

OUR MISSION

“BIG THINK CHALLENGES COMMON SENSE ASSUMPTIONS AND
GIVES PEOPLE PERMISSION TO THINK IN NEW WAYS”

- Big Think subscriber

Actionable lessons from the world's greatest thinkers and doers
make the Big Think audience smarter, faster.

Big Think experts are at the top of their field or disrupting it.

The world's largest archive of lessons from the people
changing how we work, live, and experience.

Unbiased, trusted, and reliable. Millions of users seek us out, including
thousands of experts inside the Big Think network.



Sam Harris



Judith Light



OUR REACH

SOCIAL MEDIA

OVERALL MONTHLY REACH: 32M

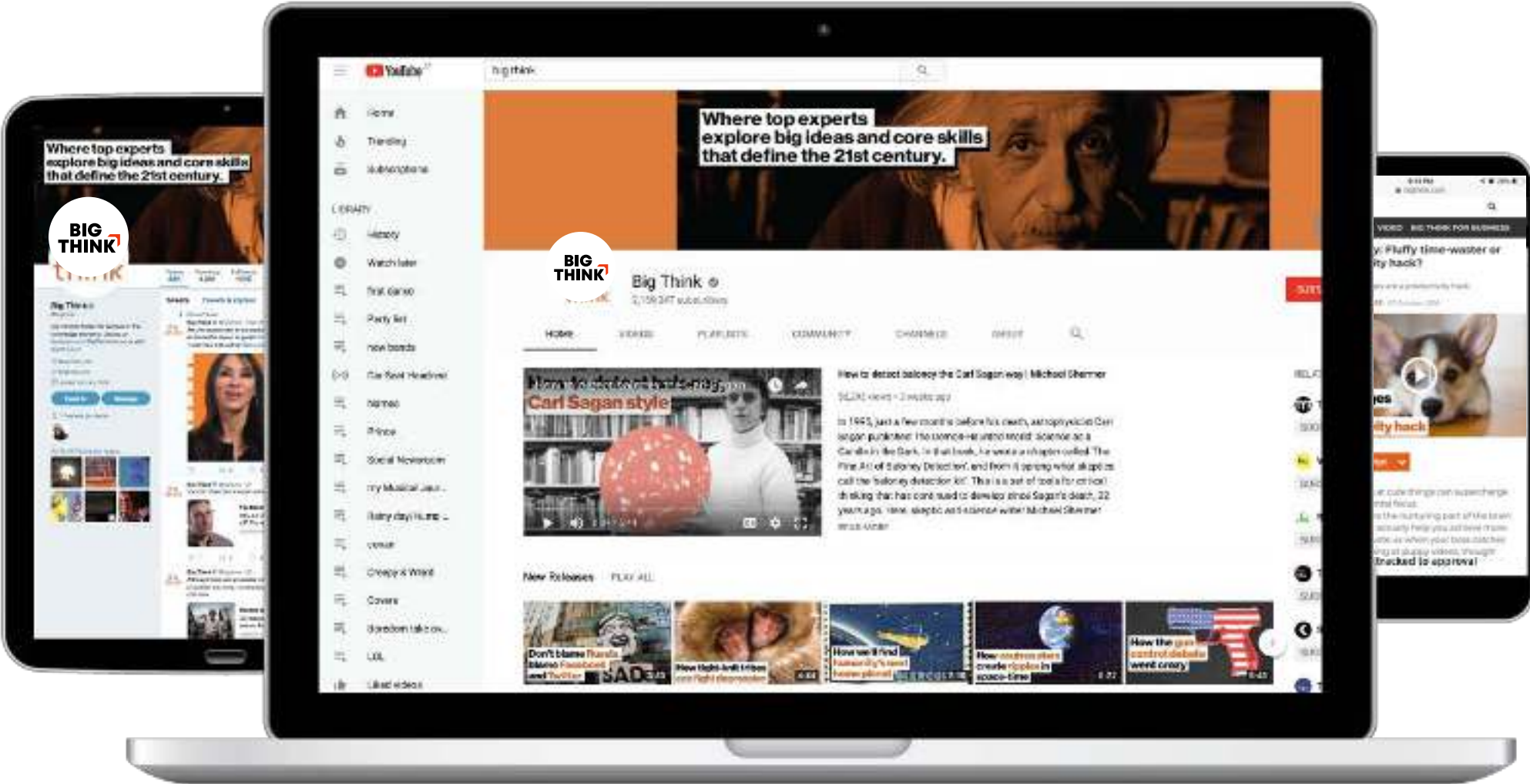
Facebook reach: 20M +

Youtube views: 10M +

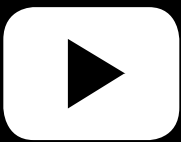
BT.com Pageviews: 5M +

Twitter Impressions: 4.5M +

Instagram Reach: 1M +



Avg. monthly engagement: 2M +



Avg. monthly engagement: 250K + actions



Avg. time on home page: 2:33



Avg. time on video page: 4:36

