

What separates top TEDx talks from those that are average. What do people like and what do they dislike?

Does the month the event takes place have an affect in its views?

Events that occur during the first half of the year tend to have higher views compared to those that occur during the second half.

Top 6 months:

1. March
2. May
3. June
4. December
5. April
6. July

Does the length of the talk have an impact on the amount of views?

Yes, aim to keep your talk to a maximum of 21 minutes and do not go less than 19 minutes.

Does the event type have an affect on the amount of views?

No, while there are two top events that have much more views compared to the other, the data does not show a trend between event type and the amount of views.

What tags are related to the most popular talks?

General talks of "Business" tend to have higher views compared to business specific tags such as "marketing" or "Finance".

There is also a list of business related talks ordered by amount of Views that would be helpful to watch for inspiration.

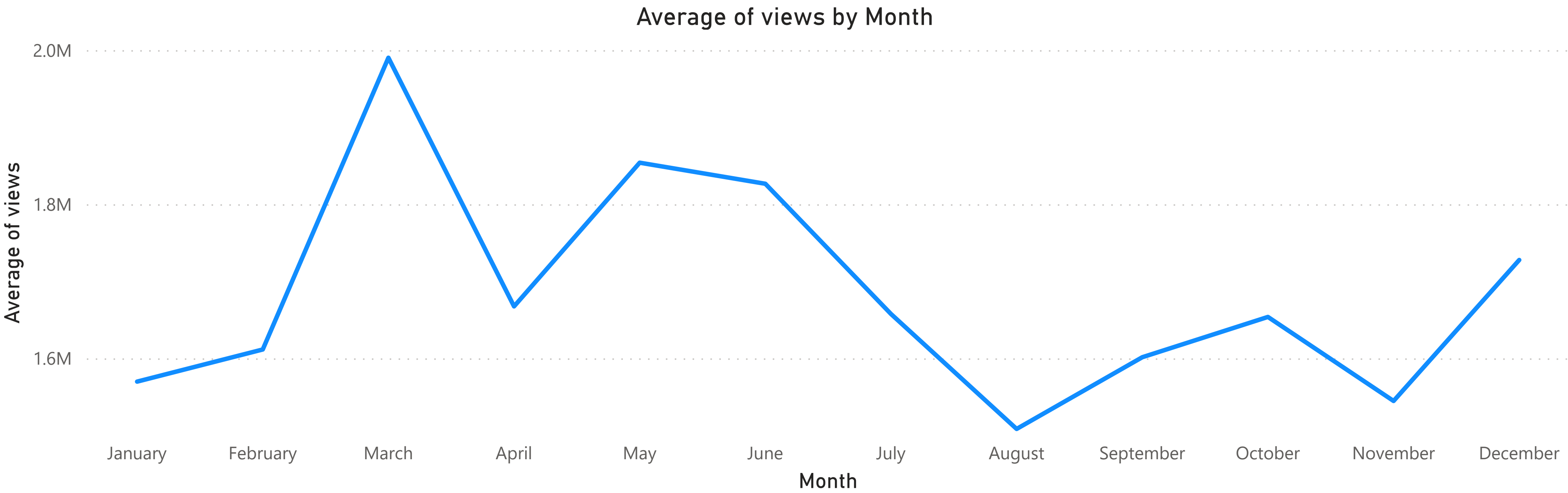
What impact does the month of the talk have on popularity?

Events held during the beginning of the year (first 6 months) have an overall higher amount of views.

Top 6 months:

- 1. March
- 2. May
- 3. June
- 4. December
- 5. April
- 6. July

Month	Average of views
March	1,990,171.55
May	1,853,962.00
June	1,826,610.20
December	1,727,699.65
April	1,667,469.62
July	1,657,598.80
October	1,653,779.19
February	1,611,538.01
September	1,601,482.58
January	1,569,825.59
November	1,544,709.30
August	1,508,414.20

