



TED INNOVATION PARTNERSHIPS 2022

**SETTING AN EXAMPLE FOR THE WORLD...
A VISIONARY APPROACH,
WE GIVE THOUGHT LEADERS A PLATFORM
TO CHANGE THE CONVERSATION
& CHART A PATH FORWARD**



TRUST.

**9/10 VIEW TED AS
A TRUSTED BRAND**



VALUE.

**2/3 FEEL TED'S ADVERTISERS
SHARE OUR VALUES**



IMPACT.

**75% SAY TED HAS
IMPACTED THEIR LIVES**

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

85M+

MONTHLY UNIQUES
ACROSS PLATFORMS

Our audience is as **global** as our mission.

70%

Of the TED audience is global

TOP 10 COUNTRIES OUTSIDE THE US

- | | |
|----------------|---------|
| India | Iran |
| United Kingdom | Brazil |
| Canada | France |
| Japan | China |
| Australia | Germany |

26M
monthly users

7.3M
monthly users

18M
monthly users

4.6M
monthly users

2.7M
monthly users

23M
monthly users

2.2M
monthly users

They're finding us across platforms for the content they care about most.



77M
VIDEO
(TED.COM + YOUTUBE)
UNIQUE VIEWERS



55M
SOCIAL
FOLLOWERS



33M
PODCAST
MONTHLY DOWNLOADS

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

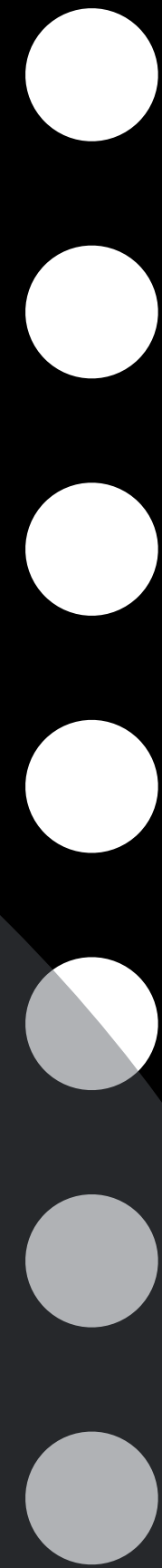
Across the full spectrum of human ingenuity in the most unexpected and life-altering ways possible.

CREATIVITY HEALTH CARE
WOMEN MEMORY TRAVEL
DNA FAMILY URBAN PLANNING
MINDFULNESS BUSINESS POLITICS
EDUCATION THEATER SPORTS
CYBER SECURITY TRANSPORTATION SPACE
INNOVATION PRODUCTIVITY AI
NATURAL RESOURCES ROBOTICS MUSIC CLIMATE CHANGE
SOCIAL CHANGE COMPUTERS VIRTUAL REALITY
MATH RESEARCH SCIENCE CULTURE FINANCE
SUSTAINABILITY GENETICS ART PUBLIC HEALTH
MEMORY PHILANTHROPY PSYCHOLOGY DRONES

TED Partnerships works with best-in-class brands to create innovative, inspiring, and impactful thought leadership campaigns.

RETENTION **RECRUITMENT**
MANAGING THROUGH **DISRUPTION**
IDEA **MINING**
PROMOTING **INITIATIVES**
BRAND **REPOSITIONING**
CULTURE **BUILDING**
SHOWCASING **THOUGHT LEADERSHIP**
INSIGHTS **GATHERING**
PRODUCT **LAUNCH**
PROFESSIONAL **DEVELOPMENT**





“

**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](https://www.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 the transformative power of TED storytelling—in video or audio formats.

EMPLOYEE EXPERIENCE

SPEAKER TRAINING

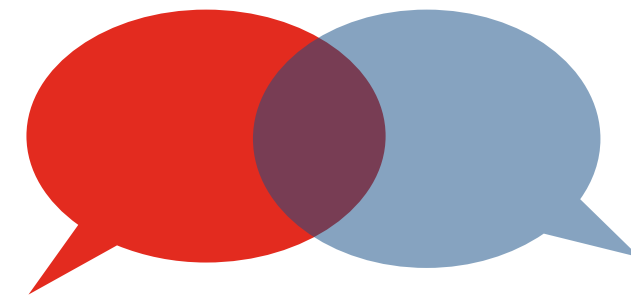
Provide your employees and/or leaders with a professional development program unlike any other—with a customized curriculum on impactful communication from TED's preeminent speaker coaches.

TED@WORK

Access a world-class learning platform—unique action-driven frameworks and practical tools—to generate lasting change within your organization.

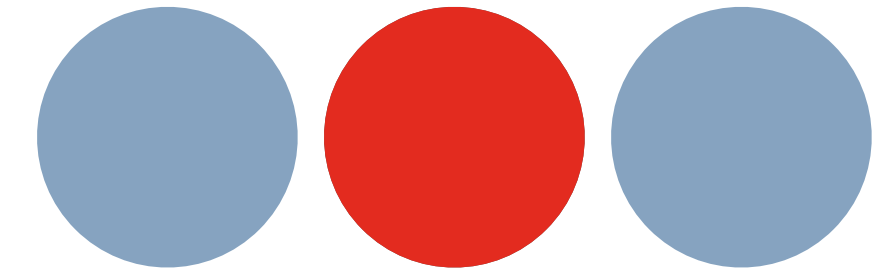
TED custom events are like no other.

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.

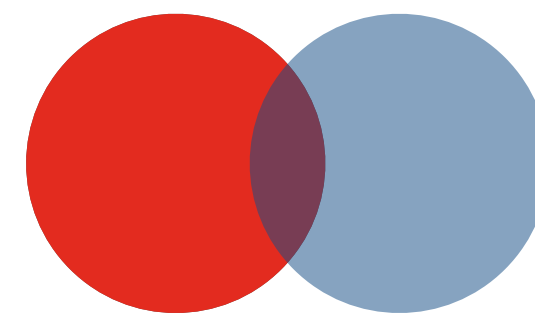


TED CONVERSATIONS

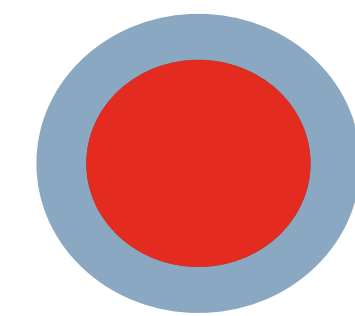
feature two TED Speakers presenting their work, followed by a dynamic conversation and Q&A session drawing connections to your mission and message.



