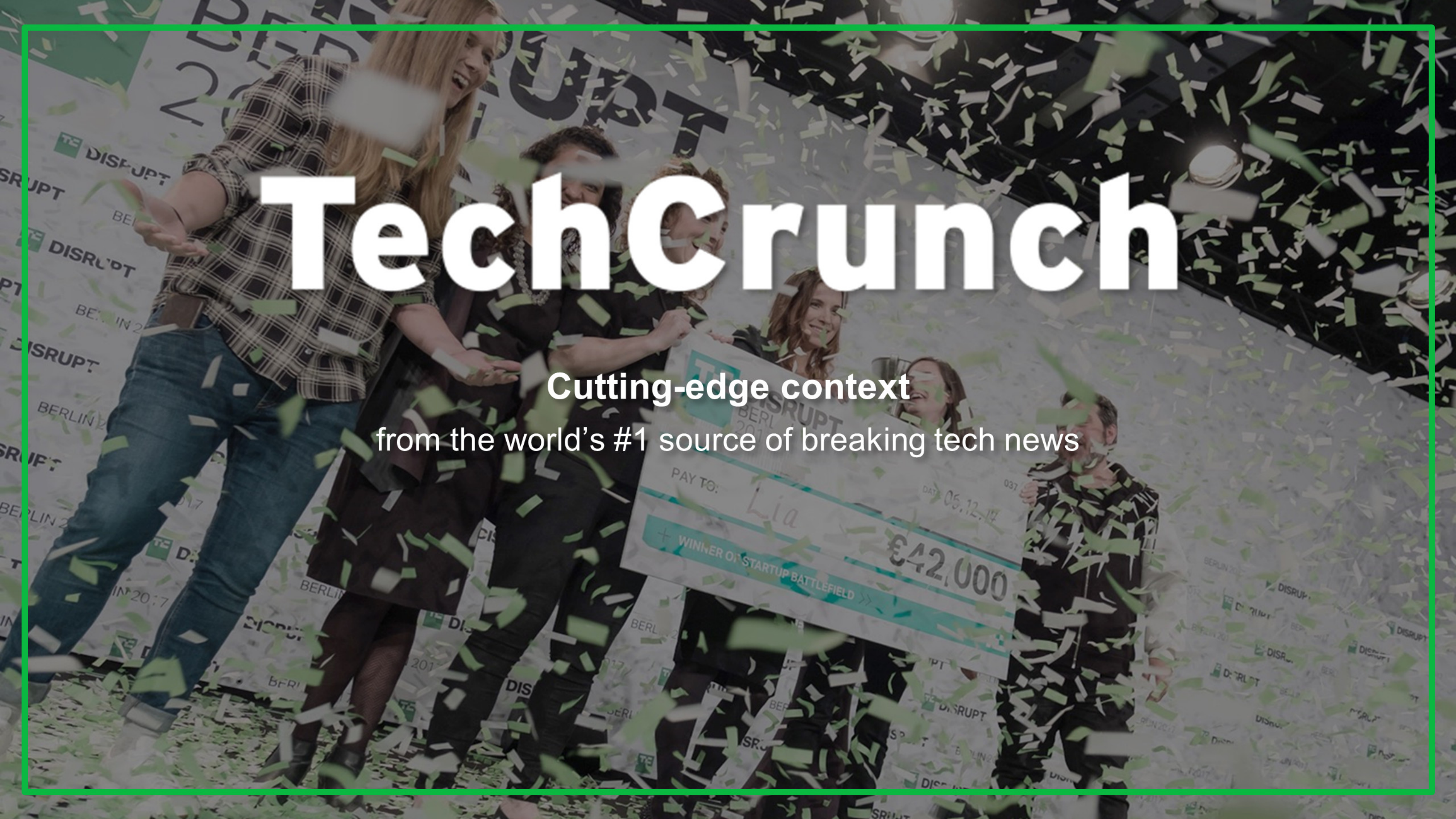


TechCrunch

Cutting-edge context
from the world's #1 source of breaking tech news



About TechCrunch

Unsurpassed industry credibility, insider access, and journalistic integrity make TechCrunch the most trusted, influential, and informative news source for (and about) the startup ecosystem

Along with CrunchBase, TechCrunch provides unparalleled access to a highly engaged, voracious, and authentic audience of tech consumers



