

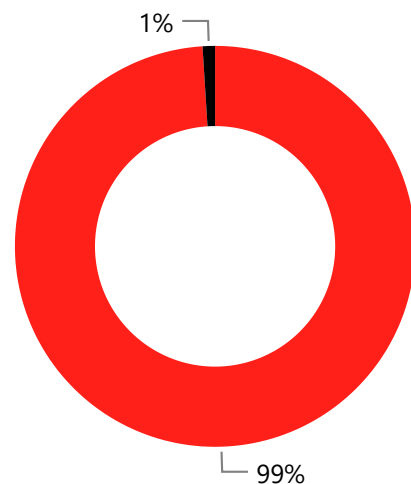
# How to prepare a TEDx Top 100 talk in 2020



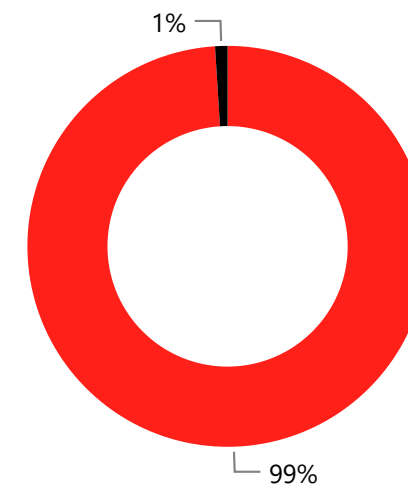
Only 4% of the talks make it to the TOP 100



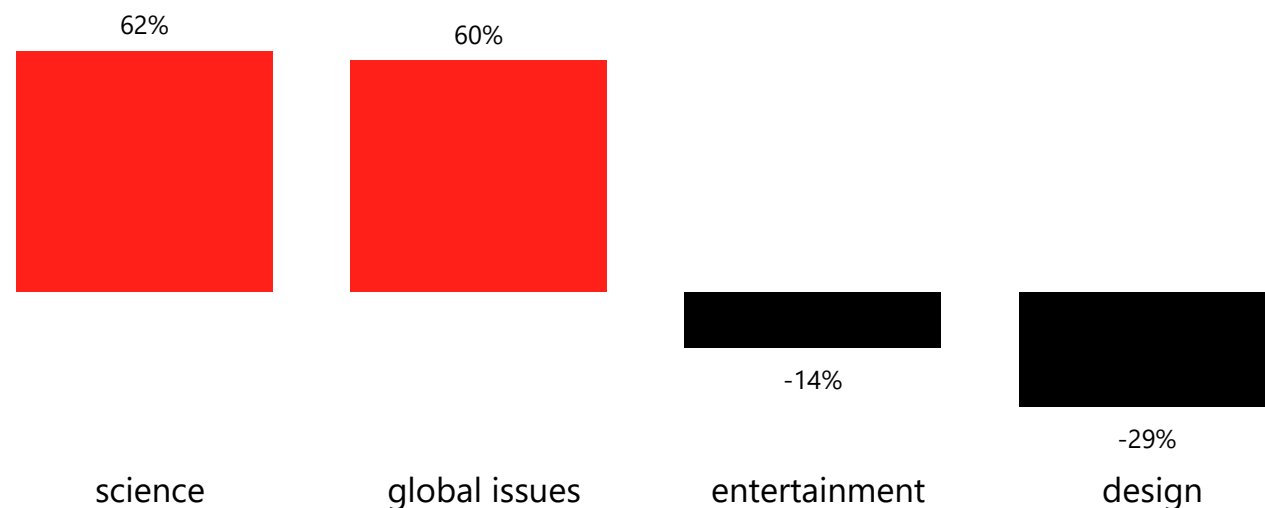
99% of the TOP 100 talks had only 1 speaker



99% of the TOP 100 talks were translated to at least 20 languages



Percent growth of topics during presidential election years in the U.S.