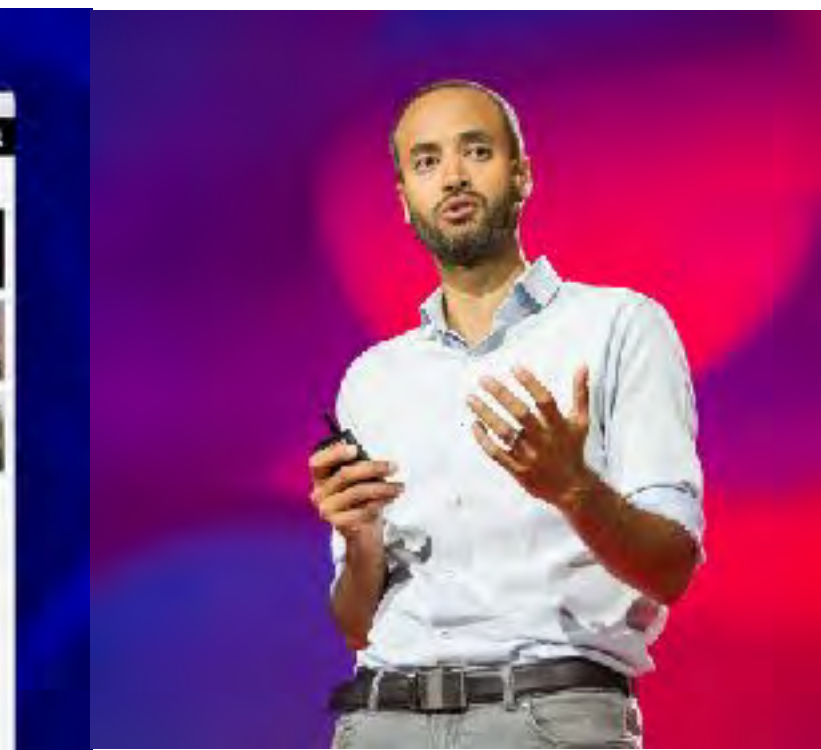
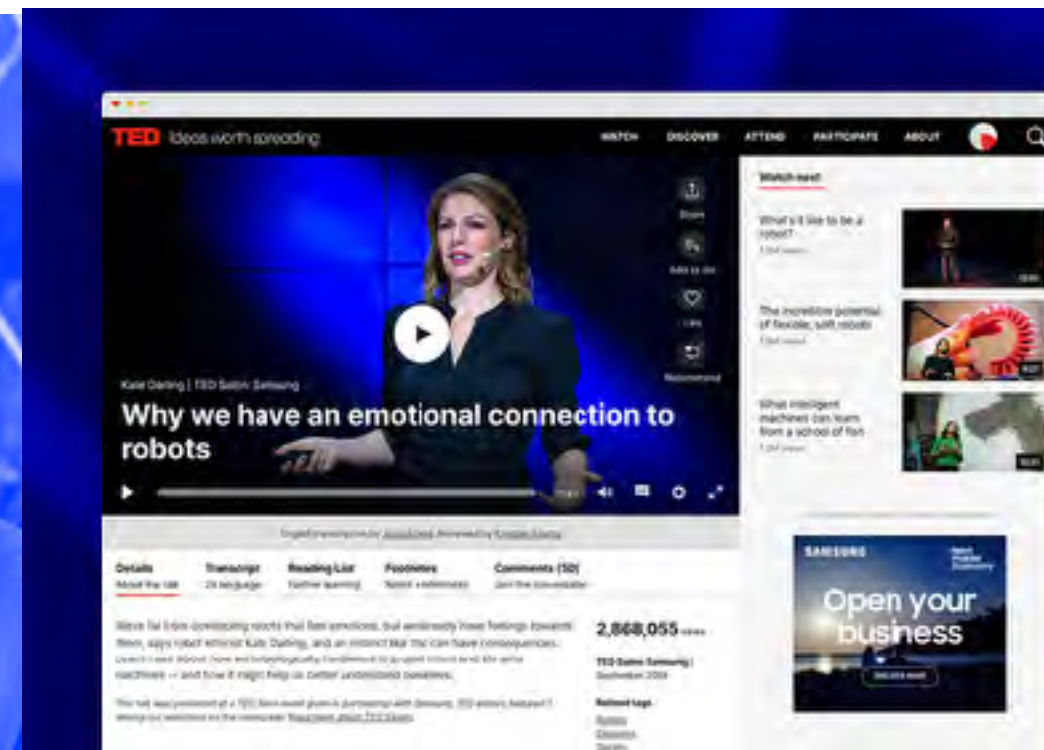
TED SELECTS provide a TED host relaying insights, teeing up a curated viewing of TED Talks, and leading the audience in an engaging discussion or workshop.