17M

monthly readers worldwide

+31% year-over-year

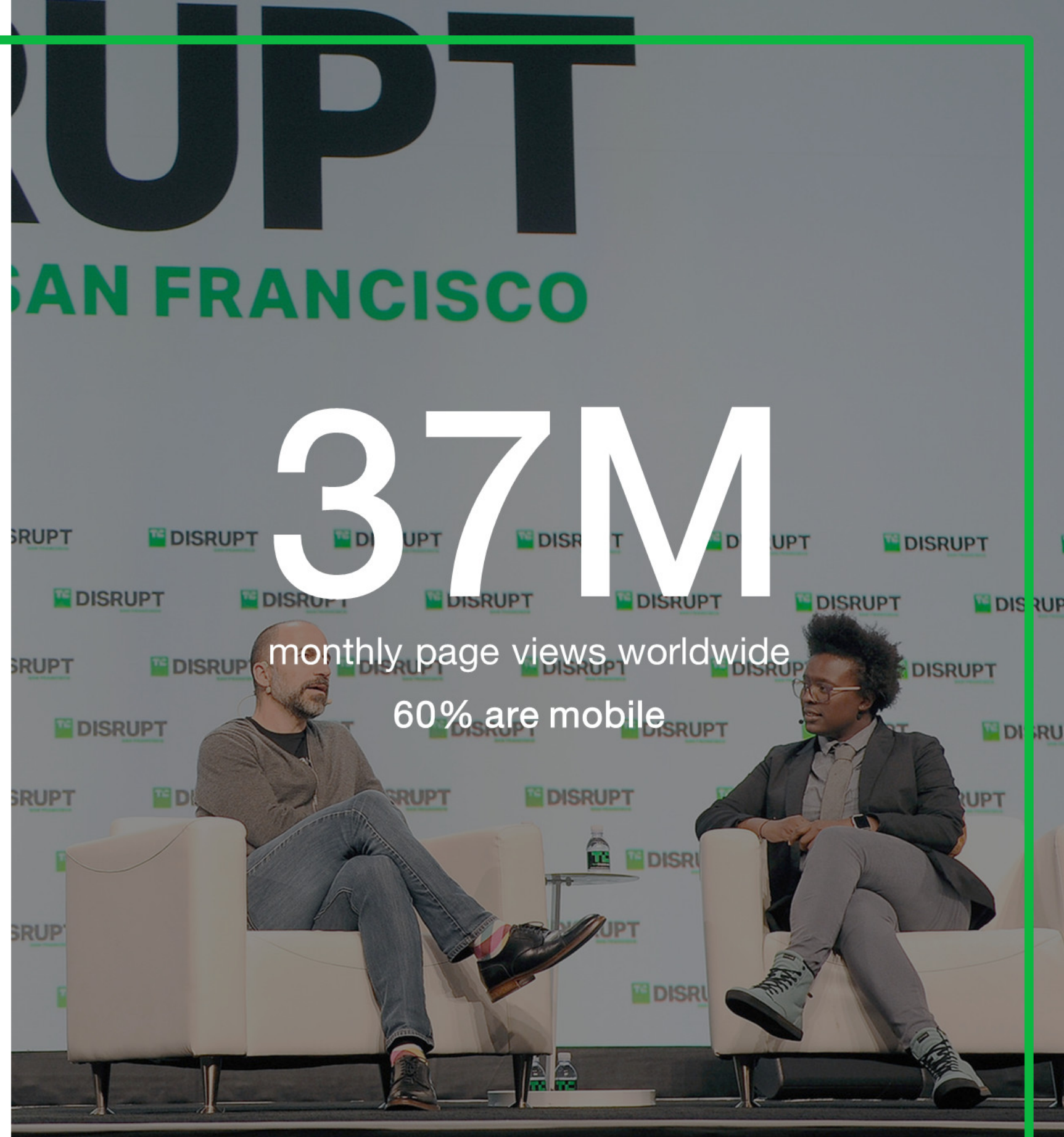
Editorial coverage

TechCrunch's 30+ journalists report on the business of startups

—from inspiration, to funding, to IPO, and beyond—
enterprise company news, hands-on hardware, software,
and app reviews, and insights from top founders and
visionaries

37M

monthly page views worldwide
60% are mobile



TechCrunch readers

If they work in tech, they read TechCrunch

Readers include established and aspiring entrepreneurs, c-suite executives, venture capitalists, celebrities-turned-investors, engineers, startup fans, and business-decision makers

Readership by region

73% US
19% EMEA
8% APAC

US readership

66% male, 34% female
48% 18-34 yo
44% earn \$100k+ HHI



150K

core readers who visit TechCrunch
10+ times a month

Our partners

The world's most innovative brands—of all sizes and across all verticals—partner with TechCrunch over other media publishers for three major reasons:

1. Its reputation for journalistic integrity & insider access
2. The unsurpassed influence of its global audience
3. Its platforms: TC Brand Studio, events, digital media

Collaborate with your dedicated TechCrunch team to develop a multi-channel campaign that aligns your brand with the top source of ground-breaking news!



Native & Branded

1

Off-Platform

2

Display Media

3

Events

4

Filming on the Showcase Stage at Disrupt San Francisco 2018

Custom Branded Content

Content developed by TC Brand Studio

Demonstrate thought leadership in cutting edge tech to develop branded content that feels authentic

- Content is published to TechCrunch.com in perpetuity
- Page design is uniquely formatted and designated 'sponsored content'
- Page includes 100% display media*, logo branding, optional integration statement

Promotion

- TC.com (rotational native unit, slide 9)
- Off-Platform (sponsored post on Facebook, slide 16)

Not promoted by TechCrunch editorial | * During promotional period



Startups

Apps

Gadgets

Events

Videos

—

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Social

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Cambridge Analytica

Advertising Tech



HONG KONG MAY 18, 2018

MERCHANTS, INVESTORS,
DEVELOPERS, MINERS

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Sponsored Content by CoinGeek

Why Bitcoin is a big deal for small businesses



This sponsored article is brought to you in partnership with CoinGeek. It was created by a dedicated Oath Partner Studio Team.

In November 2013, a then 23-year-old named Adam Welsh walked into a Subway restaurant in Pennsylvania and bought a chicken bacon ranch sandwich; not particularly unusual. What was strange, however, was the way he chose to pay for his \$12 sandwich. He didn't use cash or credit card—he used Bitcoin (BTC).

He paid 0.04035 BTC, worth \$12.35 at the time, and posted the whole [exchange online](#). Back then, that restaurant was one of only two stores in the chain to accept cryptocurrency—the other was in Moscow. Today more Subways have followed, and businesses big and small have begun accepting cryptocurrencies as payment for a whole host of goods and services, including Expedia, Microsoft, Overstock and Virgin Galactic, among others.

The total value of the cryptocurrency market rose to [over \\$177 billion](#) in the third quarter of 2017. Cryptocurrencies are no longer just an adventurous and futuristic investment opportunity; they are rapidly becoming an alternative payment method for everyday goods and services.

The convenience of receiving payments within seconds, with minimal

COIN
GEEK.

Sponsored Content

This sponsored article was created by a dedicated Oath Partner Studio Team.



COINGEEK.COM
CONFERENCE

HONG KONG MAY 18, 2018

MERCHANTS, INVESTORS,
DEVELOPERS AND MINERS

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AdChoices

Hosted Branded Content

Content provided by the advertiser

Already have great content? Host it on a dedicated page

- Advertiser provides content; TechCrunch approval required
- Content is published to TechCrunch.com in perpetuity
- Page design is uniquely formatted and designated 'sponsored content'
- Page includes 100% display media, logo branding, optional integration statement

Promotion

- TC.com (rotational native unit, slide 9)
- Additional distribution options available

Not promoted by TechCrunch editorial

Startups

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Advertising Tech

If you thought Stripe was easy, you should try this.