Recommendation for the duration of a talk

**18** Best Minute  
**1.82M** Average Views  
**193** Number of Talks

Number of  
Speakers &  
Languages

Topics Growth in  
Presidential  
Election Years

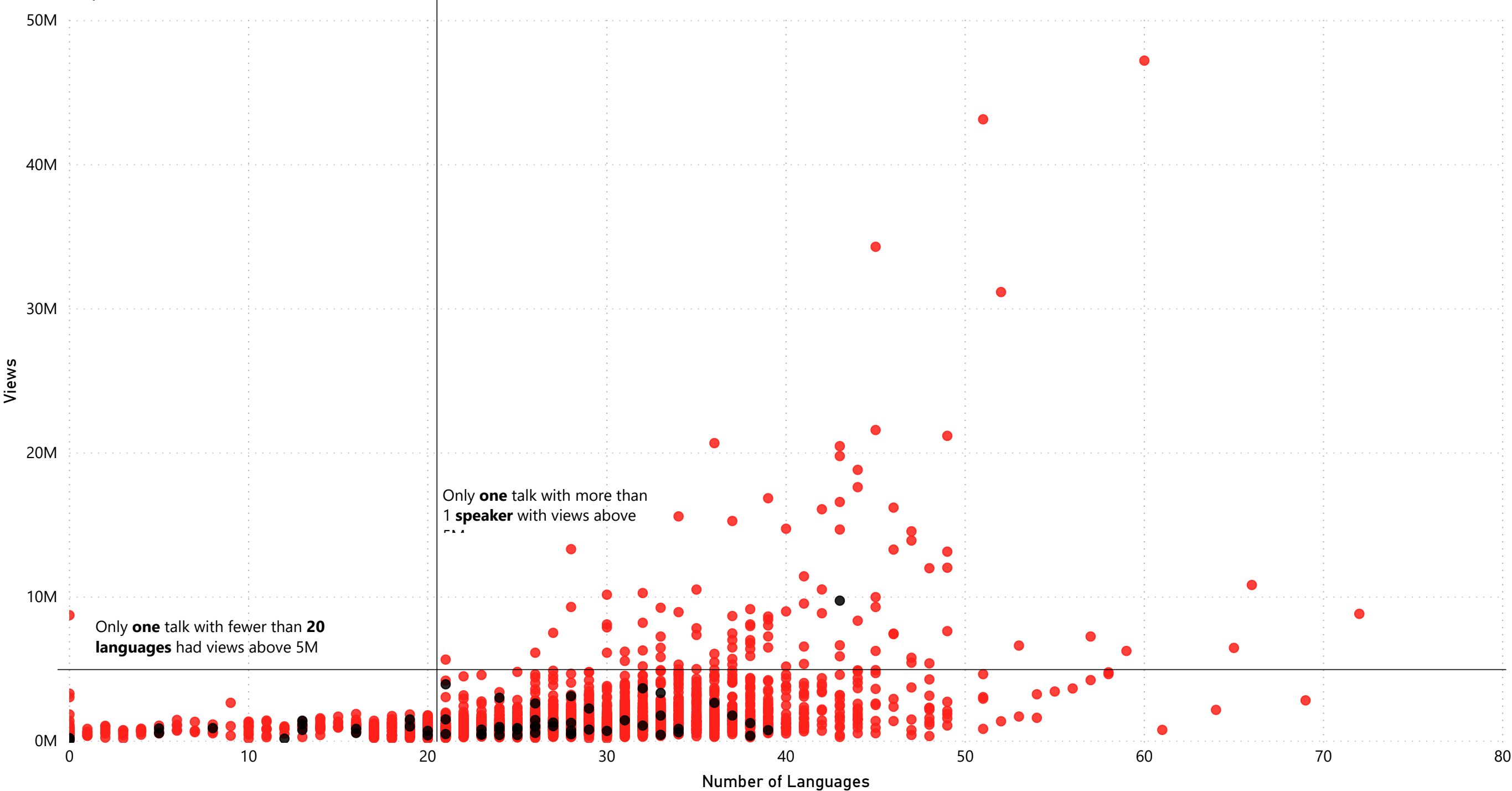
Talk Duration

Source: kaggle.com

Views by Number of Speakers and Number of Languages



Number of Speakers ●1 ●2 ●3 ●4 ●5



Percent Growth of Views During Years with Presidential Election in the U.S.