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

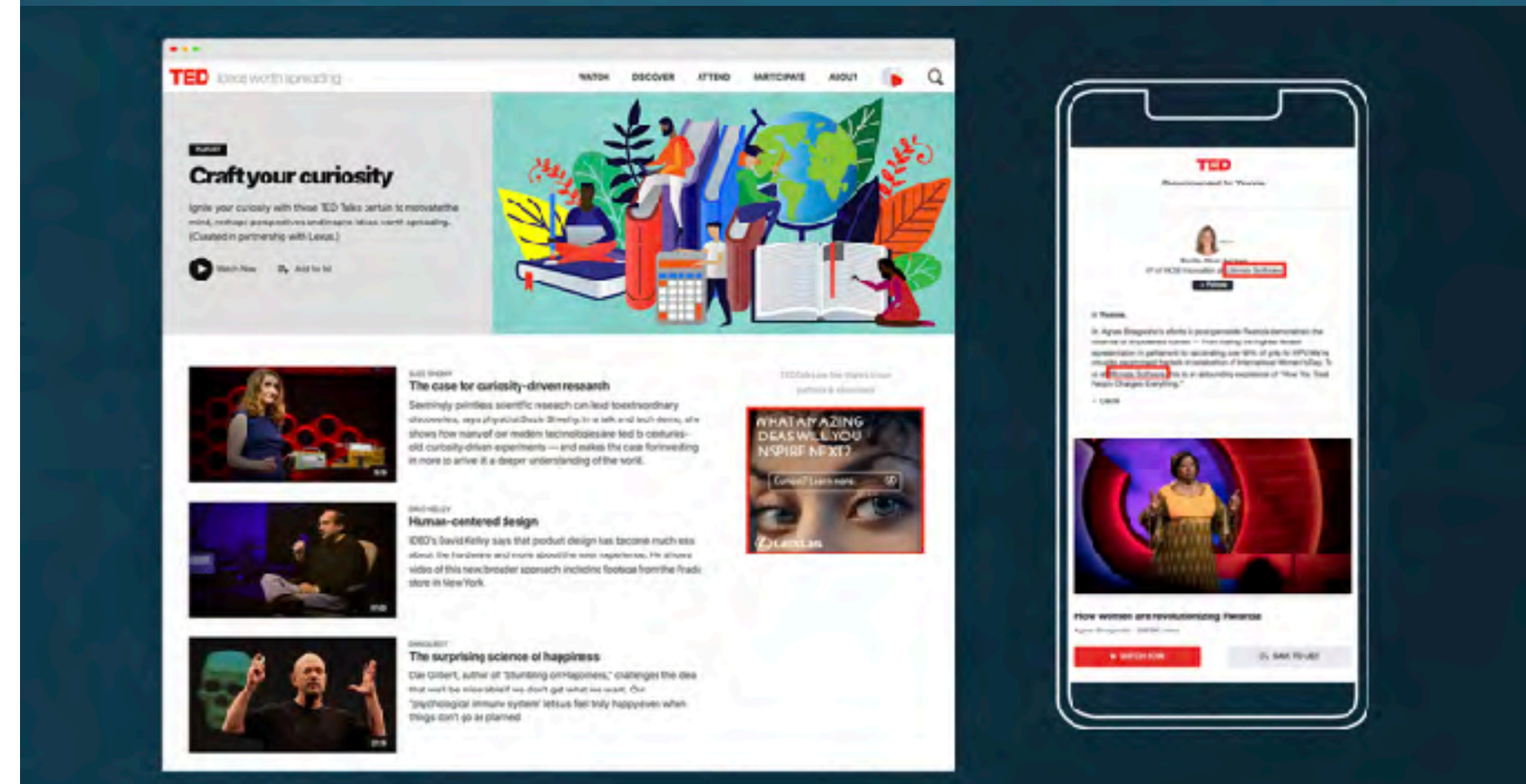
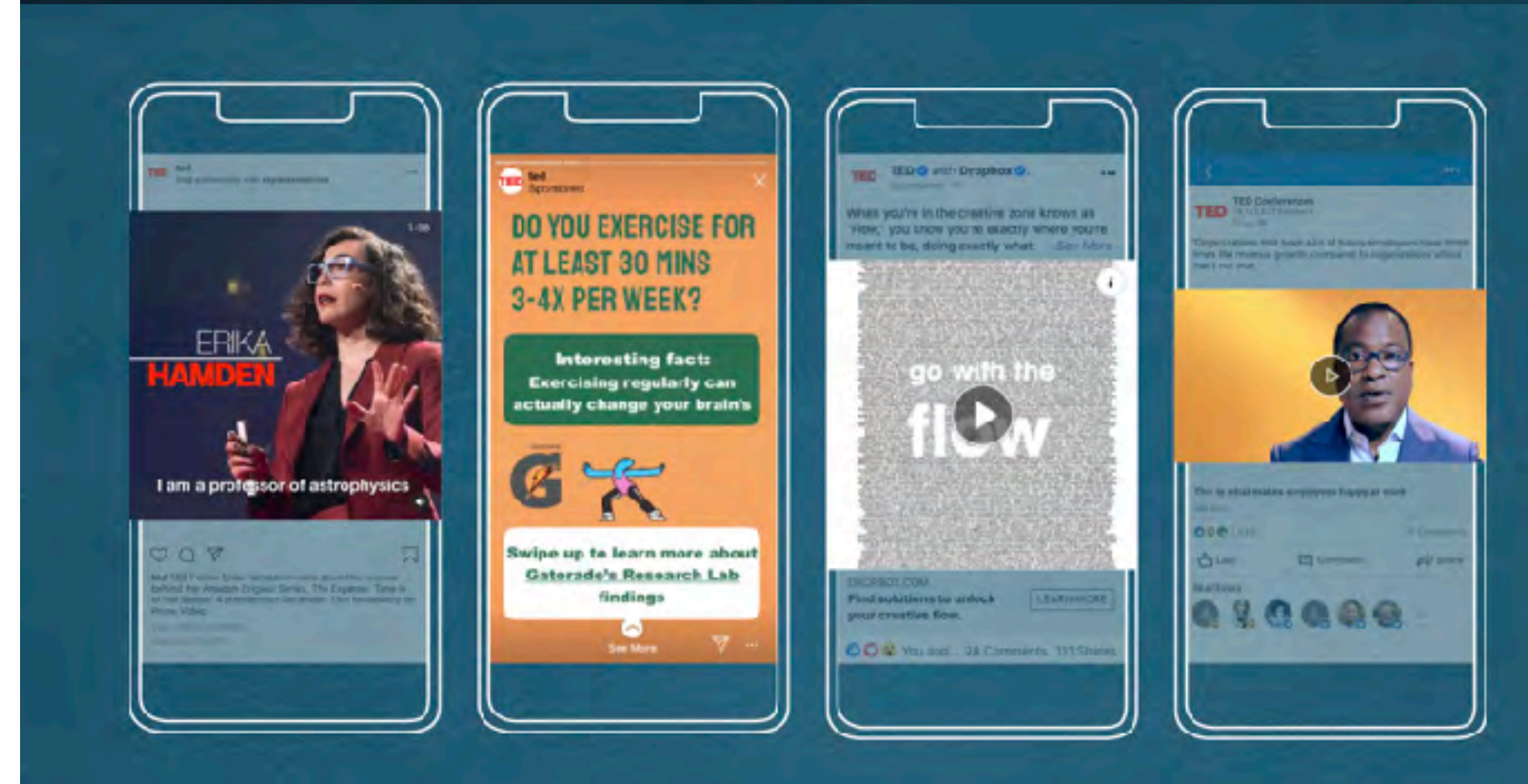
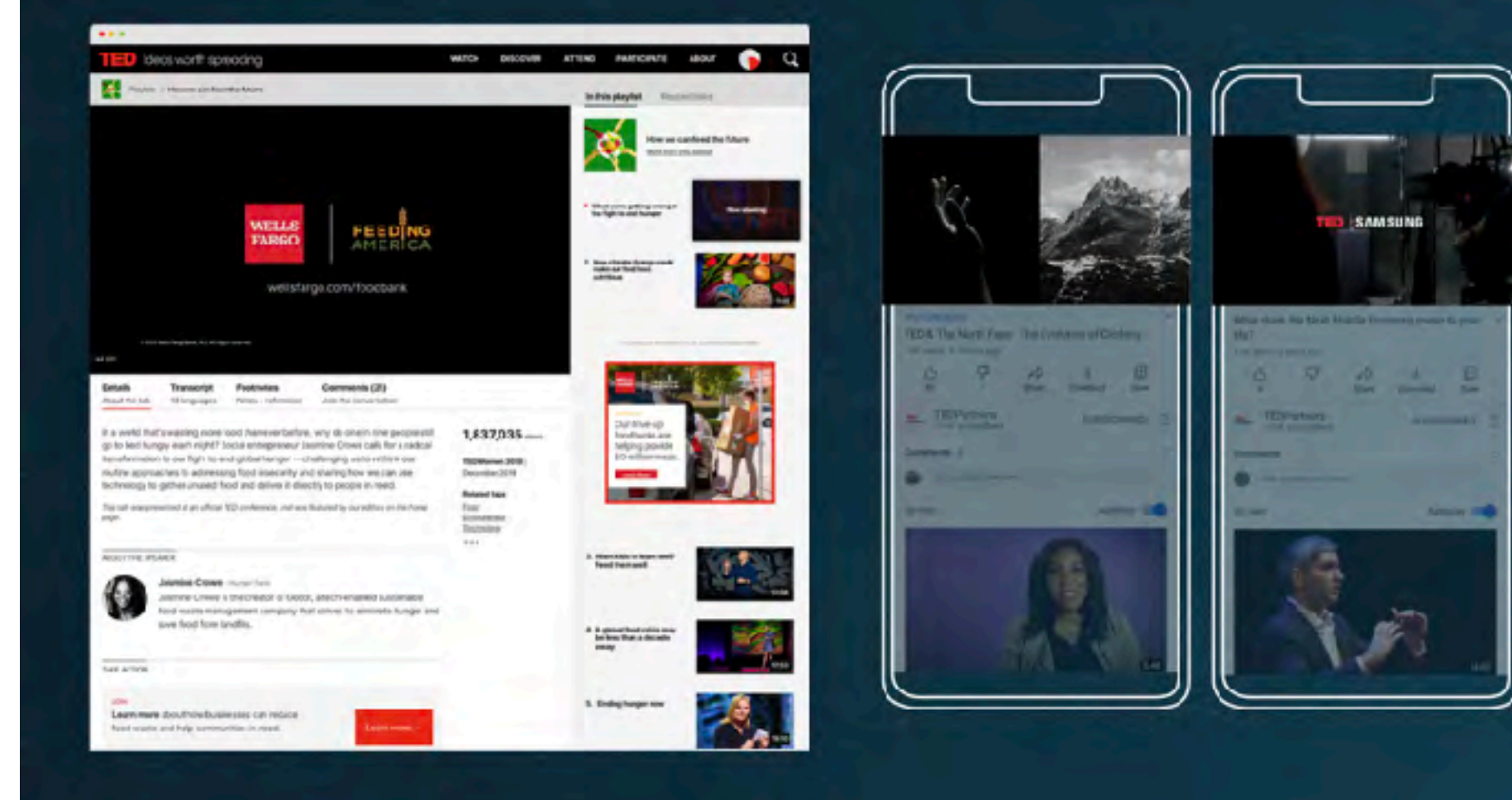