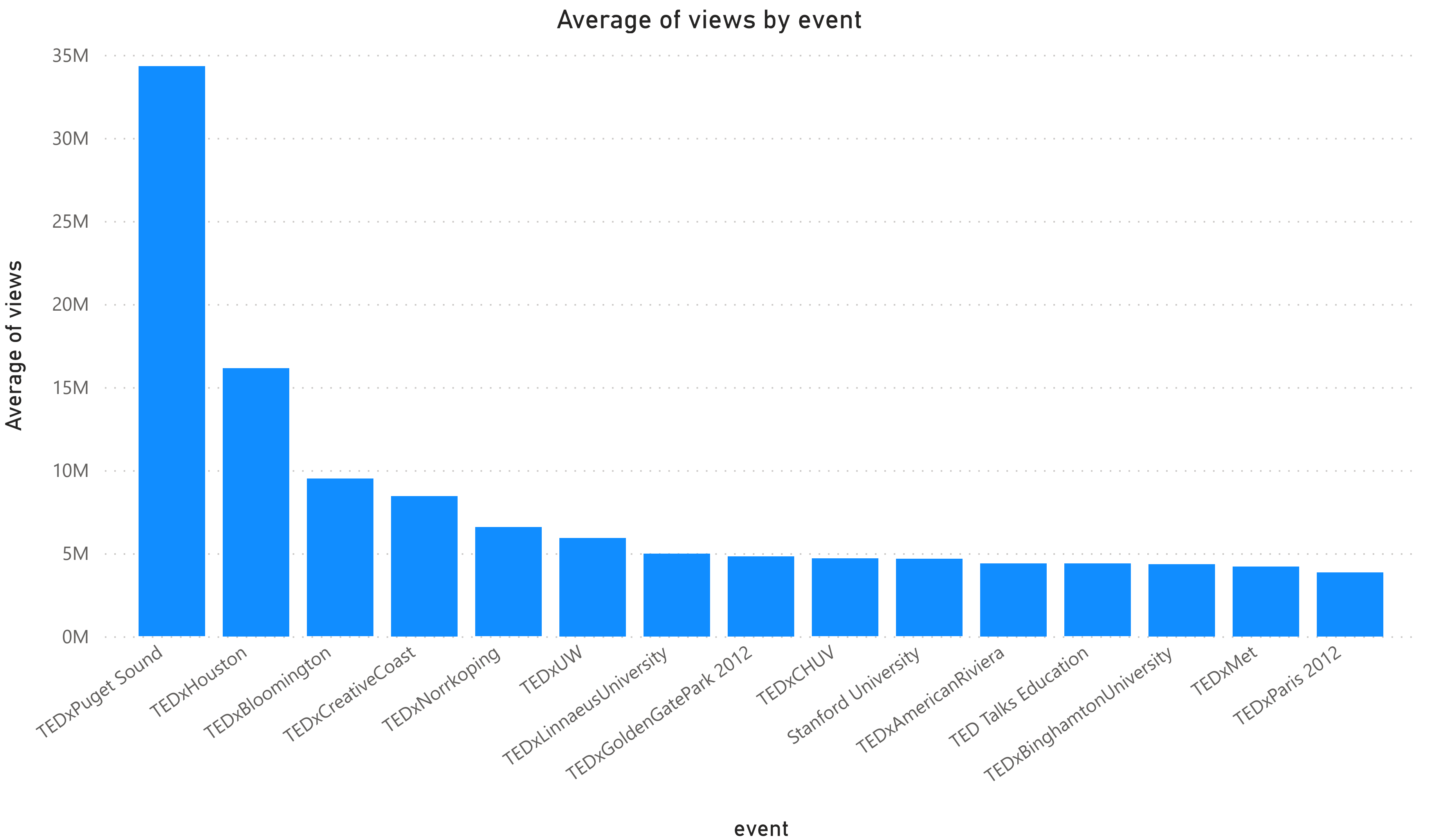


RECOMMENDATION: If possible aim for your talk to be in the first half of the year.

What impact does the event-type have on popularity?