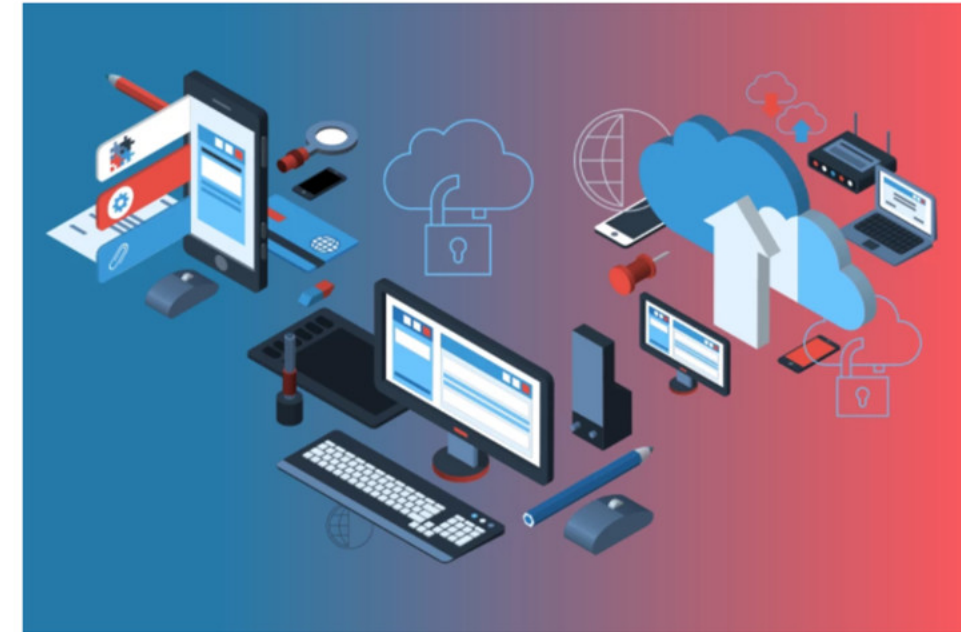
TRANSNATIONAL™

...VIEW API

AdChoices

Sponsored Content by TransNational Payments

Modern Web Developers Demand Simplistic Integrations – The Evolution of Payment APIs



This sponsored article is brought to you in partnership with TransNational Payments. It was created by a dedicated Oath Partner Studio Team.

It's time for modern web developers to have the simplicity they need. Software vendors and developers need access to easily useable and scalable payment APIs that simplify the integration process. Derived from conversations with developers, they want a company to challenge the status quo of other mainstream payment API companies and deliver a payment API with a single integration to simplify their lives.

What Does EMV Integration Have to Do With It?

EMV integration has been at the top of most software vendors' wish lists for some time. When the EMV liability shift occurred the card networks had little regard for the developer community and the technical maze it would have to navigate in order to fulfill the demand of their clients.

"Business owners and software vendors were put in a tough position when the EMV liability shift came into play, as unfortunately card networks didn't fully understand the aftermath from an integrator perspective," said Jae Haas, President at TransNational Payments.

TRANSNATIONAL™

Sponsored Content

This sponsored article was created by a dedicated Oath Partner Studio Team.

Modern Web Developers Demand Simplistic Integrations – the Future of Payment Technologies Has Arrived

Attend Webinar

TRANSNATIONAL™

Premium Native Unit

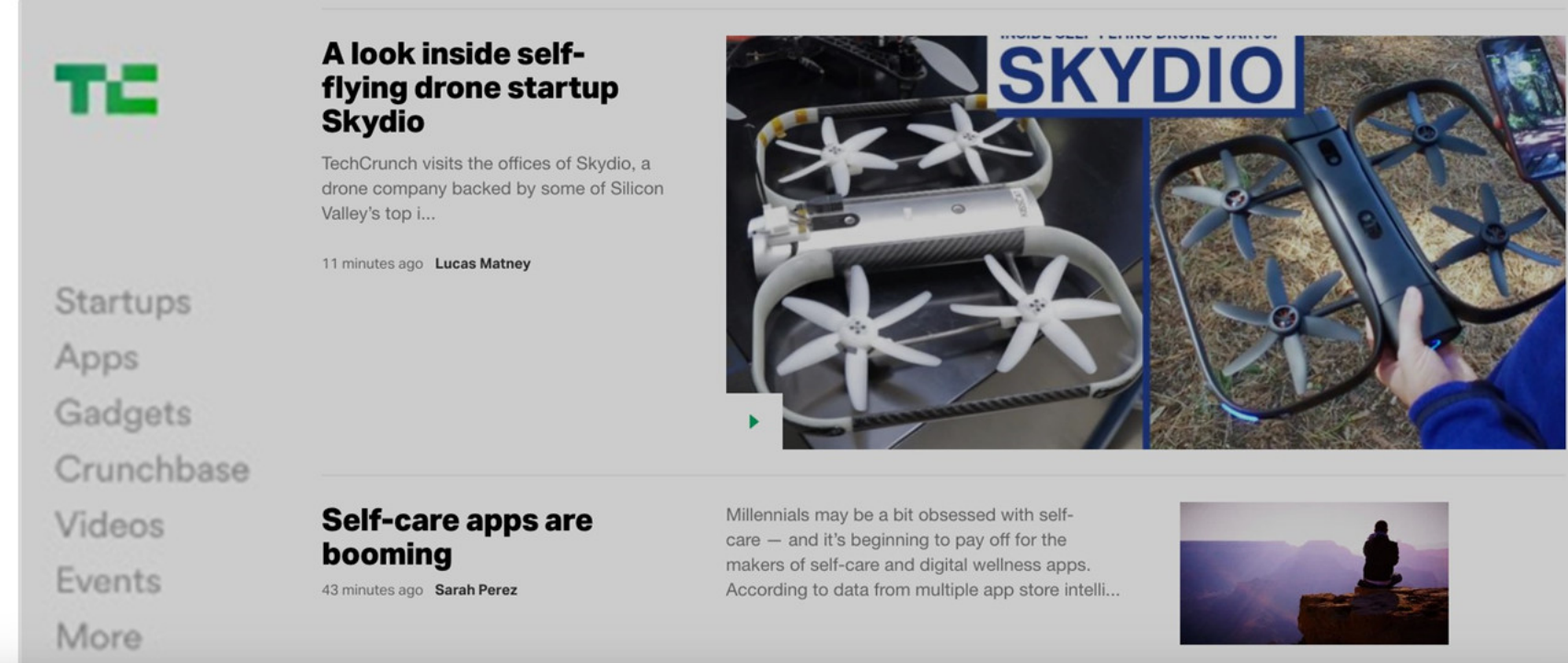
Promote your message alongside the day's top stories

Unit is designed to look like editorial news stories and designated 'sponsored content'

Specs

- Placement is the 4th position in the news feed on the homepage, primary hub feeds, article pages
- Clicks thru to partner provided URL
- Desktop + mobile web
- Assets (copy, image, URL) are provided by advertiser*