TED SALONS bring together an hour and a half of new TED Talks, recorded and posted on [TED.com](https://www.ted.com) with partner attribution.



Our robust digital media presence allows us to reach your audience at scale...

...across premium digital and social platforms.



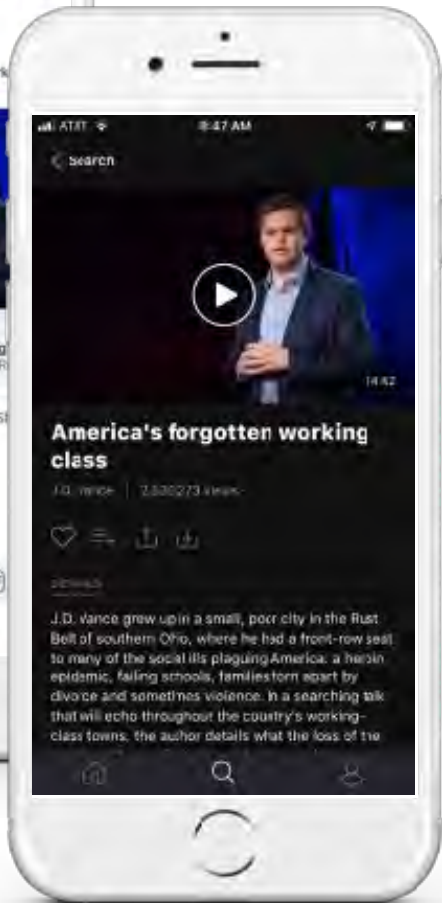
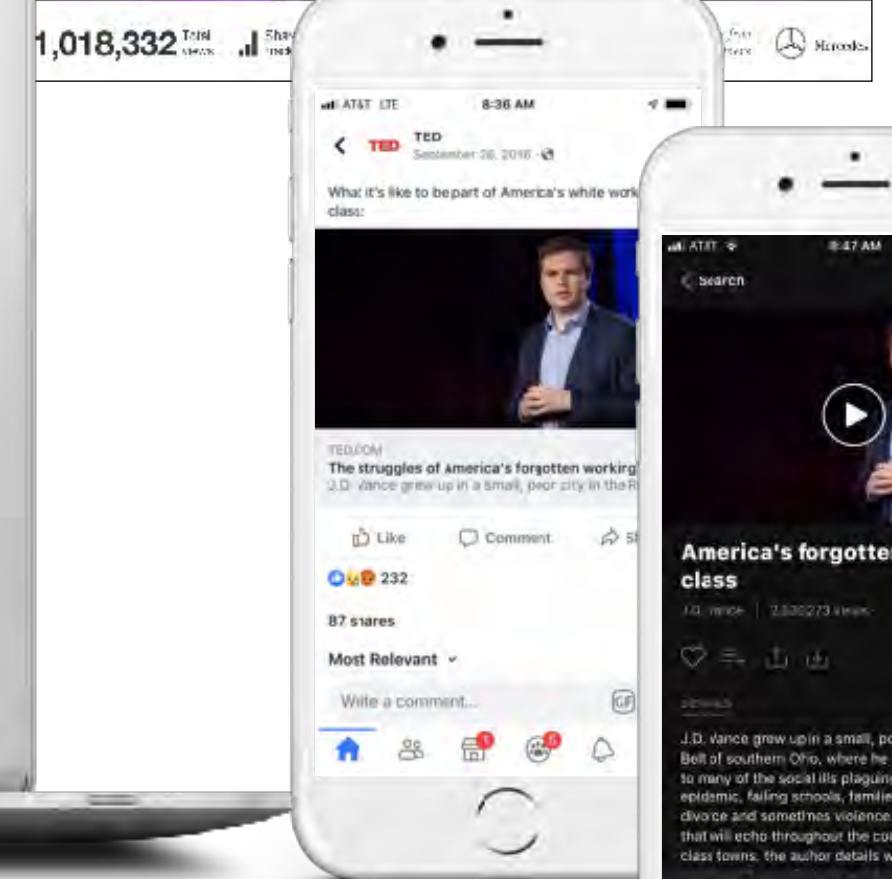
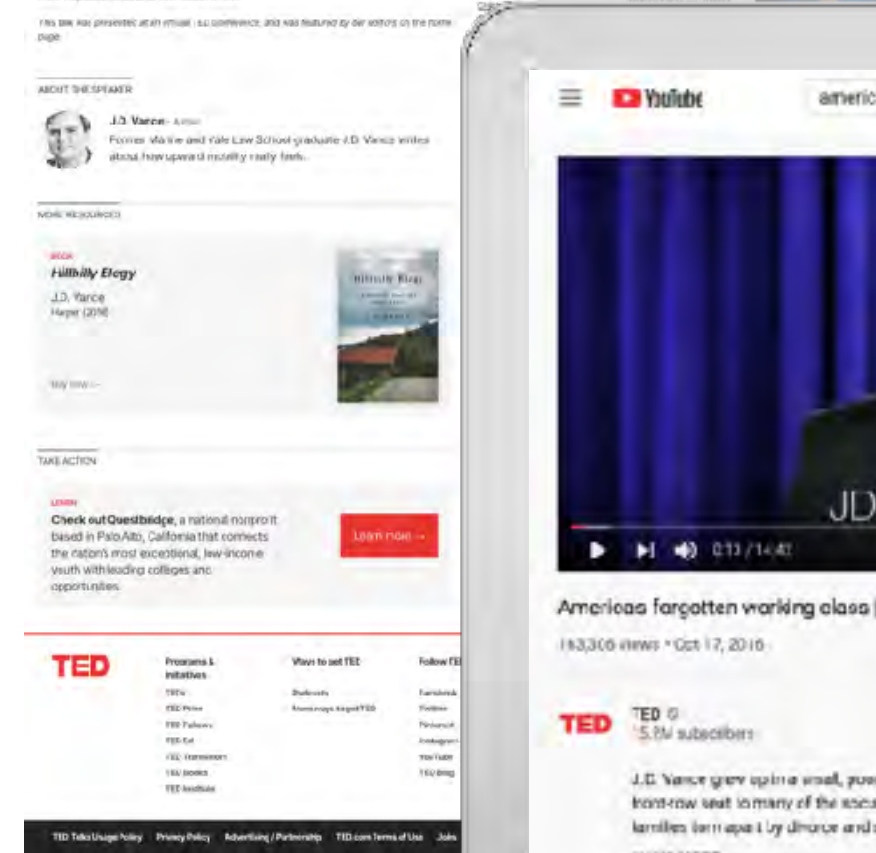
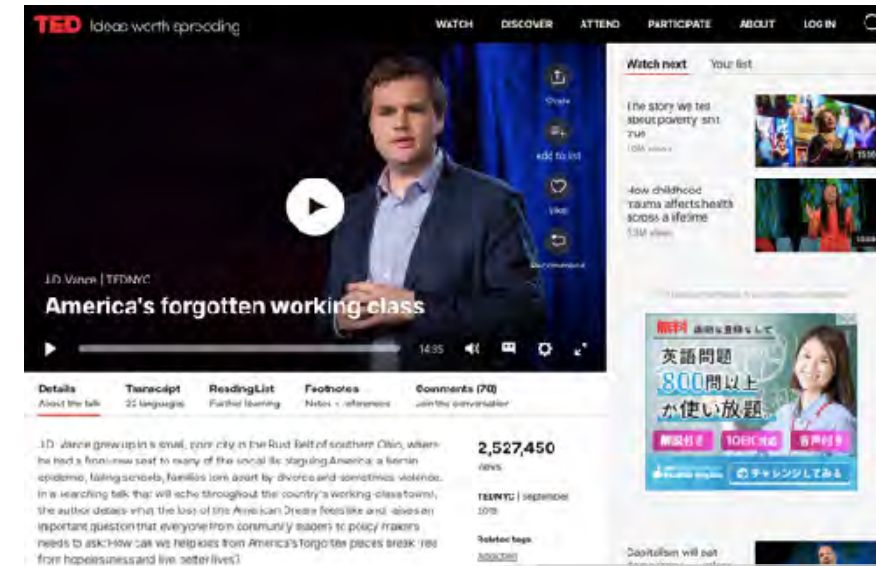
PLATFORMS

