

TED Talks aim for wider global reach

June 17 2016



More than 70 percent of the online traffic from TED apps comes from outside the United States, with demand from the Asia-Pacific region being twice that in North America

TED Talks, known for "ideas worth spreading," are aiming for a wider global audience with a new mobile application that can be used in two dozen languages.

The non-profit behind prestigious conferences focused on captivating 18-minute [talks](#) later shared free in online videos on Friday rolled out an overhauled Android application it hopes will help it reach nearly a billion people.

"We are really leaning in to being a global application," said Thaniya Keereepart, who heads TED media initiatives on mobile and connected devices.

More than 70 percent of the online traffic from TED apps comes from outside the United States, with demand from the Asia-Pacific region being twice that in North America, according to Keereepart.

The new, free TED app for Android provides a user interface that will work in any of 24 languages, automatically displaying on-screen instructions in the language chosen in smartphone settings, and transcripts.

While TED Talks have for a while been offered with translations done by volunteers, the change will let people navigate the application and do searches in a language of their choosing.

"People can actually find the talks they are looking for in the languages they are looking for," Keereepart told AFP while providing an early look at the new application.

Citation: TED Talks aim for wider global reach (2016, June 17) retrieved 1 June 2023 from <https://phys.org/news/2016-06-ted-aim-wider-global.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private

study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.