# Talks Normal Years	# Talks Election Years	Tags	Percent Growth
73	3	oceans	483%
22	3	fish	462%
37	3	biology	431%
5	3	String theory	328%
16	3	illusion	198%
94	5	exploration	159%
102	4	brain	128%
17	3	literature	120%
56	9	evolution	78%
46	6	universe	75%
528	38	science	62%
449	31	global issues	60%
63	11	physics	56%
36	11	animals	52%
45	7	brain	44%
69	4	green	43%
50	5	math	40%
52	5	food	39%
114	3	women	36%
124	3	politics	30%
36	3	love	16%

Tags with at least 30 talks in presidential election years

science

62%

global issues

60%

technology

-3%

entertainment

-14%

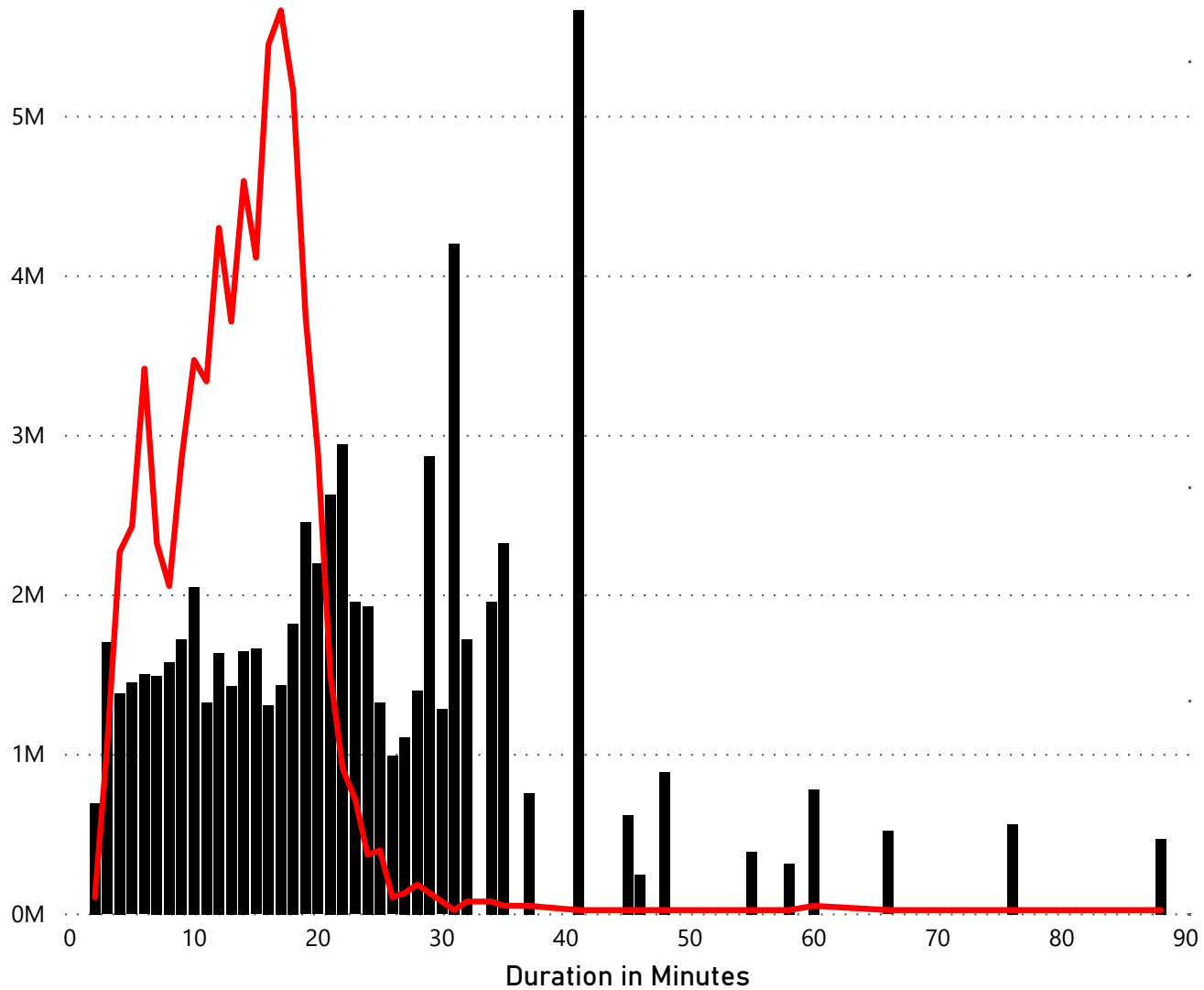
design

-29%

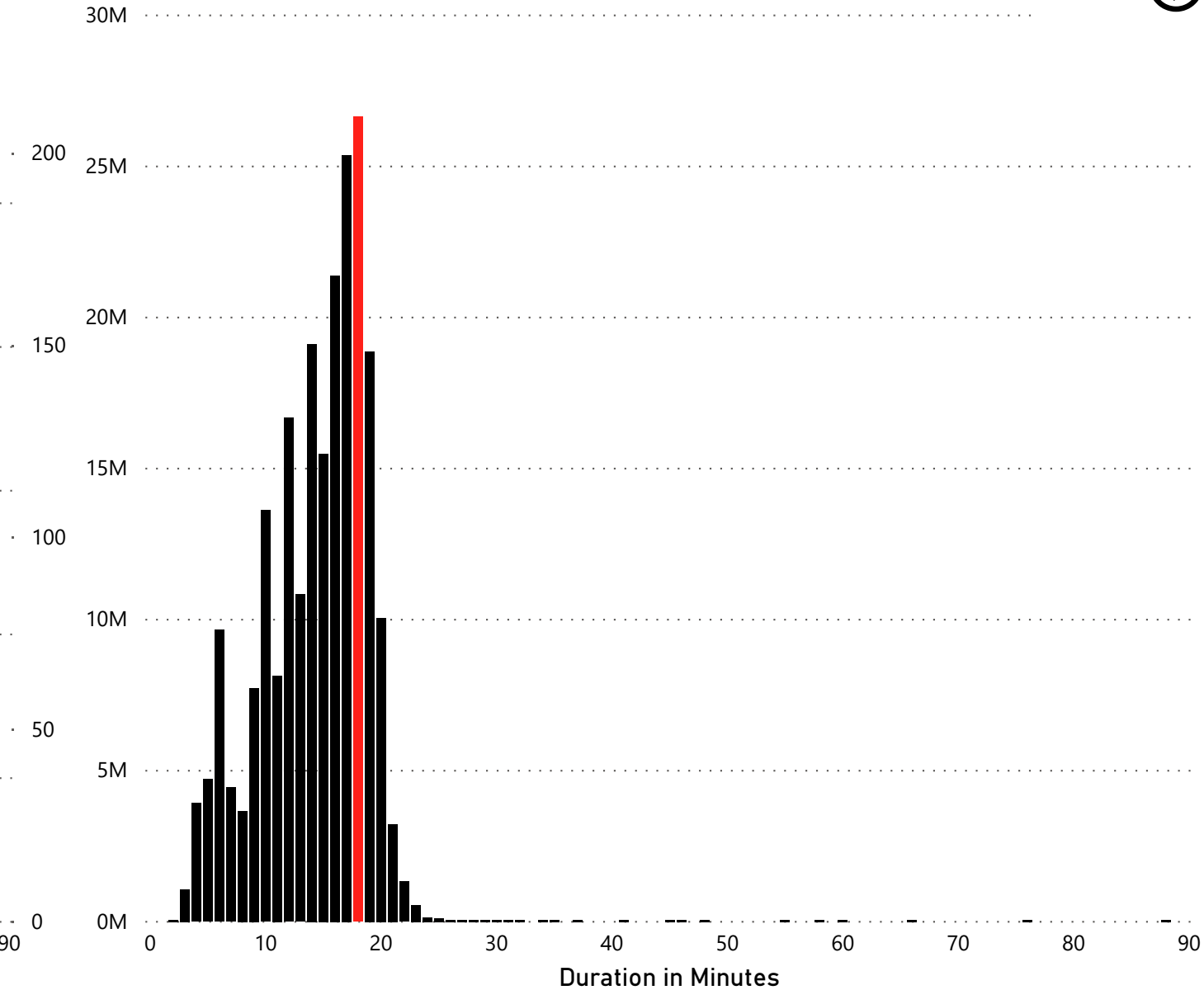
This visual would be more accurate with a larger data set and it could be filtered by talks in the U.S. only.

## Average Views by Minutes and Number of Talks

● Average of views — Count of Index



## Weighted Average Views by Minutes



The **weighted average** is calculated using the **average number of views** for each minute as **value**, and the **number of talks** for each minute as **weight**.

Fall

Spring

Summer

Winter

18

Best Minute

1.82M

Average Views

193

Number of Talks