- TED.com
- Social Platforms
- YouTube
- Newsletters
- OTT

OPPORTUNITIES

- Premium Newsletter Integration
- Sponsored Playlists
- Homepage Takeovers/Ribbons
- Dark Social Posts (Instagram & Facebook)
- Talk Sponsorships (TED.com & YouTube)

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

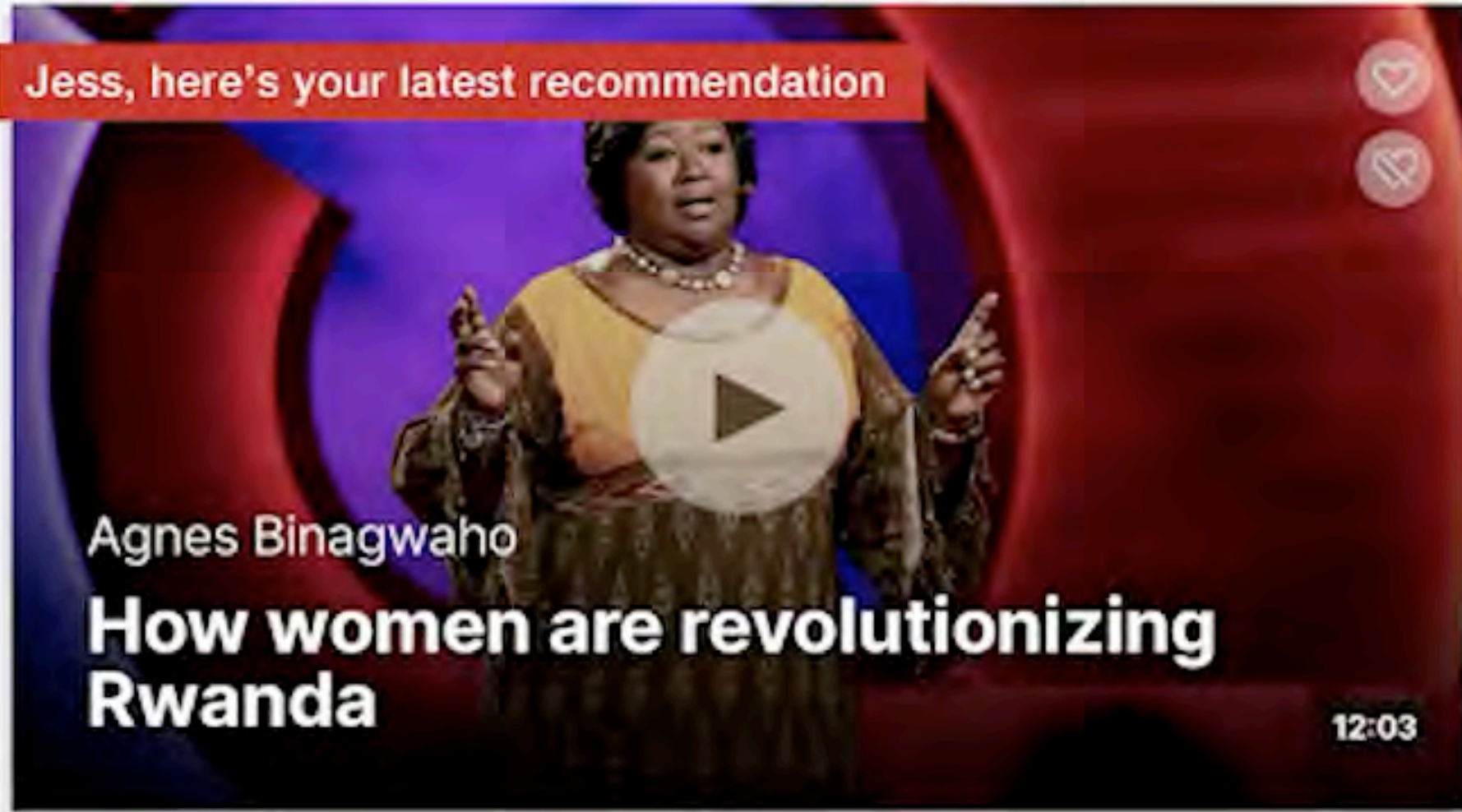
PREMIUM HOMEPAGE PLACEMENTS AND SPONSORED RIBBONS

- 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)

The screenshot shows the TED website interface. At the top left is the TED logo with the tagline "Ideas worth spreading". To the right are navigation links: WATCH, DISCOVER, ATTEND, PARTICIPATE, and ABOUT. A search icon is on the far right. The main content area features a large video player for Agnes Binagwaho's talk, "How women are revolutionizing Rwanda", with a duration of 12:03. A red banner above the video says "Jess, here's your latest recommendation". To the right of the video player is a section titled "Why you should watch" containing a quote from Cecile Alper-Leroux, VP of HCM Innovation at Ultimate Software, praising the talk. Below the quote is a small profile picture of Cecile Alper-Leroux, her name and title, and a thumbs-up icon with the number 10. Underneath is the text "Recommended for: social change, activism, community". Below this is a "Recommended for you" section with a "View all recommendations" link. It contains six video thumbnails with their titles and durations: 1. "Good" and "bad" are incomplete stories we tell ourselves (13:36); 2. Your brain hallucinates your conscious reality (17:01); 3. Say your truths and seek them in others (15:44); 4. We don't "move on" from grief. We move forward with it (15:05); 5. How to build your confidence -- and spark it in others (13:30); 6. The difference between healthy and unhealthy love (12:13). At the bottom left, the "Newest Talks" section is partially visible.



