

The screenshot shows the TED website interface. At the top, there's a navigation bar with 'TED' logo, 'Watch', 'Read', 'Attend', 'Participate', and 'About'. A search bar and 'Log in' / 'Sign up' links are on the right. The main content area features a video player for Abha Dawesar's talk 'Life in the "digital now"'. The video player includes a play button, a progress bar, and icons for 'Download' and 'Rate'. Below the video player, there are social media sharing icons (Twitter, Facebook, Email, Print) and a view count of '62,007 TOTAL VIEWS'. The description of the talk reads: 'One year ago, Abha Dawesar was living in blacked-out Manhattan post-Sandy, scrounging for power to connect. As a novelist, she was struck by this metaphor: Have our lives now become fixated on the drive to digitally connect, while we miss out on what's real?'. Below the description is a small profile picture of Abha Dawesar, her name 'Abha Dawesar', her title 'Novelist', and a short bio: 'Abha Dawesar writes to make sense of the world – herself included. [Full speaker bio](#)'. There are also links for 'View transcript' and 'View transcript (1 language)'. To the right of the main content is a 'Related talks and playlists' section with six thumbnails: Chris Abani 'On humanity', Carmen Agra Deedy 'Once upon a time, my mother ...', Ed Gavagan 'A story about knots and surgeons', a playlist 'Our digital lives', a playlist 'Personal tales from the edge of life', and a playlist 'How to tell a story'.

Ideal engagement

TED was founded in 1984 as a conference bringing together people from three spheres: Technology, Entertainment, and Design. Its range has broadened since then to encompass the full spectrum of human ingenuity, genius, and invention.

The mission of TED is ideas worth spreading. And TED.com is the primary platform for sharing those novel concepts. Our speakers think big—predicting and shaping the future of technology, creating and implementing ingenious solutions to global problems, and innovating in business, science, education, design and the arts.

On TED.com, these thinkers and doers share their ideas, inspire others, and catalyze astonishing change in every corner of the world. Advertising partners can align insights on their innovations with a constantly refreshed collection of the latest thinking and boldest ideas.

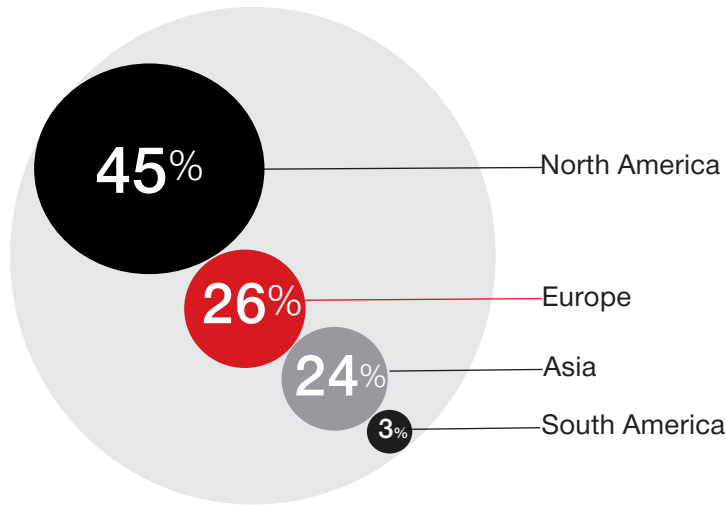
“TED has created a product that’s **sophisticated, popular, lucrative, socially conscious, and wildly pervasive.**”

THE
NEW YORKER

“...**TED has gone viral.** Ideas have become the new rock ‘n’ roll. And TED is its Glastonbury.”

theguardian

TED.com Worldwide Traffic Breakdown*



TOP 10 CITIES TUNING INTO TED

- _____ New York
- _____ London
- _____ Toronto
- _____ Los Angeles
- _____ Seoul
- _____ Sydney
- _____ Melbourne
- _____ Taipei City
- _____ Tokyo
- _____ Chicago

TEDTalks have been translated into 103 languages.

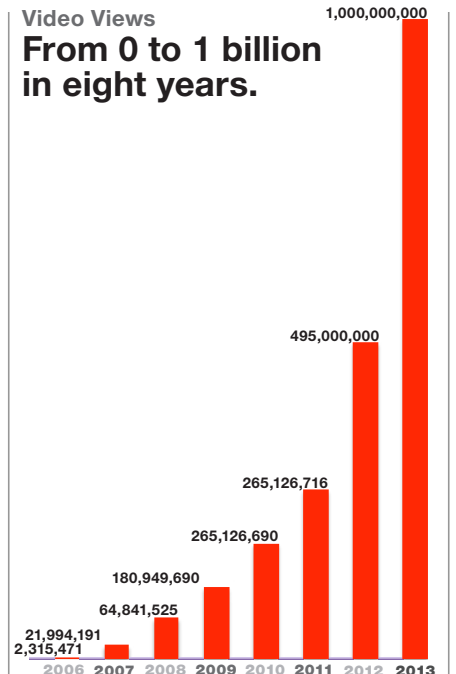
EVERY SECOND, 17 PEOPLE WATCH A TEDTALK

Views of TEDTalks Since 2006	TED Apps Downloads iOS + Android	Facebook Friends
1.5 billion	17 million	3.5 million

Monthly Uniques	Monthly Pageviews	Monthly Visits
10.4 million*	44.5 million*	16.8 million*

Average Click Through Rate	Average Time On Site	Average Post Roll Completion
3.5% »	13:19*	60-80% »

College Degrees	Age: 34 or Younger	HHI: Index of 170 for \$100K+
75% #	46% #	\$100K #

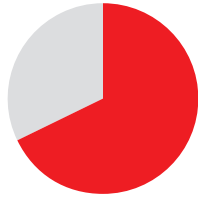


Sources: * Google Analytics, January-November 2013; # ComScore September 2013; » Doubleclick for Publishers.