The 2 highest events are much higher in the amount of views compared to the other top 15 events, however the remaining top 15 events show little difference between their view counts. This suggests that that the event type has little impact on the overall success of the talk

Top 15 Events	
event	Average of views
TEDxPuget Sound	34,309,432.00
TEDxHouston	16,140,250.50
TEDxBloomington	9,484,259.50
TEDxCreativeCoast	8,444,981.00
TEDxNorrkoping	6,569,493.00
TEDxUW	5,917,201.00
TEDxLinnaeusUniversity	4,984,884.00
TEDxGoldenGatePark 2012	4,811,180.00
TEDxCHUV	4,682,458.00
Stanford University	4,658,636.50
TEDxAmericanRiviera	4,384,497.00
TED Talks Education	4,375,103.75
TEDxBinghamtonUniversity	4,340,117.00
TEDxMet	4,207,626.00
TEDxParis 2012	3,840,850.00

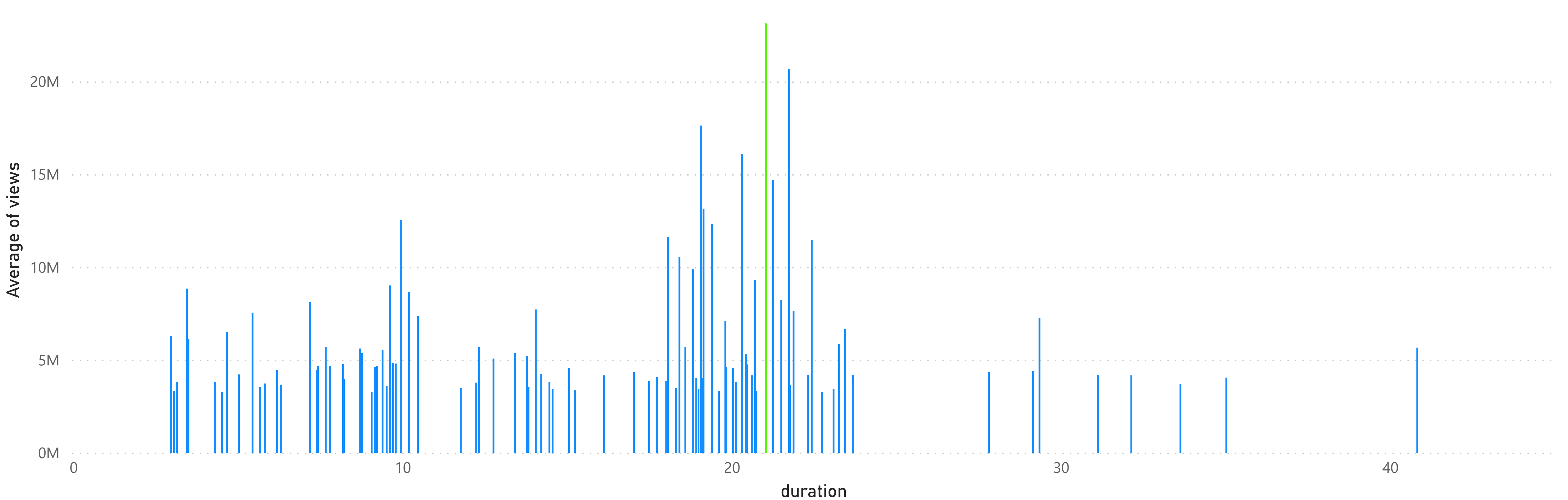


Does length of the talk impact views?

The duration with the highest average amount of views is 21 minutes.

Anything shorter than 19 minutes has a significant drop off, while going past 22 minutes also has a drop in views.