* Assets must be approved by TechCrunch

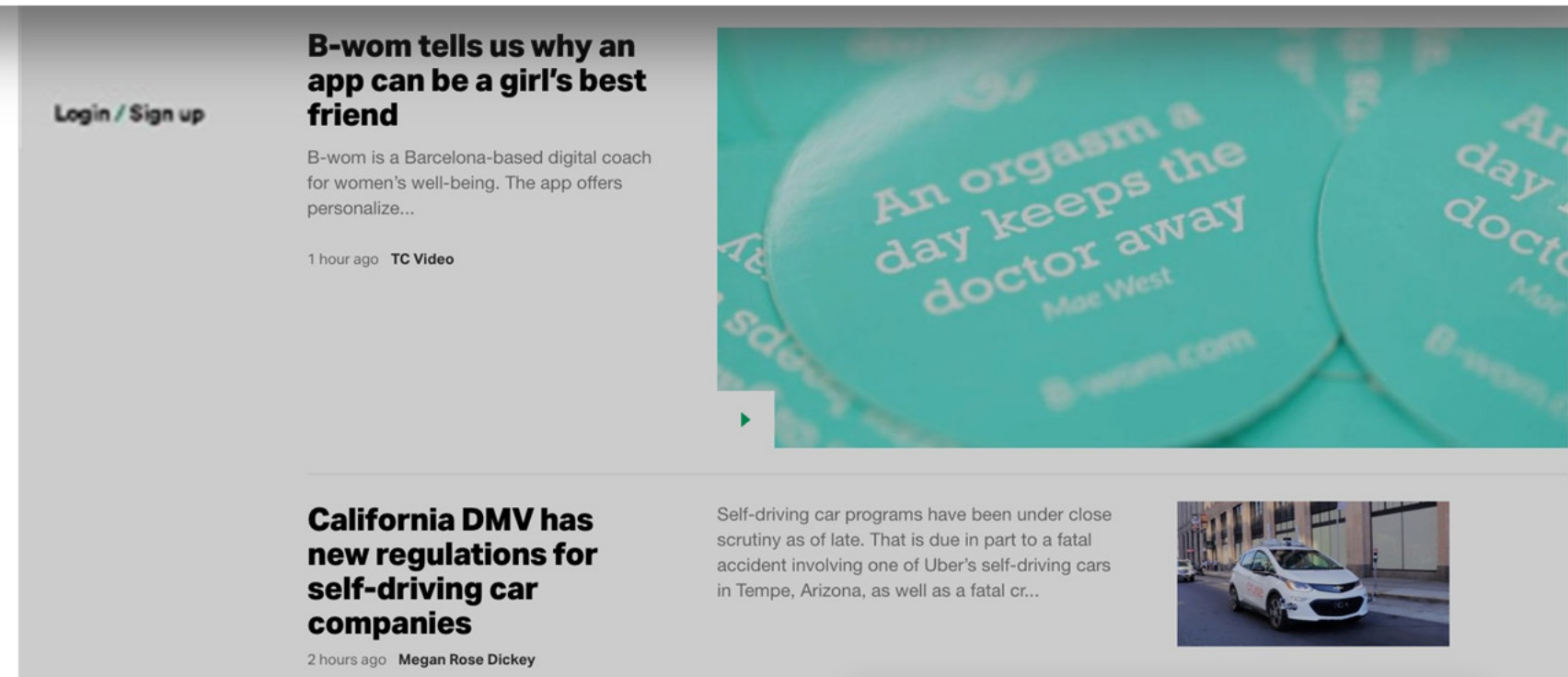


Sponsored Content

Here's how quantum cryptography will make online shopping truly secure

Sponsored by Braintree

Are you a privacy-minded person living in the Netherlands with at least \$82,000 USD to spare? If so, quantum cryptography can be your's today, thanks to a new partnership between Siemens...



Exclusive Native Takeover

All native roadblocks on TechCrunch + Crunchbase

- TechCrunch: homepage + newsletter
- Crunchbase: homepage + profile pages + newsletter

Units are designed to look like editorial news stories and designated as ‘sponsored content’

TechCrunch

Homepage

- 4th position in feed

Main Feeds

- 4th position in feed

Newsletter

- The 3rd position in feed

Crunchbase

Homepage

- Below “Latest Insights”
- Below “Featured acquisitions”

Profile pages

- Above “Funds Raised”

Newsletter

- The 3rd position in feed



Startups
Apps
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More

A look inside self-flying drone startup Skydio

TechCrunch visits the offices of Skydio, a drone company backed by some of Silicon Valley's top i...

11 minutes ago Lucas Matney



Self-care apps are booming

43 minutes ago Sarah Perez

Millennials may be a bit obsessed with self-care — and it's beginning to pay off for the makers of self-care and digital wellness apps. According to data from multiple app store intelli...



Sponsored Content

Here's how quantum cryptography will make online shopping truly secure

Sponsored by Braintree

Are you a privacy-minded person living in the Netherlands with at least \$82,000 USD to spare? If so, quantum cryptography can be your's today, thanks to a new partnership between Siemens...



Login / Sign up

B-wom tells us why an app can be a girl's best friend

B-wom is a Barcelona-based digital coach for women's well-being. The app offers personalize...

1 hour ago TC Video



California DMV has new regulations for self-driving car companies

2 hours ago Megan Rose Dickey

Self-driving car programs have been under close scrutiny as of late. That is due in part to a fatal accident involving one of Uber's self-driving cars in Tempe, Arizona, as well as a fatal cr...



Exclusive Newsletter Takeover

Exclusivity of the TechCrunch + Crunchbase daily newsletters

- Roadblock (daily)
- Unit is designed to look like editorial news stories and designated 'sponsored content'

Specs

- Placement is the 3rd position in the news feed
- Clicks thru to the advertiser's URL
- Desktop + mobile web
- Assets (copy, image, URL) are provided by advertiser*

Newsletter content is curated every day

- TechCrunch: Sent Monday-Sunday at 9am PST
- Crunchbase: Sent Monday-Friday at 9am PST

Active Subscribers

TechCrunch: 200K

Crunchbase: 805K

Avg Open Rate

TechCrunch: 28%

Crunchbase: 18%

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Indiegogo and Ingram Micro Commerce & Lifecycle Services have partnered to help entrepreneurs fulfill orders with ease, so they can go from crowdfunding to fulfillment faster. Get free shipping consultations, flash funding opportunities, & more. [Learn More...](#)

* Assets must be approved by TechCrunch

MONDAY, AUGUST 20 2018 By Anthony Ha

Jack Dorsey addresses Twitter criticisms, Apple removes gambling apps in China and Walmart completes its Flipkart acquisition. Here's your Daily Crunch for August 20, 2018.

1. Jack Dorsey admits Twitter hasn't 'figured out' approach to fake news

Twitter has been taking heat from both sides of the political divide. The left has gone after the service for its relatively slow response to incendiary comments from Alex Jones and Infowars, while President Trump recently complained that social media sites are discriminating against conservatives.

"We have not figured this out, but I do think it would be dangerous for a company like ours ... to be arbiters of truth." CEO Jack Dorsey said during an interview with CNN.



2. Apple cracks down on gambling apps in China

The Wall Street Journal reported that the U.S. phone-maker purged as many as 25,000 apps — that's a figure first cited by state-owned broadcaster CCTV. Apple didn't comment on the number of apps removed, but it did confirm that it took action.