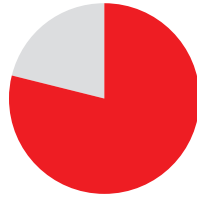
ABOUT TED.COM USERS...



54%
consider themselves
leaders



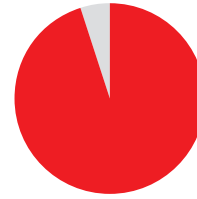
68%
are known for their
talent and expertise
by others in their
profession



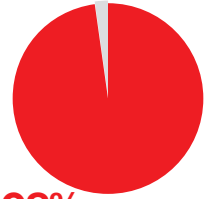
79%
believe having a
positive impact on the
world is extremely
important



94%
say the pursuit of
knowledge is of
immense importance
to them



95%
see TED as a
vital instrument
in their pursuit of
knowledge



98%
find TED.com
covers issues and
subjects that are not
seen elsewhere

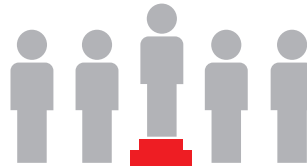


92%

agree they would consider purchasing a brand associated with TED

one in five

are CEO/owner/principal/
president within their company



one in four

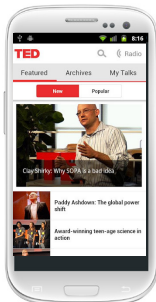
have a net worth of
\$750,000 or more



Source: Independent User Survey, GroupSJR, 2012.



Awards



THE PEABODY AWARD

iTunes

BEST PODCAST OF THE YEAR (Art)

2006, 2007, 2008, 2009, 2010, 2011, 2012

Google

TOP 12 APPS OF 2012

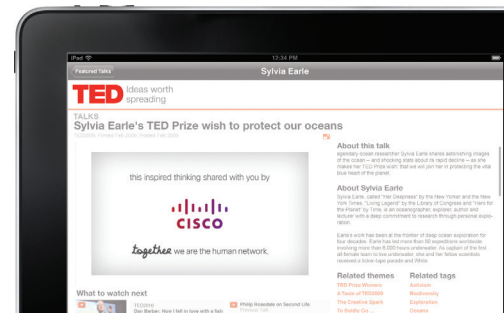
Digiday

- **BEST USE OF VIDEO** by a Publisher
- **BEST USE OF IPAD/TABLET** by a Publisher

Webbys

- **BEST USE OF VIDEO** People's Voice Winner
- **EDUCATION** People's Voice Winner
- **RADIO/PODCASTS** Webby Award Winner + People's Voice Winner
- **VARIETY** People's Voice Winner

NATIONAL DESIGN AWARD



The Elements of Partnership

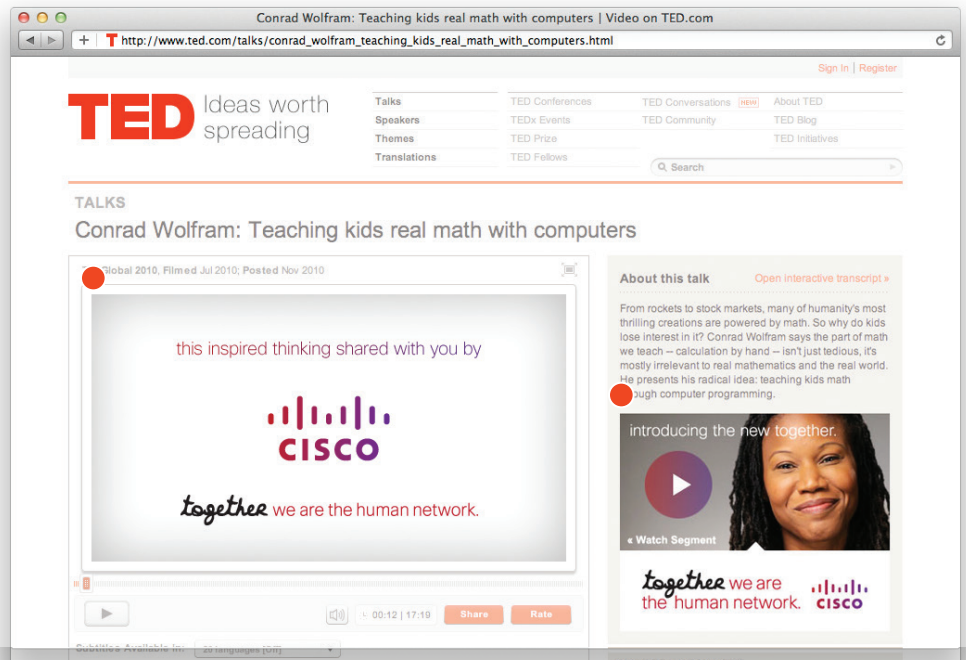
TEDTalks can be viewed through our state-of-the-art streaming player or via download, as MP3 and MP4 podcasts. Our embeddable player allows TEDTalks to be shared on blogs and third-party sites. Many TED fans download TEDTalks in high-resolution 480p, to watch on the big screen. Advertising partners travel with TEDTalks across the website, embeds and downloads.

TED.COM home page



A: The landing page for most TED.com visitors, it sees approximately 7.4 million pageviews a month.

talk page



B: Pre-Roll Slate logo and text unit
Post-Roll Video is the heart of a partnership buy. It's a chance to communicate your idea to our audience.

C: Interactive Companion Unit 304x245 image/text unit - expands upon rollover

TED APPS



TED is a non-profit supported by partners who believe in the power of ideas.

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