



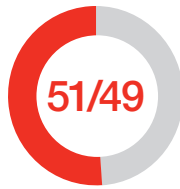
TED challenges conventions, shares solutions, and reveals bold new ways to see the world. While originally focused on the convergence of Technology, Entertainment, and Design, TED now encompasses the full spectrum of human ingenuity. Its signature blend of innovation, insight, and storytelling has ignited a worldwide community committed to lifelong learning and to sparking positive change. TED media has grown rapidly since launching in 2006 with over 3 billion videos views in just 9 years.

TED audience



a global audience

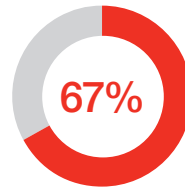
- Africa + Middle East
- Asia
- Australia + New Zealand
- Europe
- Latin America
- North America



male / female

43.4

average age



income > \$75k

81%

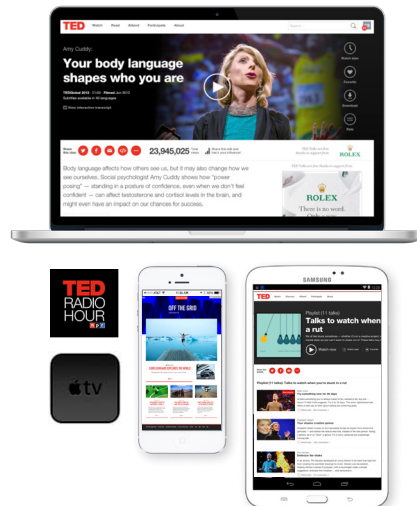
college educated

Top content categories

- Business
- Design
- Economics
- Education
- Entertainment
- Environment
- Motivation
- Leadership
- Science
- Technology

What's available now through TED

- Desktop
- Mobile
- Tablet
- Apple TV
- Thematic Targeting
- Geographic Targeting
- Editorial Series
- Custom Content
- Sponsored TED.com Playlist
- Audio Podcast Sponsorship
- NPR TED Radio Hour Sponsorship



3 billion

total video views to date

monthly unique visitors

17 million

total monthly unique visitors

14.4M

TED.com

2.0M

TED Apps

0.8M

TED Apple TV

engagement

4-8%

post roll video click-through rate

60-80%

completion rate

10:26

average time on site