4. With Charge 3, Fitbit blurs the smartwatch line

Announced a full two years after its predecessor, the Charge 3 maintains the core competencies that helped make the line a success for the company, while baking in functionality that finds it further blurring the line between tracker and watch.

5. Minecraft: Education Edition is coming to iPad

TC Podcasts

In-episode integrations

Spoken Edition

- Two daily episodes [The Daily Crunch](#) and [TechCrunch Startups](#)—feature the day's most popular TechCrunch stories
- Stories are read by a voice actor, not a TechCrunch reporter
- Partner Integration:** up to 0:15 commercial at the top of each episode, read by the voice actor

Equity

- A weekly venture-capital focused [podcast](#) hosted by TechCrunch and TechBase editors, helping listeners understand the deal-making hype
- Guests have included prolific investor Roelof Botha (Sequoia Capital) and Cyan Banister (Founder's Fund)

sold thru 2019

Equity

By TechCrunch

To listen to an audio podcast, mouse over the title and click Play



[View in iTunes](#)

Free

Category: [Business News](#)

Language: English

Customer Ratings

★★★★★ 34 Ratings

Links

[Podcast Website](#)

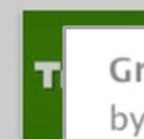
[Report a Concern](#)

More by TechCrunch



The Daily Crunch - Spoken Edition

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TechCrunch TV News

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TechCrunch TV News

[View in iTunes](#)



Description

Equity is TechCrunch's weekly podcast covering notable acquisitions, and interesting startups. They'll help everyone understand the

Name

- 1 Facebook good, everyone...
- 2 Roku's IPO, Netflix's mom...
- 3 Snap reaches new low, an...
- 4 500 Startups scandals, di...
- 5 Sexual harassment takes ...
- 6 Too much damn Uber ne...
- 7 An Equity Shot: Unpackin...
- 8 Uber's shakeup and Pand...
- 9 Pinterest's path to IPO, an...
- 10 Blue Apron files for IPO a...
- 11 The largest tech fund in h...
- 12 Instagram copies Snap ag...
- 13 Where did Snap's market ...
- 14 Sequoia's Roelof Botha on...
- 15 Earnings clown car and th...
- 16 Uber's losses, Cloudera's ...
- 17 Capital in, capital out, an...
- 18 Lyft's new anti-Uber war...

Great Show! ★★★★★
by Hoolie132

Great show and IPO analysis!

Finally! ★★★★★
by SaaStr


The podcast on funding, financing, M&A, and IPOs we have been waiting for!

Finally! ★★★★★
by SaaStr

[View More by This Publisher](#)

At launch, *Equity* was #1
in iTunes Top Podcasts

TOP PODCASTS >

1.  Equity
TechCrunch
2. FinTech Insider by 11:FS
11:FS
3. WSJ What's News
The Wall Street Journal
4. Masters in Business
Bloomberg News
5. Bloomberg Surveillance
Bloomberg News
6. MarketFoolery
The Motley Fool
7. Cardone Zone
GrantCardoneTV
8. WSJ Minute Briefing
The Wall Street Journal
9. Marketplace with Kai Ryssdal
Marketplace
10. Odd Lots
Bloomberg News

Equity is TechCrunch's... 3/14/2017 Free [View in iTunes](#)

22 Items

Partner Giveaway

Promote engagement with a new gadget or service

- TC Brand Studio writes a brief post announcing the giveaway and how to register to win
- Content is published to TechCrunch.com in perpetuity
- Page design is uniquely formatted and designated as 'sponsored content'
- The giveaway is live and actively promoted for 1 week
- Page includes logo branding + optional integration statement
- Registration encourages additional engagement through a social action—Twitter follow, YouTube video view, etc.

Promotion*

- TC.com (rotational native unit, slide 9)
- Off-Platform (sponsored post on Facebook, slide 16)

Sponsored Content by Honeywell Home

Enter to win a Honeywell Smart Home Security Starter Kit



Security Just Got Smarter

The smarter way to know what's happening at home: An all-in-one security system that comes with Amazon Alexa™ built in, and facial recognition* that gives you smart mobile alerts. It's do-it-yourself security made easy, that you install and control yourself, and that grows with your needs.

Featuring:

- **Do-It-Yourself Home Security** : Set up in minutes to keep watch from anywhere, or



Native & Branded

1

Off-Platform

2

Display Media

3

Events

4

The Hot Lap Pitch—branded content from BMW for their Disrupt title partnership

Facebook Instant Articles

Rotational mobile web display media

Two ways to reach TechCrunch readers thru FBIA

1. As an extension of any mobile web campaign (FBIA is automatically included)
2. Target FBIA specifically (two-week minimum)*

Both options are rotational and only support 300x250 (1-2 units / post)