Why you should watch

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](#)

 10

Recommended for: **social change, activism, community**

Recommended for you

[View all recommendations](#)



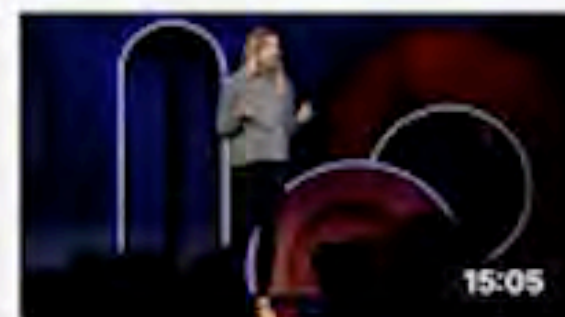
"Good" and "bad" are incomplete stories we tell ourselves



Your brain hallucinates your conscious reality



Say your truths and seek them in others



We don't "move on" from grief. We move forward with it



How to build your confidence -- and spark it in others



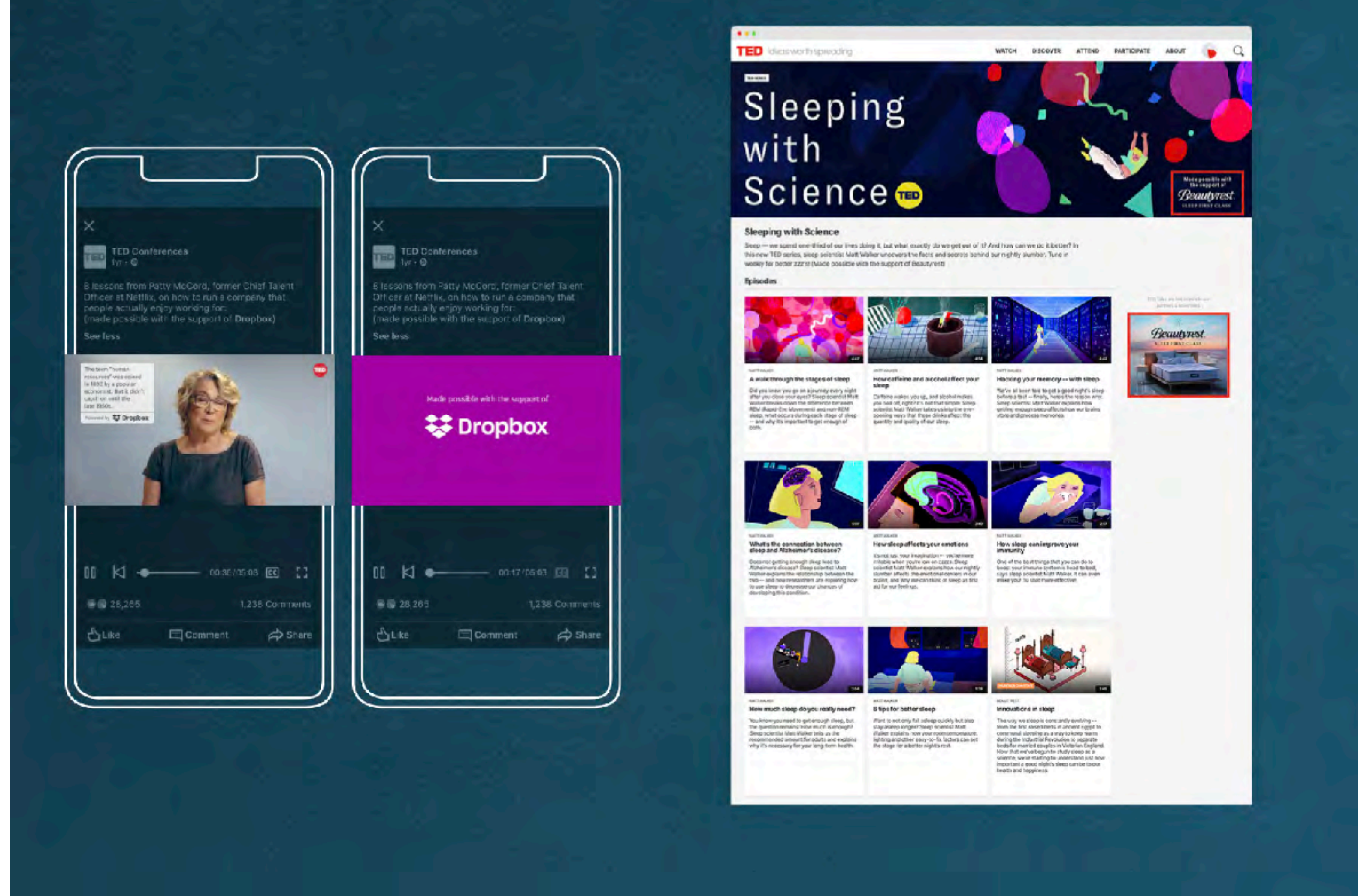
The difference between healthy and unhealthy love

Newest Talks

Our original editorial video series are the next-gen in TED formats.

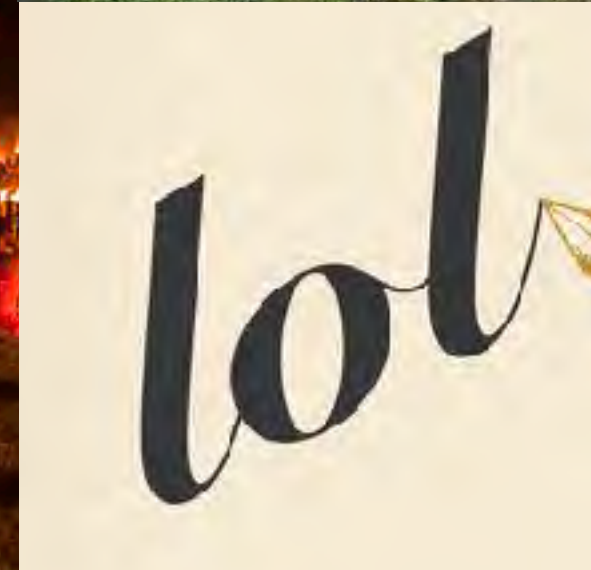
OPPORTUNITY

- o 100% SOV across platforms of 8-episodes editorial series
- o Distribution across [TED.com](https://www.ted.com), editorial social handles (LinkedIn & Facebook), & YouTube
- o Partner integration:
 - o Title card intro
 - o Integrated flyover facts within video
- o Aggregated within a [TED.com](https://www.ted.com) landing page and YouTube playlist
- o 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.