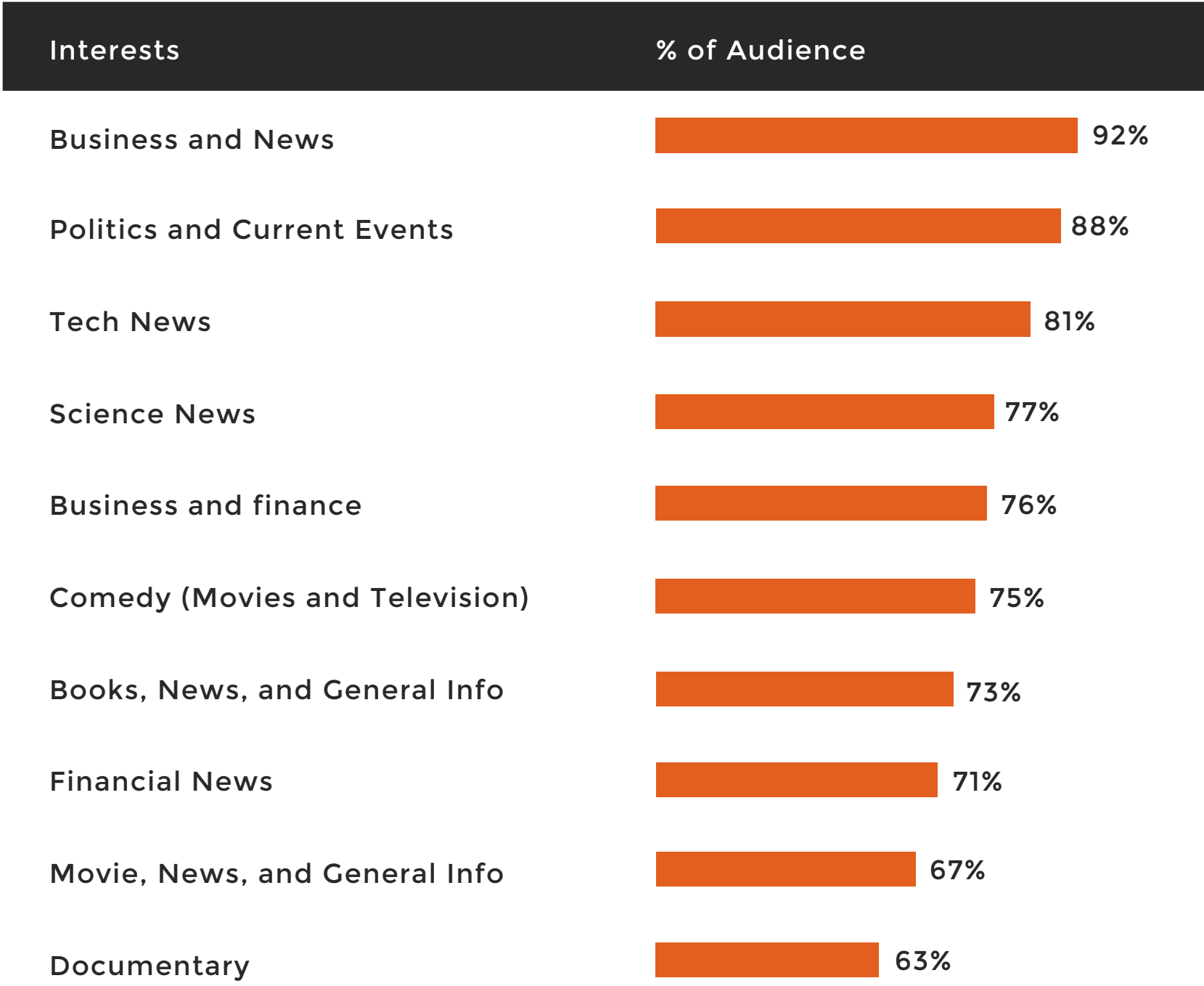


Video completion rate: 71%

OUR AUDIENCE

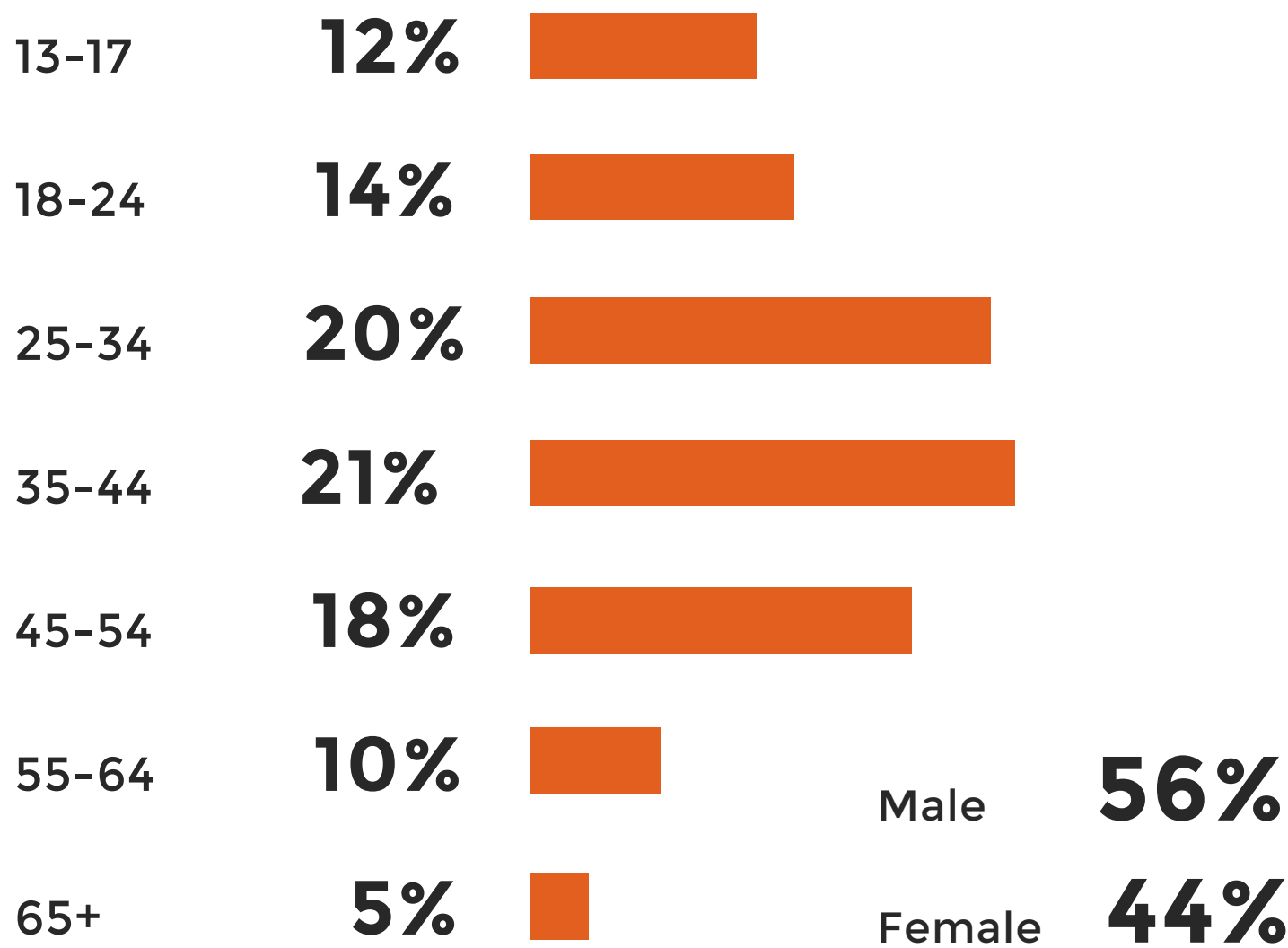
INTERESTS & DEMOGRAPHICS

BIGTHINK.COM



Demographics

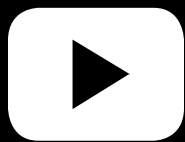
Based on 15 Million + Site Views



DEMOGRAPHICS



43% W | 56% M
60% 18-34



