

NEXT Media

For RIGHT HAND PAGE 1/3
column ad

Hulu, PhD

In an online sea of keyboard kitties, TED, and Fora.tv compete to build a Web video destination for smart grownups. —BILL BAROL

TED

TED.COM / FORA.TV



About 11 million streams served per month via ted.com, embedded players, YouTube, iTunes, and HD video service Miro. Sixty percent of viewers are overseas.

WHO'S WATCHING

More than 2 million streams served per month via Fora.tv and distribution partners including Hulu, YouTube, and the Daily Beast. TK% of viewers are overseas.

Penn Jillette: Intelligent, tech savvy, sometimes funny, and a bit pompous

IMAGE TK

PARADIGMATIC VIEWER

Tom Friedman, or the hippest humanities professor at Williams

A total of 551 talks available, all from TED's two annual conferences, TED (February 2010 in California) and TEDGlobal (July 2010, Oxford, U.K.).

CONTENT SOURCES

More than 10,000 talks available, in whole or in part, from 160 presenters such as the Cambridge Union Society, the **New York Public Library**, and the World Affairs Council.



TED \ta-ed\ *n.* 1. Acronym for technology, entertainment, design. 2. *SLOGAN:* "Our mission: Spreading ideas."

WHAT THEY TELL THE WORLD

Fora.tv: \fau-ra tee-vee\ *n.* plural of "forum." 1. An assembly or meeting place for the discussion of questions of public interest." 2. *SLOGAN:* "Watch, shout, share."

"Isn't technology great? We can use it to save the world."

WHAT THEY TELL THEMSELVES



"Isn't technology great? We can use it to watch these videos."

Not-for-profit; revenue via Web-site ad placements, attendee fees at annual conferences (cost to attend the main conference: \$6,000), and conference sponsorships. Corporate partners include BMW, GE, and IBM.

FOLLOW THE MONEY

For-profit; revenue from on-site sponsorships (Chevron, the San Francisco Film Festival) and splits with downstream distribution partners. Expects to be profitable by early 2010.

Oceanographer David Gallo on "underwater astonishments"; Pattie Maes of the MIT Media Lab demoing an alternate interface to the human environment; John Hodgman on digression.



MOST POPULAR VIDEOS

MythBusters' Adam Savage on "Colossal Failures"; astrophysicist Neil deGrasse Tyson on "America's irrational love affair with Pluto"; Christopher Hitchens and Al Sharpton debating Hitchens's book *God Is Not Great*.

Crisp white, with accents of steel gray and red. Think lunch at the Googleplex

DESIGN AESTHETIC

Somber charcoal gray and black. Think **Master's Tea** at Yale.



RATIO OF VIDEOS I FINISHED TO ONES I BEGAN