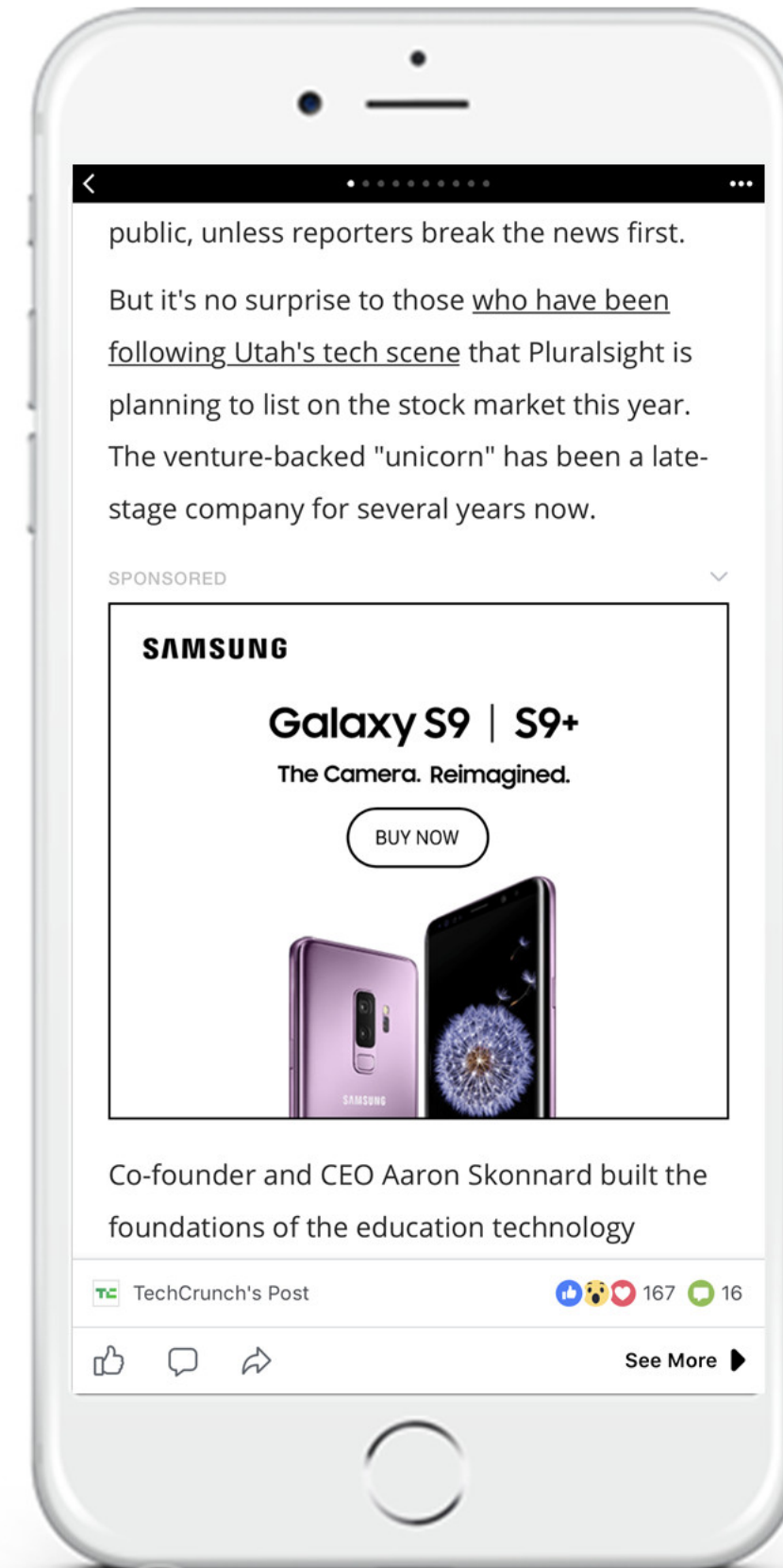
Most TechCrunch content is served on FBIA

Benefits include faster load times (readers don't leave Facebook) and reaching readers who use only Facebook to consume news

* Starts at \$5,000; targeting not available

1.76M
monthly views worldwide on
FBIA

March 2018, Parse.ly



Sponsored Facebook Post

Drive engagement + brand awareness on Facebook

1. Promote your own content
2. Add a social post to a display media campaign
3. Drive traffic to a branded content campaign (slides 7-8)
4. Amplify an event activation

Posts come from TC Brand Studio (not TechCrunch)

Specs

- Target anyone in the Facebook ecosystem—including TechCrunch's own 2.8M followers
- Assets (copy, image, URL) are provided by advertiser*

Starts at \$7,500 | * Assets must be approved by TechCrunch

The image shows a screenshot of a Facebook page for 'TC Brand Studio'. The page has a green header with the 'TC Brand Studio' logo and name. Below the header, there's a post from 'TC Brand Studio with Ancestry.' which is marked as 'Sponsored'. The post text reads: "If you're debating between Ancestry and 23andMe, I'd suggest going with Ancestry." Below the text is a photo of a hand holding a clear plastic container with a barcode, likely a DNA sample kit. The post has 8,337 likes and 8,495 follows. On the right side of the page, there's a 'Community' section showing a post by 'Erma Combo Burdette and 3 other friends' with an 'Invite Friends' button. Below that is an 'About' section with a 'Send Message' button and a 'Promote Website' button. At the bottom, there's a footer with links for 'Privacy', 'Terms', 'Advertising', 'Ad Choices', 'Cookies', and 'More', and a copyright notice for Facebook © 2018.

Sponsored Instagram Post

Drive engagement + brand awareness on Instagram

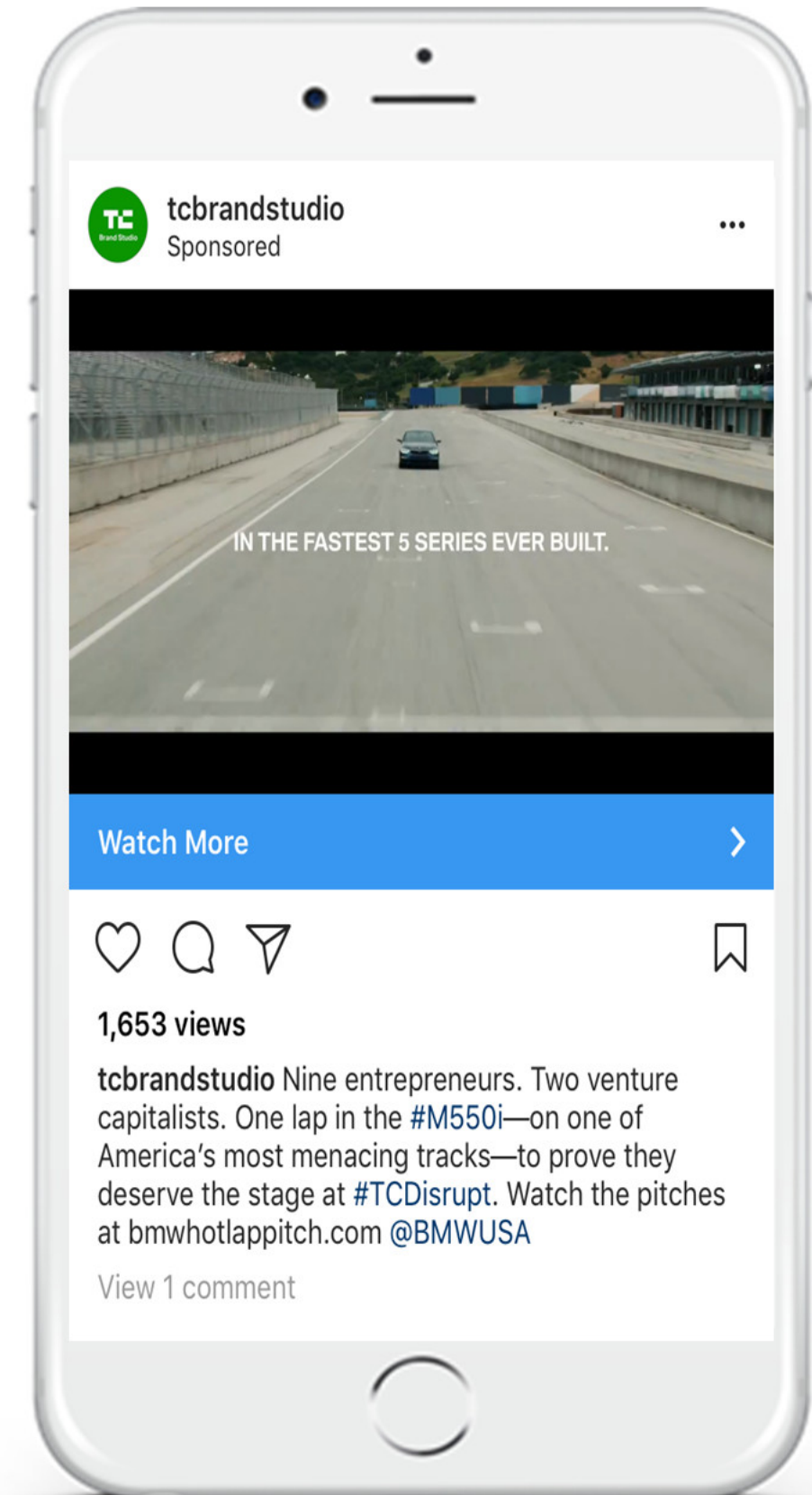
1. Promote the advertiser's own content
2. Add a social post to a display media campaign
3. Drive traffic to a branded content campaign (slides 7-8)
4. Amplify an event activation