13% W | 87% M
61% 18-34



62% W | 38% M
58% 18-34



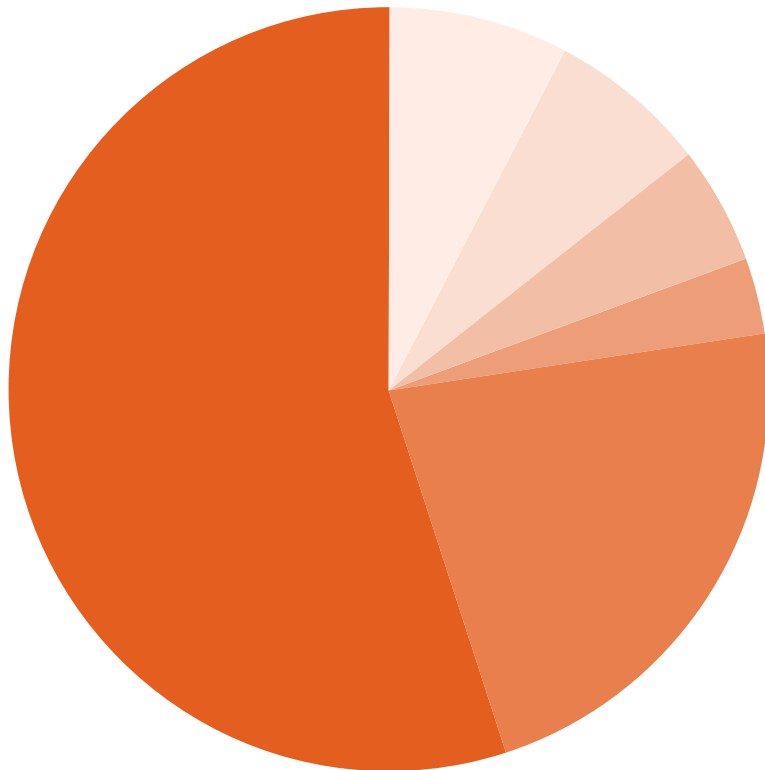
40% W | 60% M
57% 18-34

*Source: Quantcast, May 2019

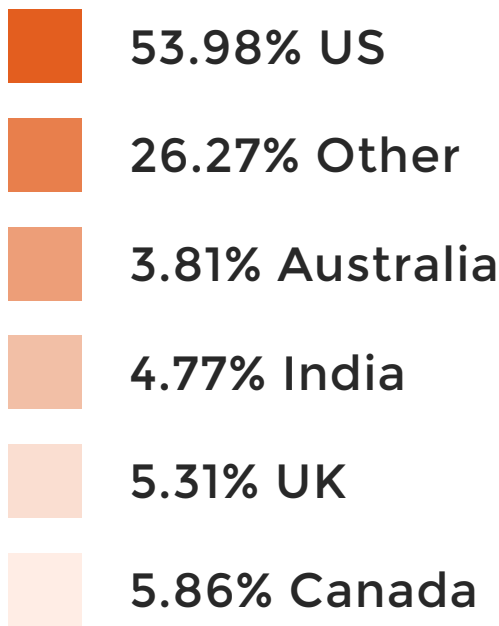


AUDIENCE INSIGHTS

GLOBAL & MOBILE AUDIENCE

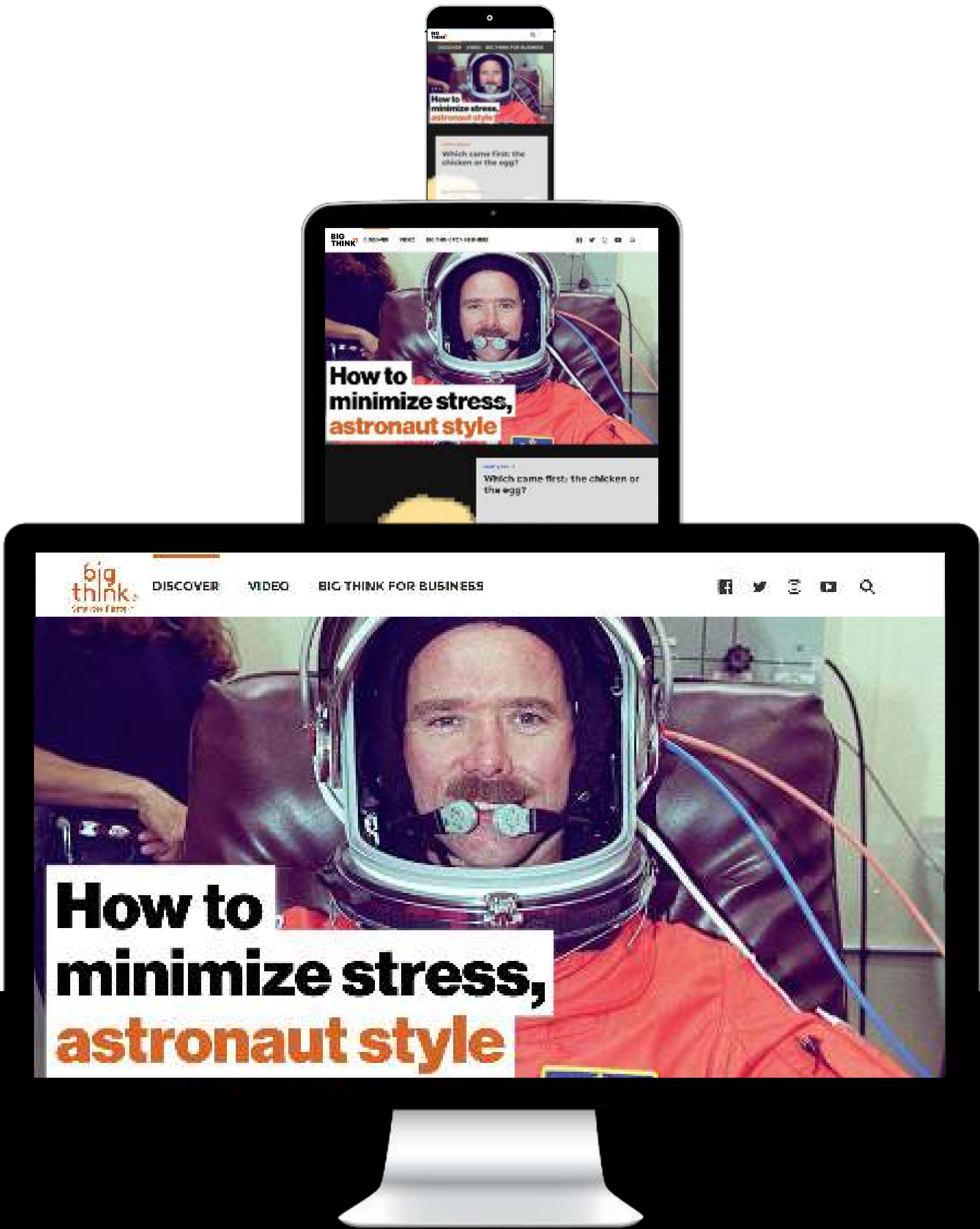
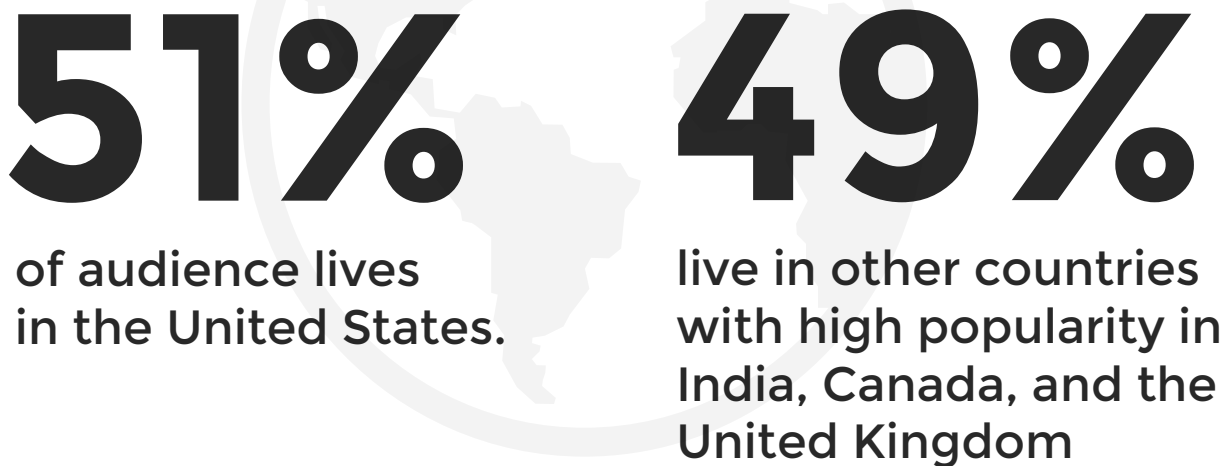


