

**TED**

# Ideas Worth Spreading



## Established In 1984

# About Ted



Sir Ken Robinson  
2005

## Background

TED is a nonprofit devoted to Ideas Worth Spreading. It started out in 1984 as a conference bringing together people from three worlds: Technology, Entertainment, Design. Since then its scope has become ever broader. Along with two annual conferences the TED Conference and TEDGlobal, TED includes the award-winning TED Talks video site, the Open Translation Project and TED Conversations, the inspiring TED Fellows and TEDx programs, and the annual TED Prize.



TED Audience  
During The  
Earth Tones  
Conference

# Spreading Ideas

## Our Mission

We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world. So we're building a clearinghouse of free knowledge from the world's most inspired thinkers, and also a community of curious souls to engage with ideas and each other. This site, launched in April 2007, is an ever-evolving work in progress, and you're an important part of it. Have an idea? We

want to hear from you.

## Demographics of Acceptance



## Web

On TED.com, we make the best talks and performances from TED and partners available to the world, for free. More than 1500 TED Talks are now available, with more added each week. All of the talks are subtitled in English, and many in other languages, too. These videos are released under a Creative Commons BY-NC-ND license, so they can be freely shared and reposted.

# Initiative

## **TEDActive**

brings together a curated community of curious and energetic leaders to share an immersive week of watching the TED Conference in a creative and casual setting. The gathering is sprinkled heavily with surprising experiences designed to inspire conversation and immediate action around ideas.



Bono TED 2013

## **TEDGlobal**

travels the world and is slightly more international in nature. The full TED format is maintained, with a wide-ranging roster of speakers and performers for four days of inspiring sessions -- plus the famous TED University, where attendees share their own knowledge with one another. TEDGlobal was held in Oxford, UK, in 2005, 2009 and 2010; in Arusha, Tanzania, in 2007; in Edinburgh, Scotland in 2011, 2012 and 2013; and in 2014, it will head to Rio de Janeiro, Brazil.

## **TED**

also regularly hosts events around the globe. TEDIndia was held in November 2009, celebrating and exploring the beckoning future of South Asia. TEDWomen was held in December 2010 in Washington, DC, and will be held again in 2014 in San Francisco, California, asking the question: How are women and girls reshaping the future? TEDYouth was held in New York City in 2011 and 2012, with inspiring speakers giving short talks designed to stimulate the curiosity of students. This year, the event will head to New Orleans. TED also hosts smaller events, including many TED Salons, evening-length events with speakers and performers, and TED@ events, exploring a topic or location.