TED ideas studio

WHAT WE MAKE

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

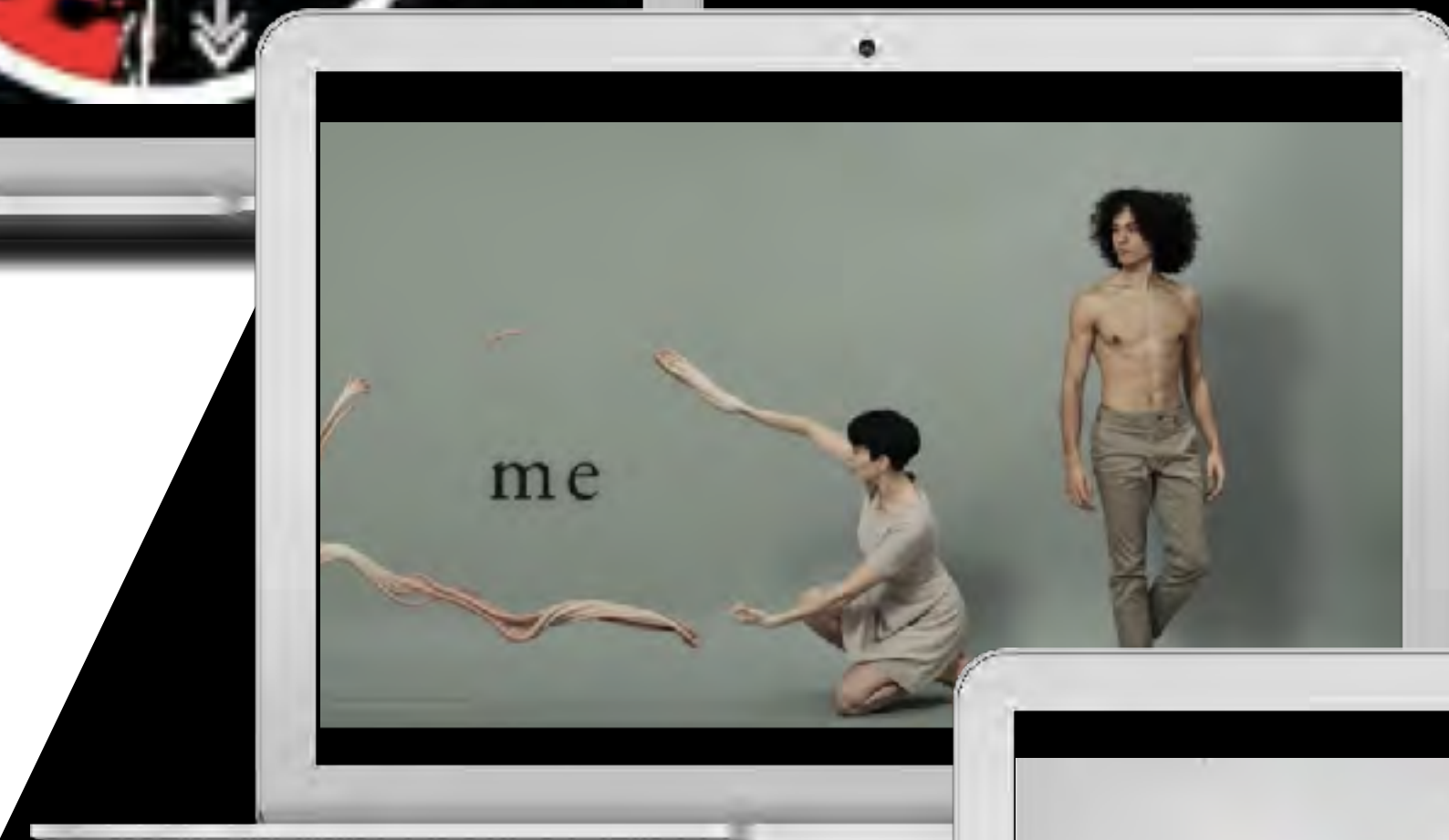
HOW WE AMPLIFY IT

- 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

AMAZON PRIME |
THE SCIENCE BEHIND SCI-FI



DOHA DEBATES |
EQUALITY



MARRIOTT HOTELS |
TRAVEL SHOWED ME



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

With the the new TED Audio Collective, our most respected and trusted speakers explore big ideas, foster debate, and inspire change on a global scale.

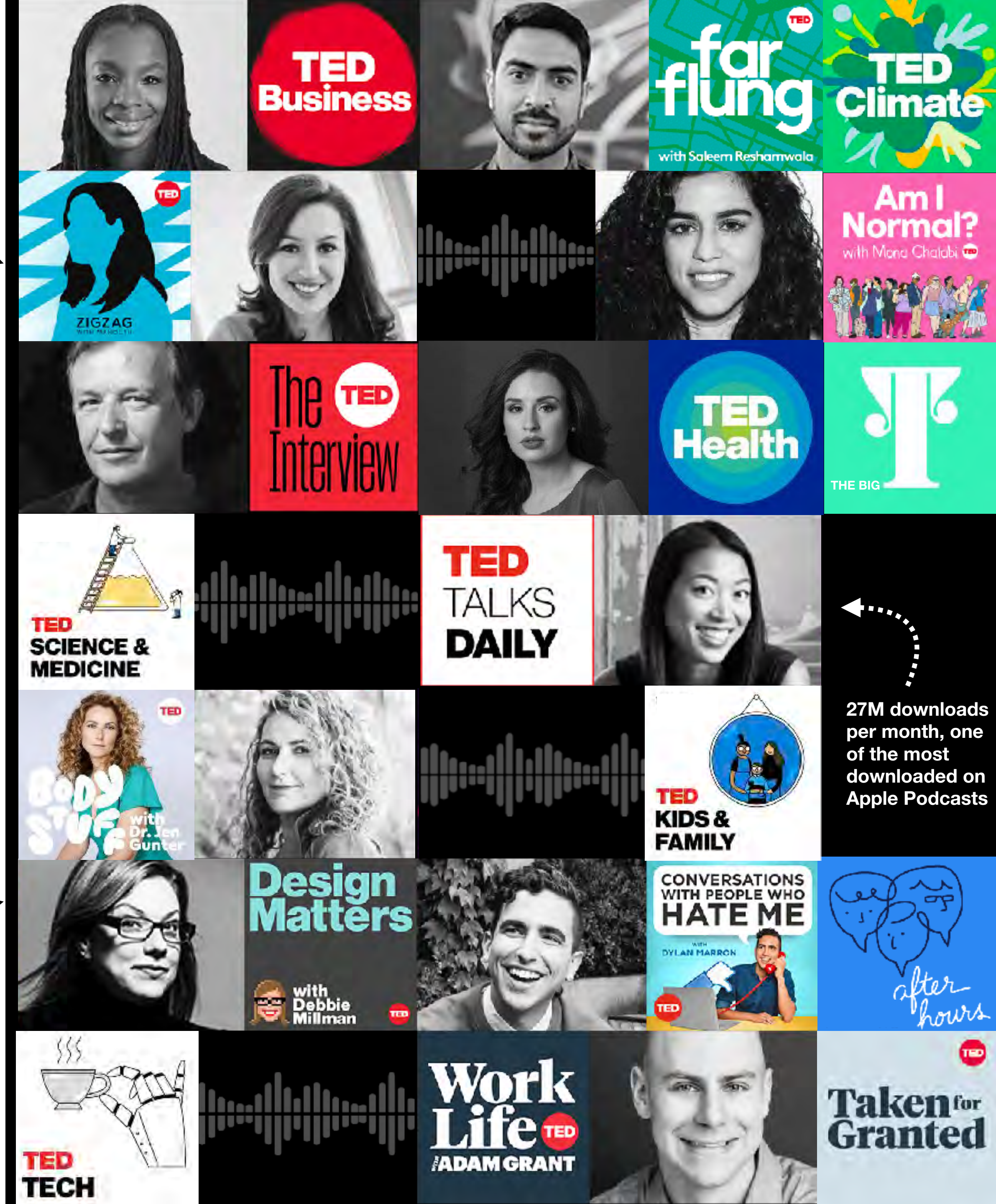
Source: all TED podcasts; Podtrac Q2 2021

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

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

OPPORTUNITIES

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



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.