AUDIENCE BY COUNTRY



DEVICE SPLIT : BIGTHINK.COM

Device	% of Users
1. Mobile	(60.74%)
2. Desktop	(32.17%)
3. Tablet	(7.09%)



*Source: Quantcast, May 2019

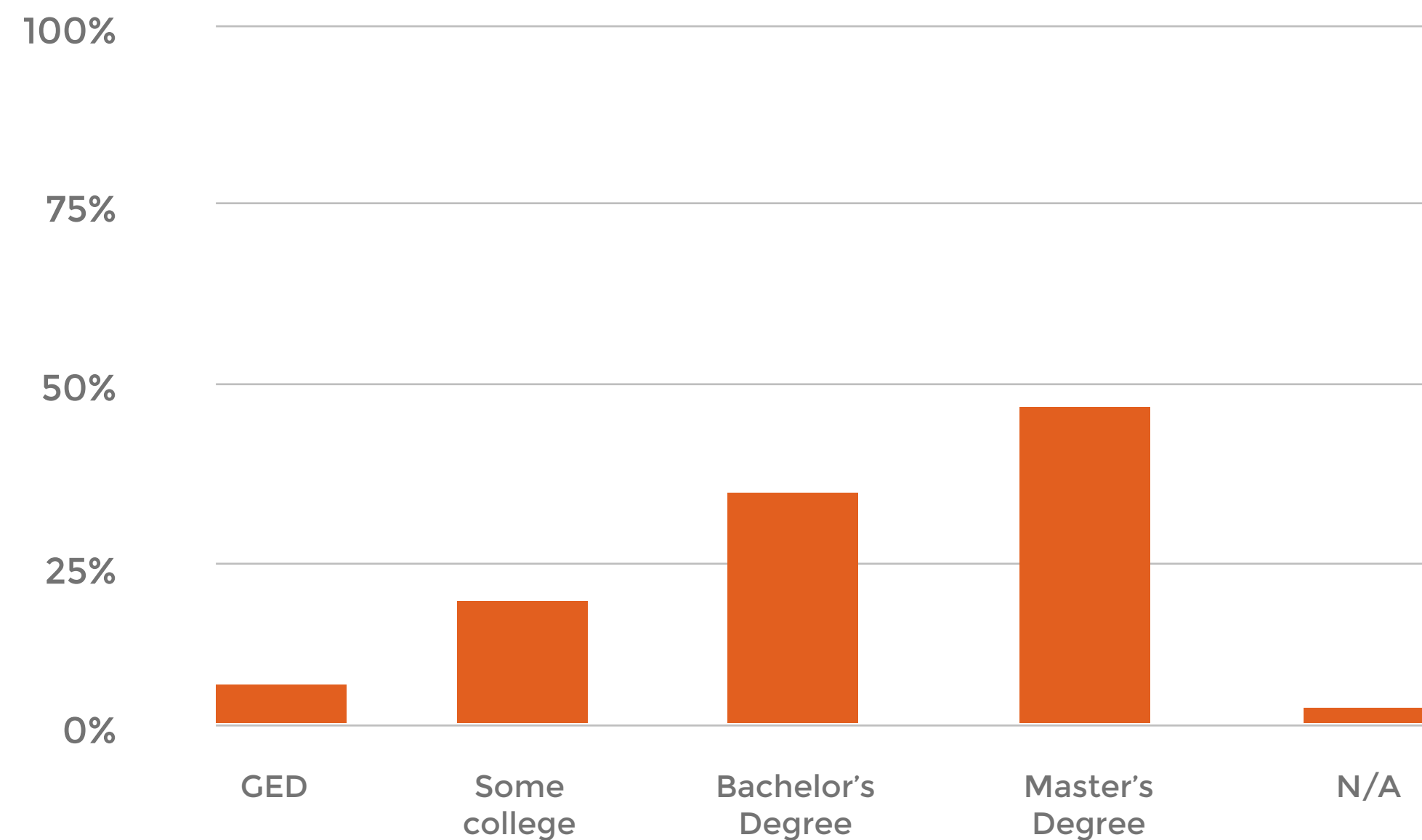
AUDIENCE INSIGHTS

EDUCATED & AFFLUENT

Audience

Education Level

Answered: 5,611

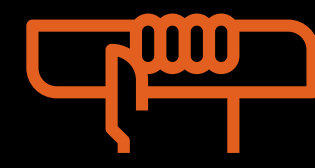


40% Earn \$75,000+ Annually
30% Earn \$100,000+ Annually
20% Earn \$125,000+ Annually
15% Earn \$150,000+ Annually



79%

have a undergraduate degree or higher



48%

have a master's degree or higher



30%

of user households own a business

AUDIENCE INSIGHTS

OPEN MINDED, CURIOUS, & INFLUENTIAL

CURIOUS:

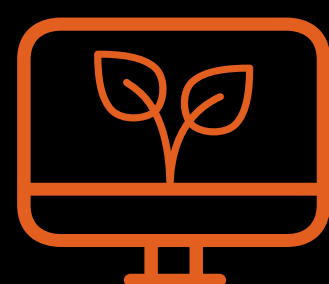
- 70% say they enjoy Big Think content because they can explore ideas beyond their typical areas of interest and expertise.
- 80% say they consume Big Think content because they are looking to be provoked intellectually and challenge their assumptions

ENGAGED:

- The average Big Think YouTube video is viewed for almost four minutes – and over 58% say that their first reaction is to share it
- 90% of Big Think users post to their social networks at least once a month, 60% post at least once a week, and 50% post daily to Facebook.

INFLUENTIAL:

- Over 30% considers themselves to be trusted sources of knowledge from their peers on social media.