Posts come from TC Brand Studio (not TechCrunch)

Specs

- Target anyone in the Instagram ecosystem—including TechCrunch's own 1M followers
- Assets (copy, image, URL) are provided by advertiser*

Starts at \$7,500 | * Assets must be approved by TechCrunch



Sponsored Twitter Post

Drive engagement + brand awareness on Twitter

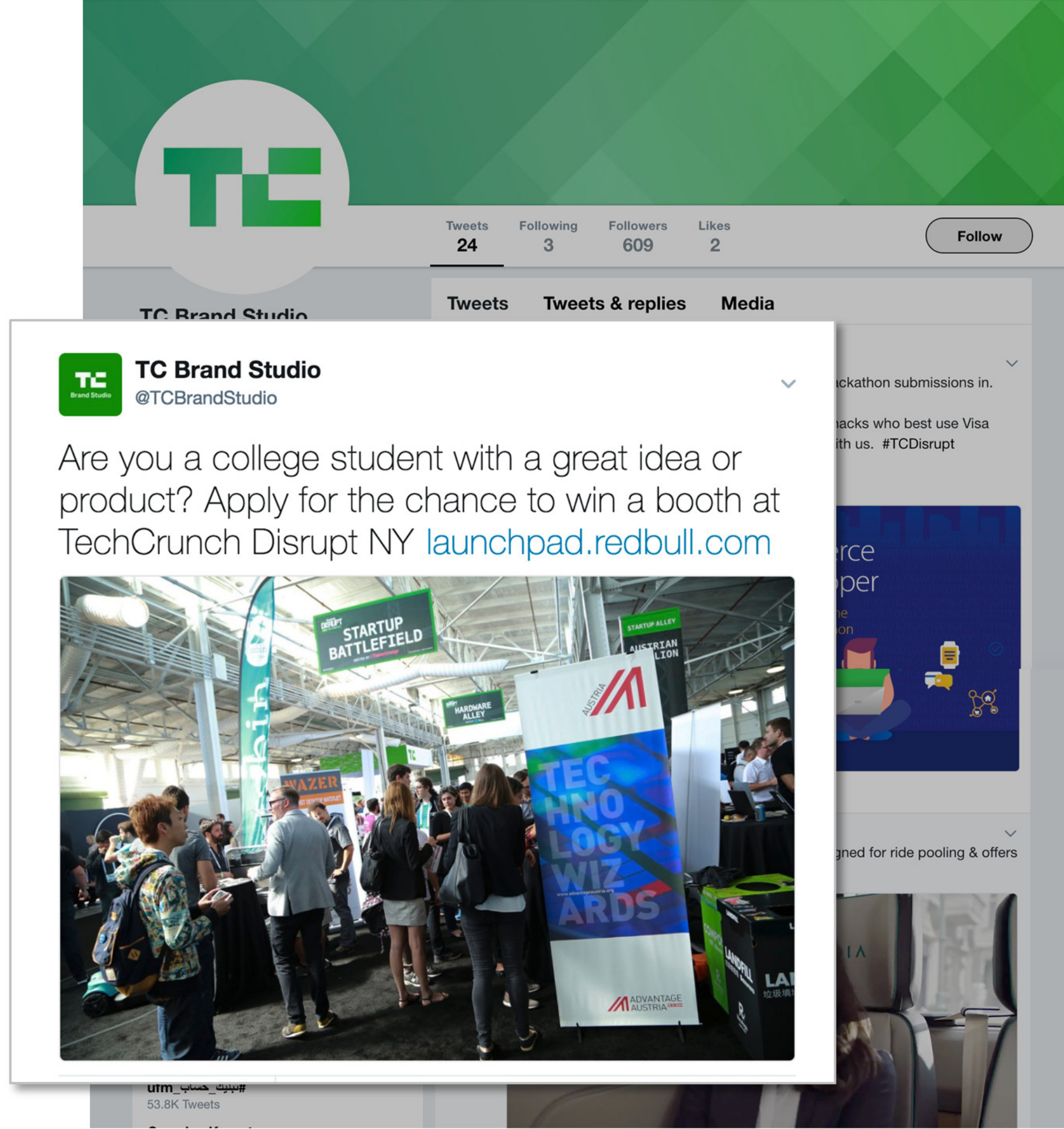
1. Promote the advertiser's own content
2. Add a social post to a display media campaign
3. Drive traffic to a branded content campaign (slides 7-8)
4. Amplify an event activation

Posts come from TC Brand Studio (not TechCrunch)

Specs

- Target anyone in the Twitter ecosystem—including TechCrunch's own 10M followers
- Assets (copy, image, URL) are provided by advertiser*

Starts at \$7,500 | * Assets must be approved by TechCrunch





Native & Branded

1

Off-Platform

2

Display Media

3

Events

4

The crowd at the annual Summer Party

Display Media

Rotational + roadblocks

TechCrunch

1. Rotational run-of-site media (two-week minimum)
2. **Exclusive** run-of-site roadblock (daily)*
3. **Exclusive** homepage roadblock (daily)*

Sizes

- Desktop: 970x250, 300x600
- Mobile web: 300x250, 320x50
- Premium mobile web: coming soon

Specs

- Targeting: US geo, browser, device type, and more

\$5,000 Minimum | * Includes the homepage; excludes Startups section
Includes Facebook Instant Articles + Google AMP + Crunchbase.com