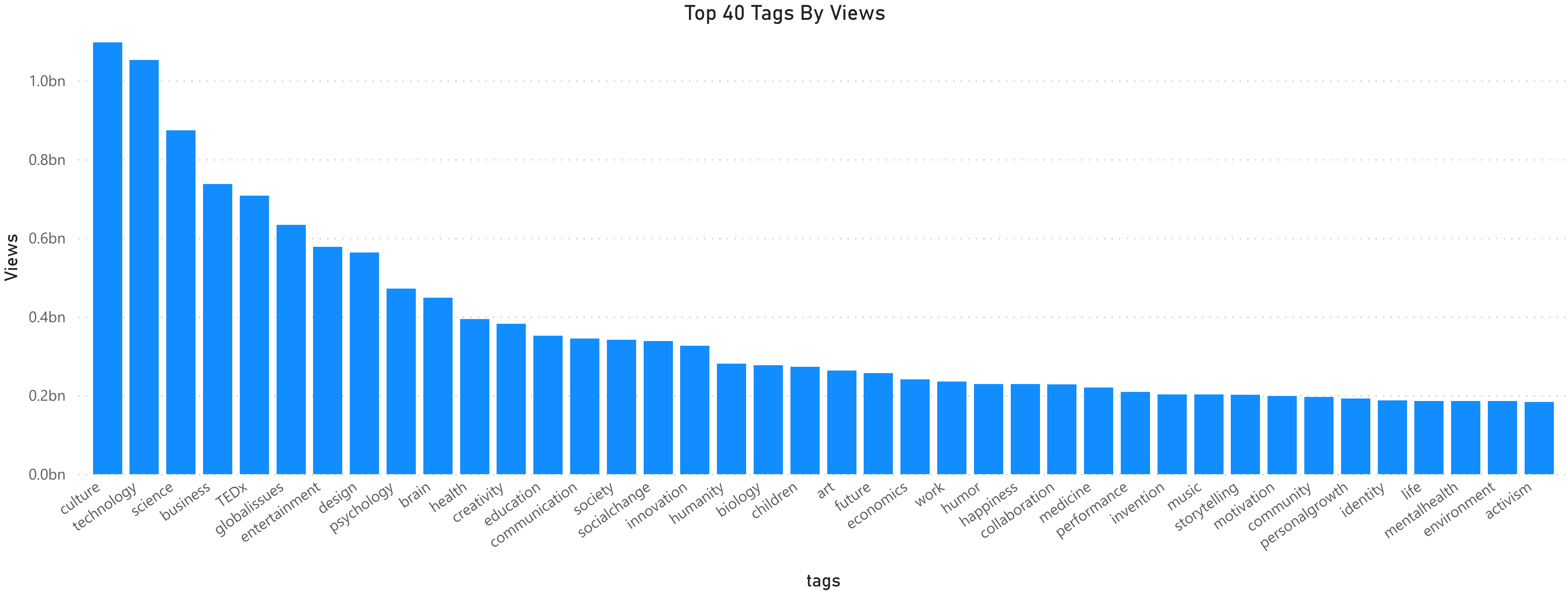
Average of views by duration




RECOMMENDATION: Aim for your talk to be 21 minutes.

What tags bring in the highest amounts of views?

- Top 5 tags:
- 1. Culture
 - 2. Technology
 - 3. Science
 - 4. Business
 - 5. Tedx



tags	Views
business	736,918,304.00
economics	240,940,912.00
entrepreneur	123,624,609.00
marketing	39,971,471.00
finance	23,705,138.00