- 20% have spoken at industry events within their field in the last year.
- 50% say they regularly share Big Think content via email.



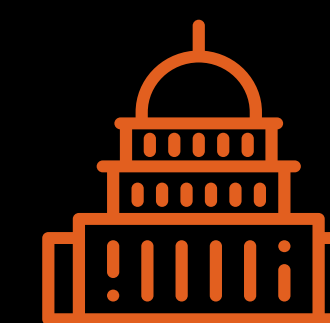
3.3X
More likely
to engage with
Green Tech content



2X
More likely
to engage with
Economics content



5X
More likely
to engage with Global
Warming content



3.5X
More likely
to engage with
Government content

PRAISE FOR BIG THINK

“Big Think is an outstanding platform for thought leadership, diverse perspectives, and practical advice. In the 21st century, information environment, people are hungry for a platform like Big Think to help them focus on practical lessons in an engaging format.”

- Bill McDermott, CEO, SAP

“Big Think makes the most important ideas accessible by curating for significance, relevance, AND action-ability. This makes Big Think a trusted and influential resource and provides a means for people to participate in the most important topics of the day.”

- Nicole Bradford, CEO and Founder, Willow Group

FEATURED IN

The New York Times

TIME

The Washington Post

THE
HUFFINGTON
POST

Daily Mail

SALON

FOX
NEWS

FORTUNE

Forbes



THANK YOU



Van
Jones



Niall
Ferguson



Amy
Chua



Neil
Degrasse Tyson



Joe
Rogan



Jacqueline
Woodson