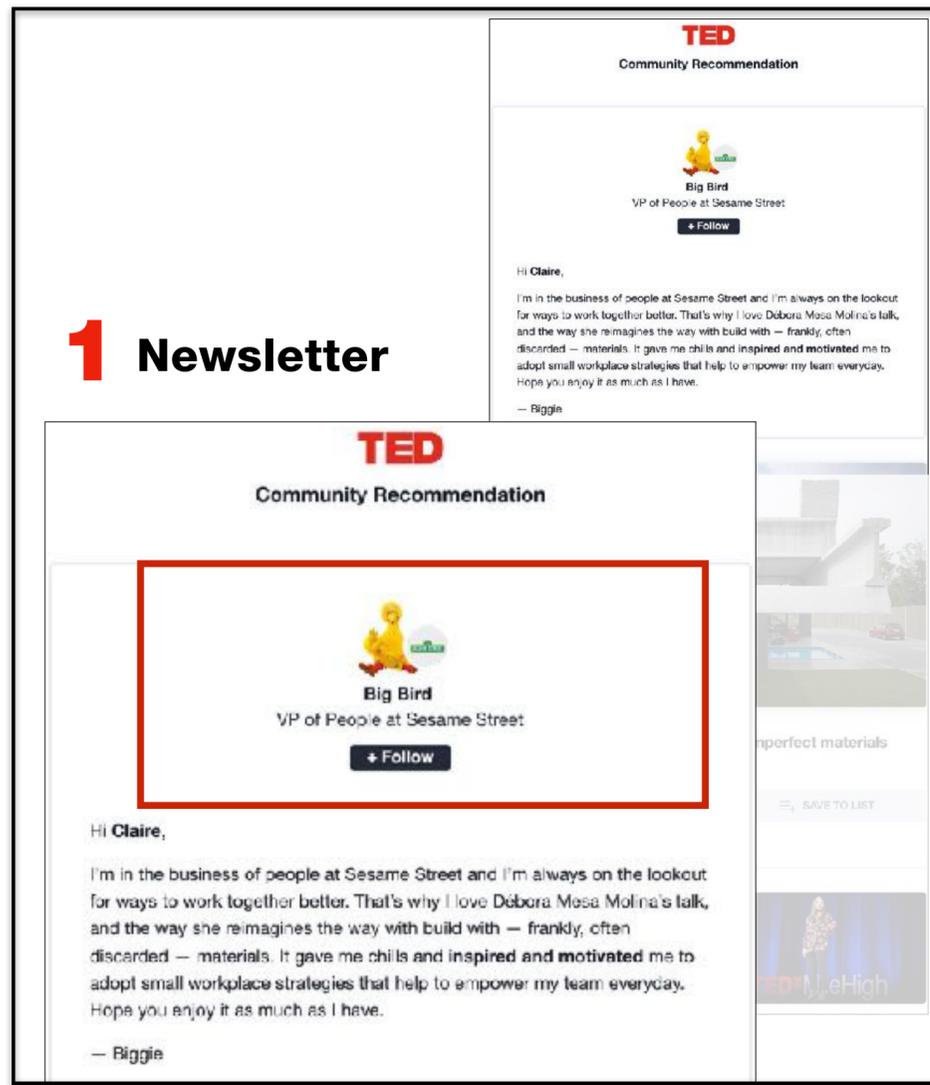
TED RECOMMENDS

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.

