SETTING AN EXAMPLE FOR THE WORLD…
A VISIONARY APPROACH, WE GIVE THOUGHT LEADERS A PLATFORM TO CHANGE THE CONVERSATION & CHART A PATH FORWARD
9/10 view TED as a trusted brand

2/3 feel TED’s advertisers share our values

75% say TED has impacted their lives

Sources: TED Audience Study 2018

TRUST.

VALUE.

IMPACT.
We **transcend** geo, political, and cultural boundaries.

MONTHLY UNIQUES ACROSS PLATFORMS

85M+
Our audience is as global as our mission.

70%

Of the TED audience is global

TOP 10 COUNTRIES OUTSIDE THE US

India 26M monthly users
United Kingdom 18M monthly users
Canada 7.3M monthly users
Japan 4.6M monthly users
Australia 2.7M monthly users
Iran 2.2M monthly users
Brazil 23M monthly users
France 18M monthly users
China 2.2M monthly users
Germany 2.2M monthly users

Source: Google Analytics, YouTube Analytics, Podtrac, Facebook Analytics // Q1 - Q3 '21; Note users not deduplicated across platforms
They’re finding us across platforms for the content they care about most.

Sources: Google Analytics, YouTube Analytics, Facebook Analytics, PRX Metrix, Sprout Social® Q1 - Q3 ’21
And we’re creating change, transforming minds, and shaping perspectives, with an audience that’s more highly engaged than ever before.

**128M**
Watch hours spent on YouTube **VIDEO**

**25%**
Higher **SOCIAL** click engagement

**25%**
Increase in unique **AUDIO** listeners over the last 6 months

**Sources:** YouTube Analytics Q1-Q3 '21 // Media Metrics Dashboard // PRX Metrix
Across the full spectrum of human ingenuity in the most unexpected and life-altering ways possible.
TED Partnerships works with best-in-class brands to create innovative, inspiring, and impactful thought leadership campaigns.
"THE GOLD STANDARD OF BRAND PARTNERSHIPS."

—Chief Brand Officer, Marriott Hotels

Learn more about this & other TED partnerships, visit us at tedpartnerships.com
We have the power to create change, transform minds, shape perspectives, and share the good work you do, globally.

**EXPERIENTIAL**

**CONFERENCES**
Showcase innovation, workshop ideas, and gain access to a premium, influential audience.

**CUSTOM EVENTS**
Host new TED events or including TED speakers into your existing experiential programs.

**MEDIA (DIGITAL, AUDIO & SOCIAL)**

**TED TALK ALIGNMENT**
Leverage TED’s most valuable asset, contextually targeted across TED.com, YouTube, and social channels.

**EDITORIAL SPONSORSHIPS**
Reach new audiences through original, platform-specific video, audio, and social idea sharing.

**PODCASTS**
Engage an eager audience with TED’s suite of podcasts.
- Exclusive Sponsorships
- Episode Takeovers
- Run of Podcasts
- Content Targeting
- Content Collaboration

**CONTENT COLLABORATION**
Share brand thought leadership with the transformative power of TED storytelling—in video or audio formats.

**EMPLOYEE EXPERIENCE**

**SPEAKER TRAINING**
Provide your employees and/or leaders with a professional development program unlike any other—with a customized curriculum on impactful communication from TED’s preeminent speaker coaches.

**TED@WORK**
Access a world-class learning platform—unique action-driven frameworks and practical tools—to generate lasting change within your organization.
TED conferences are unparalleled in their ability to gather the world’s brightest minds for world changing ideas.

Through a mix of TED Talks, discovery session workshops, community gatherings, and interactive exhibits, we foster a fast-paced environment devoted to showcasing your organization’s groundbreaking ideas.

OPPORTUNITIES
- Cocktail Receptions
- Community Parties
- Discovery Sessions
- Exhibits & Social Spaces
- Private Dinners
- Wellness Activities
TED custom events are like no other.

We combine the power of our world-renowned curation and unique speaker lineups to create an immersive program tailored to meet your goals. Hosted virtually, in person, or both, this is your opportunity to access the respect and trust of the TED brand, logo, and signature TED Talk format.

TED CONVERSATIONS feature two TED Speakers presenting their work, followed by a dynamic conversation and Q&A session drawing connections to your mission and message.

TED SESSIONS curate a brilliant set of the best TED speakers sharing their original TED Talks, updated and aligned with your mission and message.

TED SELECTS provide a TED host relaying insights, teeing up a curated viewing of TED Talks, and leading the audience in an engaging discussion or workshop.

TED SALONS bring together an hour and a half of new TED Talks, recorded and posted on TED.com with partner attribution.
Our robust digital media presence allows us to reach your audience at scale...

...across premium digital and social platforms.
Aligning your brand with ideas that matter most to your audience.