# Open Translation Project



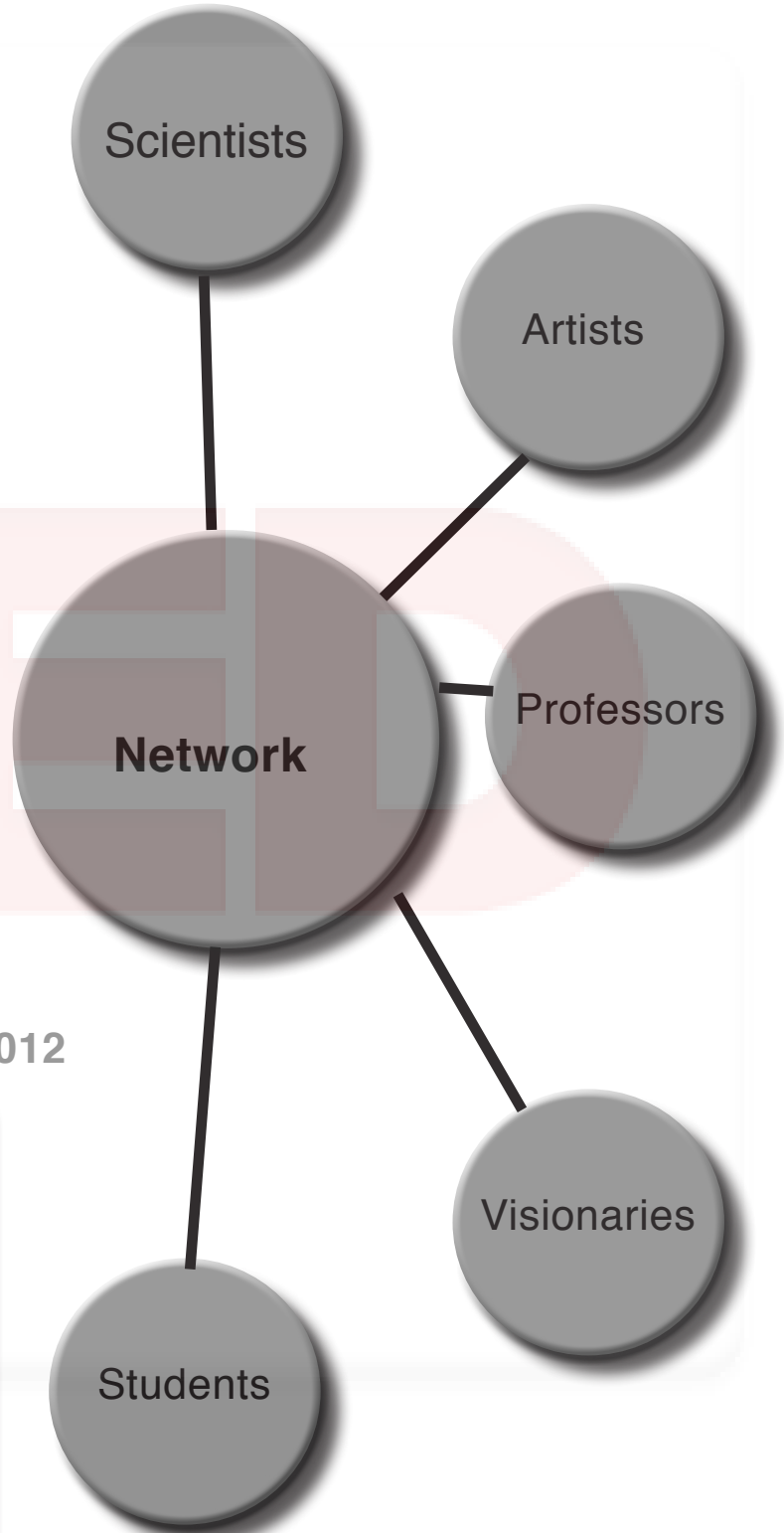
TED Glocal Conference

The TED Open Translation Project brings TED Talks beyond the English-speaking world by offering subtitles, interactive transcripts and the ability for any talk to be translated by volunteers worldwide. We launched the project with 300 translations, 40 languages and 200 volunteer translators; now, there are more than 45,000 completed translations from our thousands-strong community. It's an ambitious project that radically enhances the accessibility of the talks -- for the hearing-impaired, for those who speak English as a second language, for search engines (which can now index the full transcript of a talk), and of course for the vast audience of non-English speakers worldwide.

# Network



Bill Gates at  
TED 2013



TED 2012



## TED Talks

began as a simple attempt to share what happens at the TED Conference with the world. Under the moniker “ideas worth spreading,” talks were released online and rapidly attracted a global audience in the millions. Indeed, the reaction was so enthusiastic that the entire TED website has been reengineered around TED



Talks, with the goal of giving everyone on-demand access to the world’s most inspiring voices. As of November 2012, TED Talks have been viewed more than one billion times.

### TED Campaign 2013

## The TED Fellows program

helps world-changing innovators from around the globe become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities. TED Fellows, TEDGlobal Fellows, and TED Senior Fellows are drawn from many disciplines that reflect the diversity of TED’s members: technology, entertainment, design, the sciences, the humanities, the arts, NGOs, business and more.



Ron Finley Ted  
2013



# Blog

## TED Blog

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May El Khalil TED  
2013

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# Next TED



TED Conference  
2014

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# Resources



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