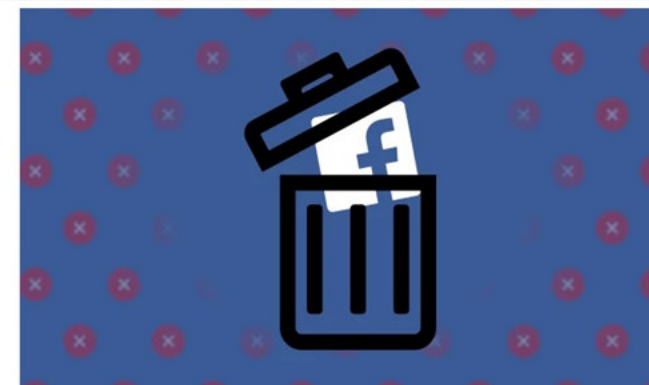


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Tom Goodwin, Adriana Stan

Google introduces 'Shopping Actions' to help retailers in their battle with Amazon

Sarah Perez

Jay-Z's Roc Nation and First Round Capital invest \$3 million in bail reform startup Promise

Megan Rose Dickey

Facebook and the endless string of worst-case scenarios

Josh Constine

The Latest

Microsoft is adding a bunch of accessibility features to Windows 10

13 minutes ago **Brian Heater**

Microsoft plans to bring a number of new features for users with visual impairment to Windows 10, the company announced in a blog post earlier today. Chief among the updates, which are due out with...



Sierra Leone government denies the role of blockchain in its recent election

27 minutes ago **John Biggs**

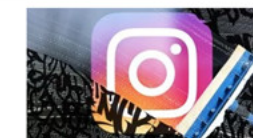
The National Electoral Commission Sierra Leone has come out with a clarification – and, to , an outright condemnation – of the news that their's was one of the first elections rec...



Instagram suddenly chokes off developers as Facebook chases privacy

49 minutes ago **Josh Constine**

Without warning, Instagram has broken many of the unofficial apps built on its platform. This weekend it surprised developers with a massive reduction in how much data they can pull from the Instag...



Google AI and search chief John Giannandrea steps down

1 hour ago **Frederic Lardinois**

It looks like Google is making some changes to its AI team, starting at the top. As The Information first reported, Google's AI chief John Giannandrea is leaving his post. Last year, Giannand...



B-wom tells us why an app can be a girl's best friend

B-wom is a Barcelona-based digital coach



Run-of-Section

Rotational media meets content alignment

Target five types of content with rotational media

1. Mobile: news on the mobile industry
2. Gadgets: hardware reviews + announcements
3. Enterprise: news on enterprise companies
4. Developer: news for engineers

Display ads run rotationally on hub pages + posts tagged with that edit tag

Sizes

- Desktop: 970x250, 300x600
- Mobile web: 300x250, 320x50
- Premium mobile web: coming soon

\$5,000 Minimum | Includes Facebook Instant Articles + Google AMP



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Want the best API tools for your Enterprise team?
Try a demo of Postman Enterprise.

 POSTMAN

Start your demo today!

AdChoices

Enterprise

S&P Global snares Kensho for \$550 million

6 hours ago Ron Miller

S&P Global announced today that it will acquire Kensho, a Cambridge, Massachusetts startup that has concentrated on artificial intelligence and analytics for big financial institutions. The tot...



Voicera lands \$13.5 million with help from big enterprise investors

8 hours ago Ron Miller

It seems that everyone agrees that meetings are a time suck. There have been many attempts to use technology to make it easier to organize and run them, but Voicera, a Bay area startup, is attackin...



Worklytics wants to cut down on lame meetings and help make teams more efficient

Yesterday Matthew Lynley

If you've ever been stuck in a boring meeting, chances are you might spend the time busy answering messages from email or Slack — or even just browsing around the Internet while you wait for ...



Intelligo is using AI to make background checks relevant again

Yesterday Fitz Tepper

To realize that the background check industry needs an overhaul look no further than the backlog of 700,000 background checks faced by the federal agency that handles all background checks for sens...



Lucidworks launches site search as a service tool

Yesterday Ron Miller

Lucidworks has been helping large organizations like Reddit with complex content build search tools that reach across massive content stores, but the company wanted to make the underlying search te...



POSTMAN



Postman delivers for Enterprise teams.

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AdChoices

Native & Branded

1

Off-Platform

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Display Media

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Events

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The crowd at Disrupt Berlin 2017

2019 events calendar

From San Francisco to Berlin to Israel, TechCrunch delivers highly engaging programming that stimulates great conversation, rewarding networking, and, with any luck, successful partnerships and investments

Feb 8

The Winter Party
San Francisco

Apr 18

Sessions: Robotics
UC Berkeley

Jun

TechCrunch Tel Aviv
Tel Aviv

Jun

Sessions: Blockchain
TBA

Jul

The Summer Party
TBA

Oct 2-4

Disrupt
San Francisco

Dec 11-12

Disrupt
Berlin

Coming Soon

Startup Battlefield x 4

Disrupt

San Francisco + Berlin

Disrupt is world renown for debuting revolutionary startups, introducing game-changing technologies, and discussing what's top of mind for key tech innovators

Collaborate with TechCrunch to craft a unique, integrated partnership

- Exhibit areas at scale
- Showcasing your content
- Exposure to Disrupt VIPs
- Networking receptions + parties
- High visibility branding
- Custom content creation opportunities
- Premium digital takeovers on TechCrunch.com
- And more



SAN FRANCISCO | Oct 2-4, 2019 | Moscone Center North

BERLIN | Dec 11-12, 2019 | Arena Berlin

TC Sessions

Robotics + Blockchain

TC Sessions is designed to go deep on a particular trending topic changing the tech landscape

In 2019, those topics are robotics and blockchain

These one-day events bring together founders, investors, technologists, students, researchers, and corporates who are immersed in these industries

Partnerships opportunities:

- Top tier partner
- Breakout learning sessions
- Evening receptions and dinner parties
- Digital partner
- Corporate and startup exhibitors
- And more



Party Time

Winter Party + Summer Party

TechCrunch's annual winter and summer parties are hosted attract a casual environment with ample opportunity to schmooze

Hundreds of guests include entrepreneurs, investors, c-suite leaders, engineers, business execs, and more—just about everyone in the startup ecosystem

Partnership opportunities:

- VIP partner
- Product partner
- Demo partner (startup discount available)
- Digital partner



WINTER PARTY | Feb 8, 2019 | Galvanize in San Francisco

SUMMER PARTY | Jul 2019 | Location TBA

TE