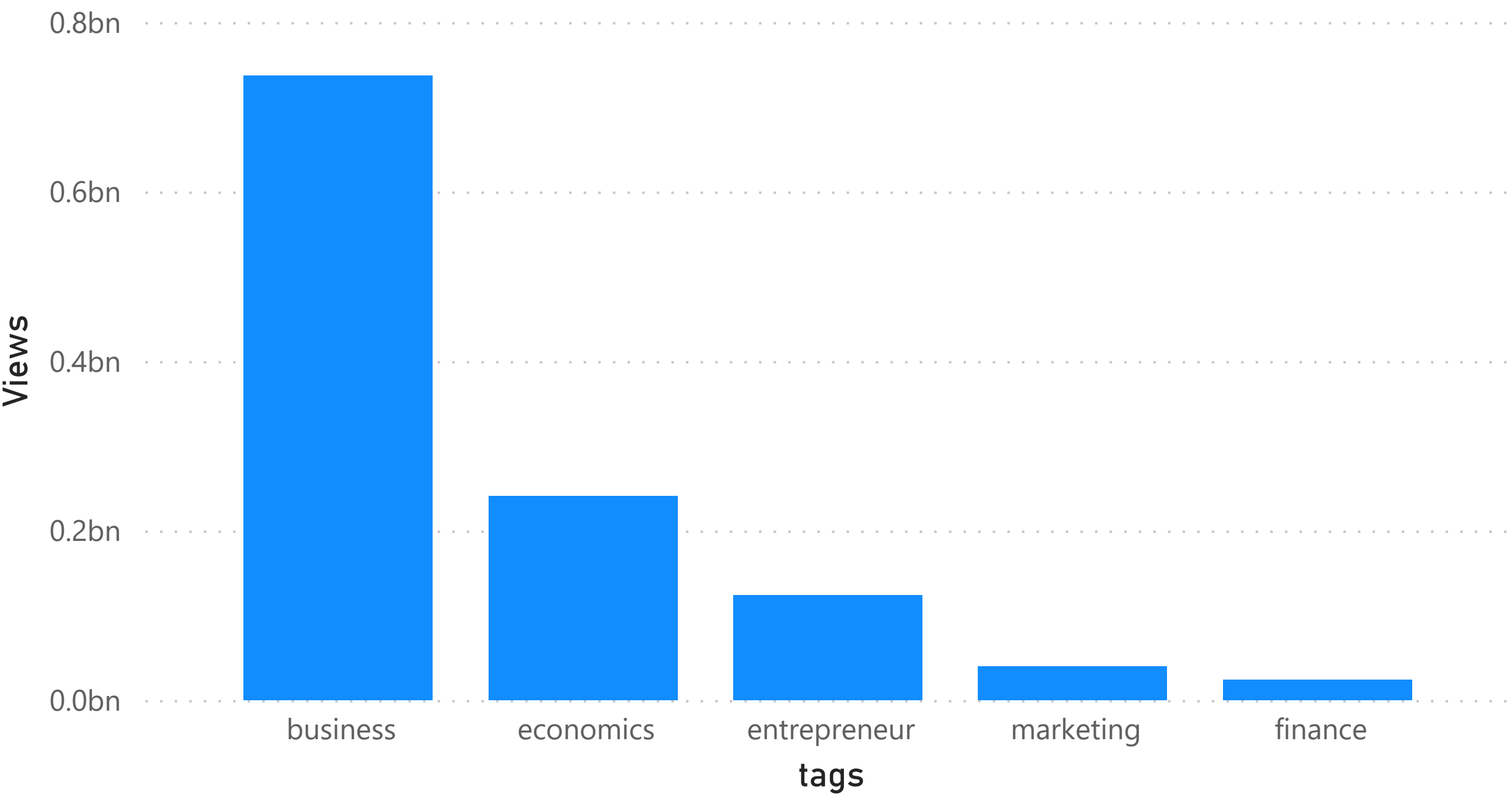


This visual does not support exporting

tags

All

Views by tags



Business Related Talks

name	tags	views
Ken Robinson: Do schools kill creativity?	creativity	47,227,110
Ken Robinson: Do schools kill creativity?	culture	47,227,110
Ken Robinson: Do schools kill creativity?	dance	47,227,110
Ken Robinson: Do schools kill creativity?	education	47,227,110
Ken Robinson: Do schools kill creativity?	parenting	47,227,110
Ken Robinson: Do schools kill creativity?	teaching	47,227,110
Ken Robinson: Do schools kill creativity?	children	47,227,110
Amy Cuddy: Your body language may shape who you are	brain	43,155,405
Amy Cuddy: Your body language may shape who you are	business	43,155,405
Amy Cuddy: Your body language may shape who you are	psychology	43,155,405
Amy Cuddy: Your body language may shape who you are	self	43,155,405
Amy Cuddy: Your body language may shape who you are	success	43,155,405
Amy Cuddy: Your body language may shape who you are	body language	43,155,405
Simon Sinek: How great leaders inspire action	business	34,309,432
Simon Sinek: How great leaders inspire action	entrepreneur	34,309,432
Simon Sinek: How great leaders inspire action	leadership	34,309,432
Simon Sinek: How great leaders inspire action	success	34,309,432
Simon Sinek: How great leaders inspire action	TEDx	34,309,432
Brené Brown: The power of vulnerability	communication	31,168,150
Brené Brown: The power of vulnerability	culture	31,168,150
Brené Brown: The power of vulnerability	depression	31,168,150
Brené Brown: The power of vulnerability	fear	31,168,150
Brené Brown: The power of vulnerability	mental health	31,168,150

RECOMMENDATION: General tags of business tend to have higher views compared to specific categories of business such as marketing.