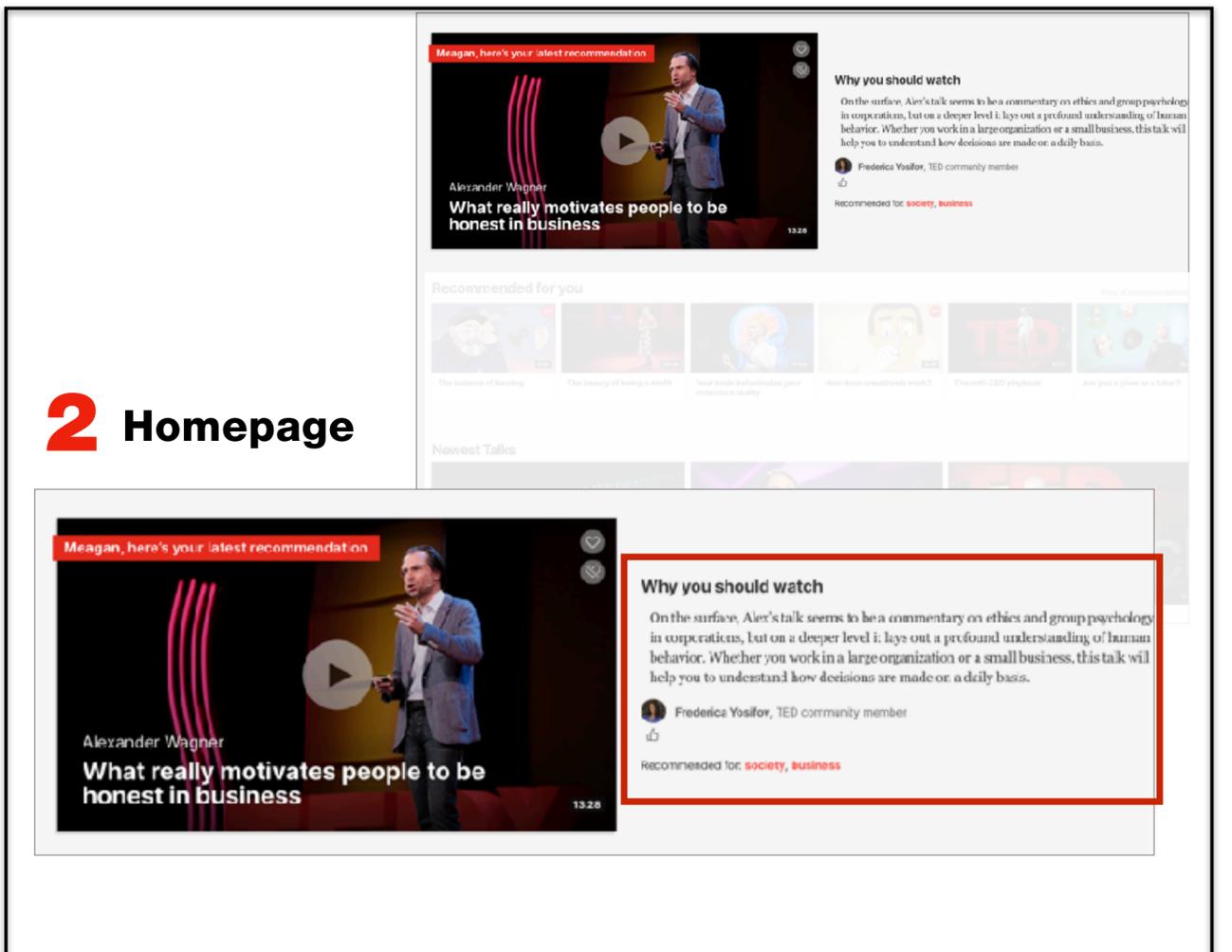
3 Video Talk Page



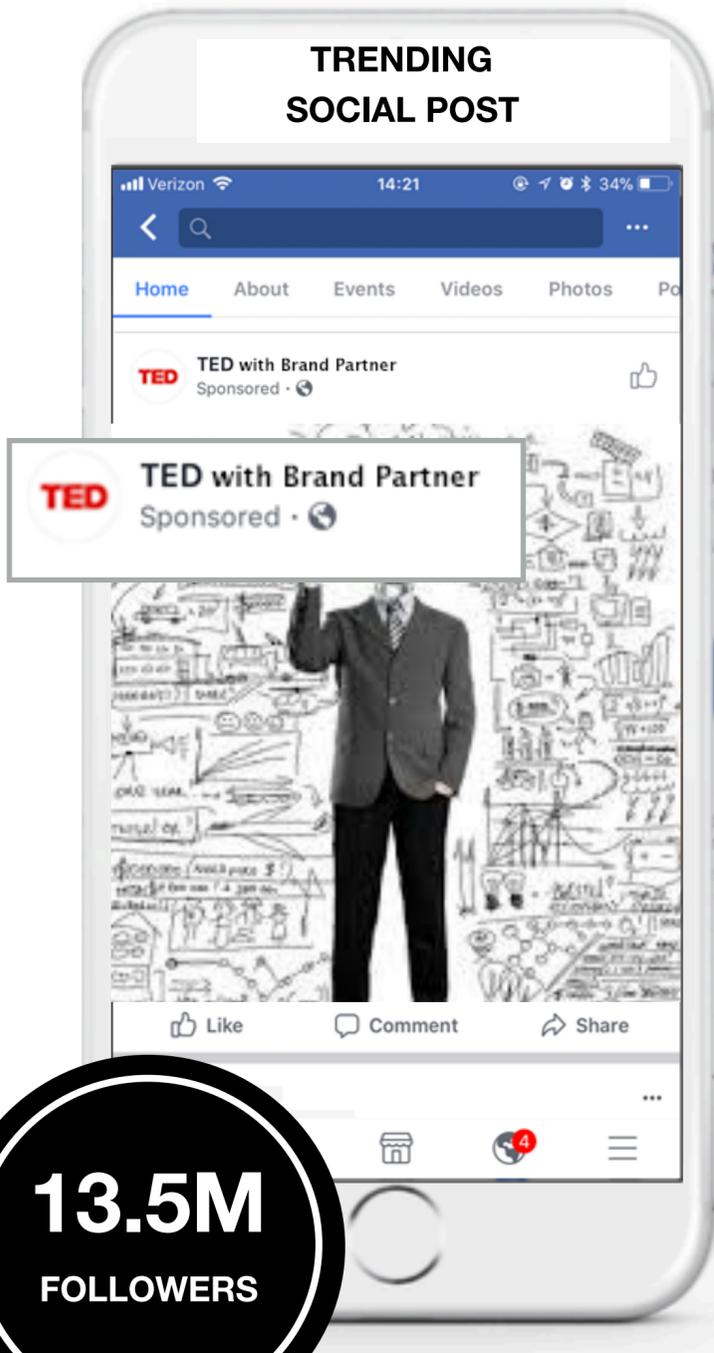
1 Newsletter



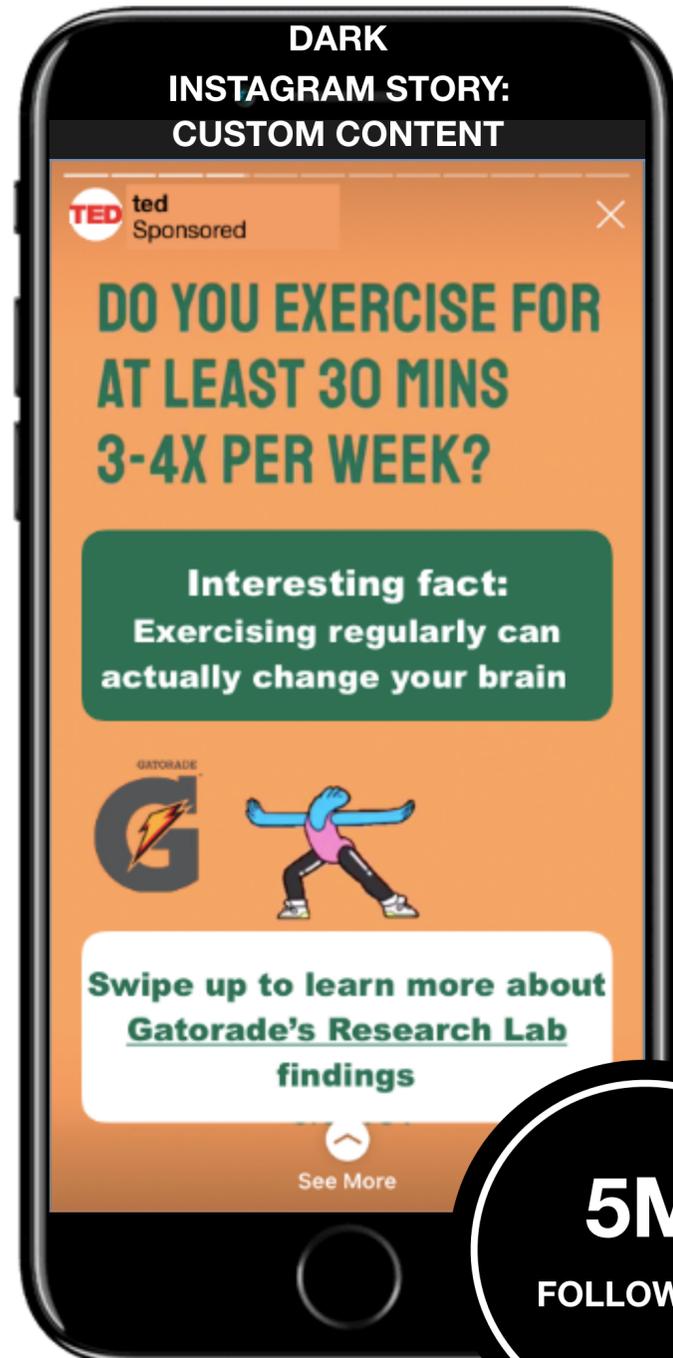
2 Homepage



TED AMPLIFY SOCIAL OFFERINGS



13.5M
FOLLOWERS



5M
FOLLOWERS

f FACEBOOK i INSTAGRAM

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.



[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.

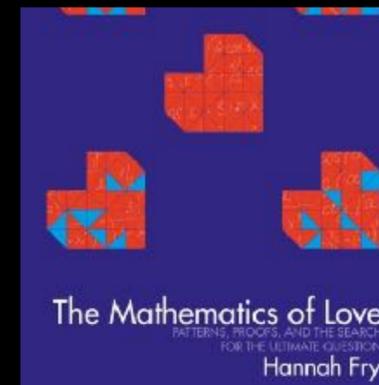
- 8 episodes designed to offer quick explainers, meaningful takeaways, and digestible food for thought—in 3 minutes or less.
- Aims to shift perspectives, inject a bit of inspiration, or give something worthy of mulling over.



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.

AUDIO COLLECTIVE PODCASTS

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

420M+
downloads in
over 190
countries



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. 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

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



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



Matt Walker | TED2019

Sleep is your superpower

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