**CONTENT SPONSORSHIP**
- 100% SOV surrounding TED Talk content (desktop and mobile)
  - Pre-roll (:06 seconds) + Post-roll video (:15 seconds – 4 minutes)
  - Companion ad and logo (300x250 + 120x60)
  - ROS 300x250 and 300x250 ads

**TARGETED PLAYLISTS**
- Content curated around a specific topic, area of interest, or category
  - Pre-roll (:06 seconds) + Post-roll video (:15 seconds-4 minutes)
  - Companion ad and logo (300x250 + 120x60)
  - 100% SOV of playlist Talks

**PREMIUM HOMEPAGE PLACEMENTS AND SPONSORED RIBBONS**
- Target premium content on the Homepage as well as subsequent Talk pages
  - 100% SOV of Talks featured within Sponsored Ribbon

**TED DAILY NEWSLETTER SPONSORSHIP**
- Logo placement & ad unit
- Custom sponsorship — native integration
- Newsletter takeover (all of above)
Dr. Agnes Binagwaho’s efforts in post-genocide Rwanda demonstrate the potential of empowered women — From having the highest female representation in parliament to vaccinating over 90% of girls for HPV. We’re proud to recommend her talk in celebration of International Women’s Day. To us at Ultimate Software, this is an astounding expression of “How You Treat People Changes Everything.”

Cecile Alper-Leroux, VP of HCM Innovation, Ultimate Software

Recommended for: social change, activism, community
Our original editorial video series are the next-gen in TED formats.

OPPORTUNITY
- 100% SOV across platforms of 8-episodes editorial series
- Distribution across TED.com, editorial social handles (LinkedIn & Facebook), & YouTube
- Partner integration:
  - Title card intro
  - Integrated flyover facts within video
- Aggregated within a TED.com landing page and YouTube playlist
- Editorial promotion across TED ecosystem (social, newsletters and blog posts)
The TED Ideas Studio takes the magic of TED, and applies it to custom partner storytelling.

Working across a suite of video, audio, and social-first formats, we’ll leverage TED’s community of leaders and thinkers to unearth new ideas, shift mindsets, and change perceptions closely tied to your organization’s mission and message.
ideas studio

WHAT WE MAKE
- Spotlight films
- Insights pieces
- Animated shorts
- Custom social
- Audio shorts
- Dedicated blog posts

HOW WE AMPLIFY IT
- Homepage and contextually relevant ribbons
- TED Amplify (Facebook & Instagram)
- YouTube: TED, TED-Ed and TED Partners channels in playlist with audience targeting
- Traffic drivers on Talks, playlists, and blog posts
With the new TED Audio Collective, our most respected and trusted speakers explore big ideas, foster debate, and inspire change on a global scale.

A matchless suite of innovative podcasts from a global cohort of TED speakers & thought leaders.

Source: all TED podcasts; Podtrac Q2 2021

Opportunities:
- Exclusive Sponsorships
- Episode Takeovers
- Run of Podcasts
- Content Targeting
- Content Collaboration

One of “the 50 Best Podcast Episodes of 2018” — IndieWire

iTunes’ “best of 2015” and “Top Podcasts in Design” in 2020

27M downloads per month, one of the most downloaded on Apple Podcasts
TED’s world-renowned speaker coaching — an unforgettable talent development opportunity for your organization.

TED Training provides the skills needed to communicate clearly, persuasively, and effectively. From the same rigorous coaching program that prepares speakers for the TED stage, customized to fit your organization’s communication needs.

TED’S HEAD OF SPEAKER COACHING
Prior to joining TED, Briar Goldberg spent 10 years as an executive communication coach for CEOs at Facebook, Ford, Levi’s, and other Fortune 100 companies. Her advice on public speaking and communication strategy has been featured in the WSJ, the Muse, Fortune, CNN and ABC News.

TED GROUP TRAINING
1-2 hour training (for groups of 5-30 individuals) will cover the timely skills needed to communicate clearly and effectively, across a range of scenarios.

1:1 EXCLUSIVE EXECUTIVE COACHING
1:1 exclusive coaching sessions to drive home and hone in on learnings for c-suite/leadership

BENEFITS

- Earn trust from your audience
- Use charismatic message delivery to motivate audiences
- Craft messages to rally group support
- Use language to enhance speaker credibility
- Control the visual, auditory, and emotional attention of an audience
- Communicate in an authentic manner

“One of the very best training sessions I’ve had in my career.”

“The instructor was amazing. Professional, yet personal, and funny too! I really enjoyed this training. I want more.”
Tap into the power of TED's learning platform for employees to learn and share insights on priority topics.

IDEAS INTO ACTION
An expertly-curated library of 600+ TED videos and courses with a new, 4-step learning framework to spark individual and team learning.

Works with any LMS/LXP.

MEETINGS-IN-A-BOX
Turnkey resource kits to deliver team learning at scale.

Each kit comes with all resources a Discussion Leader needs to organize and lead a 60- or 90-minute meeting inspired by two (2) TED Talks.

ADMIN RESOURCES
Tools to helps L&D leaders onboard, implement, measure, promote, and optimize TED@Work.