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

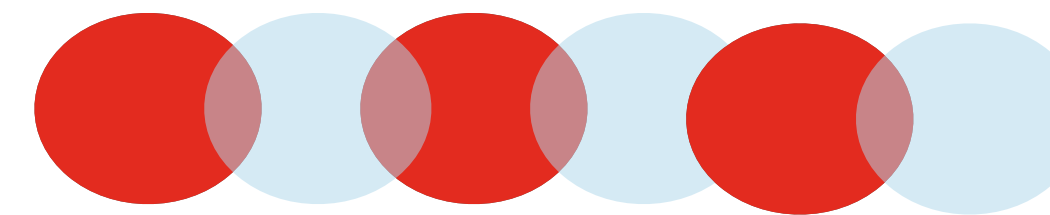


TED'S HEAD OF SPEAKER COACHING

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.

“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.”



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

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

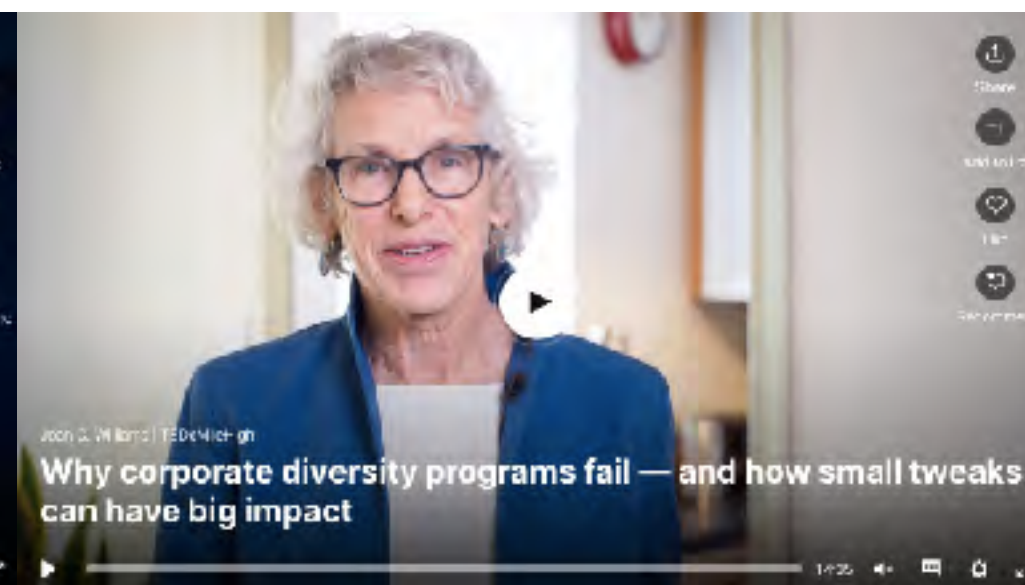
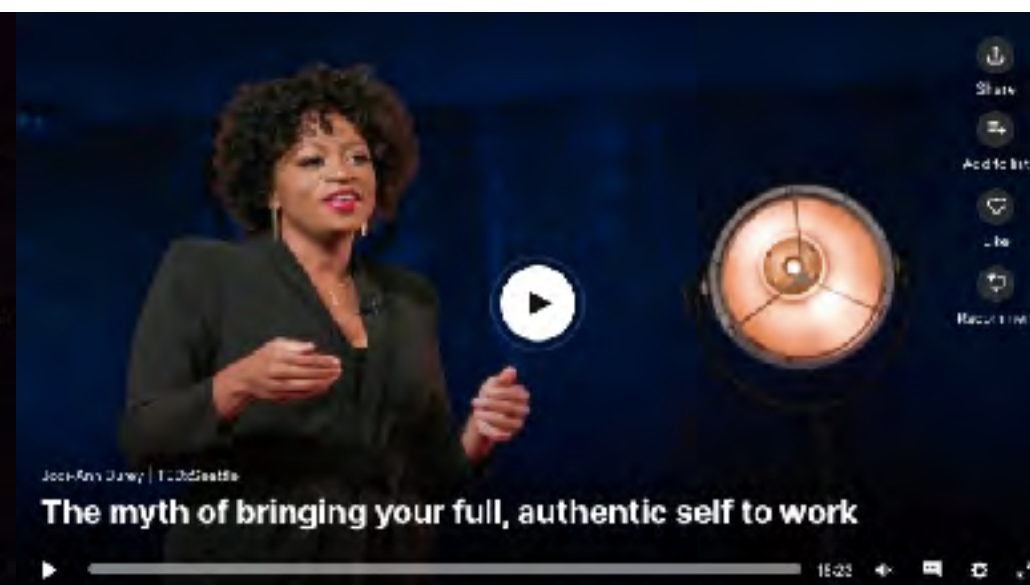
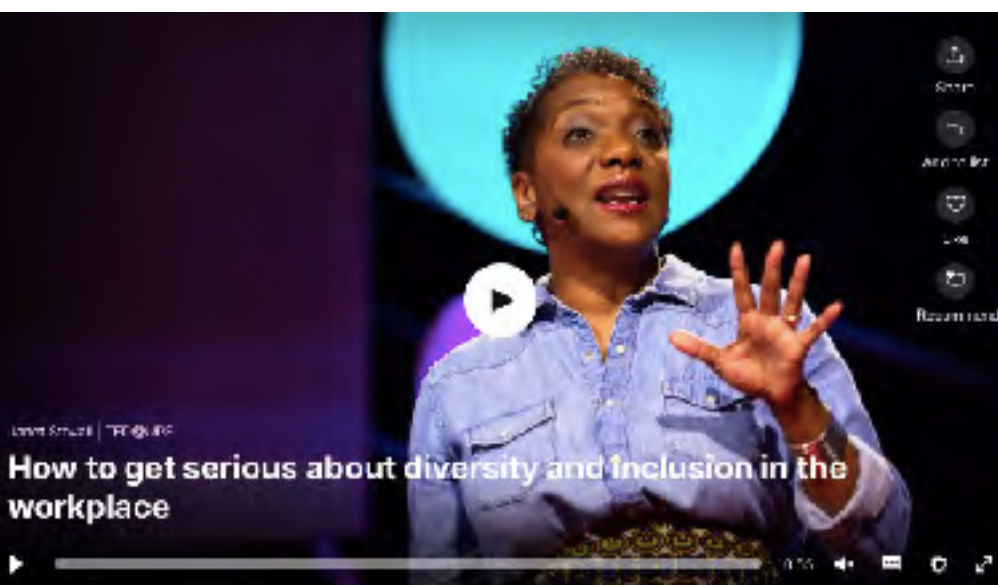
Turnkey resource kits to deliver team learning at scale.

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 help L&D leaders onboard, **implement, measure, promote, and optimize** TED@Work.





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