

BuzzFeed

What's Buzzing on the Web?

Where We Are

- 2.5 million PVs and 700K UVs per month
- 30 million widget impressions per month
- Two editors produce all content using BuzzFeed technology
- Patent pending on core technology
- \$60K monthly burn
- “We looked at BuzzFeed and sensed the future.” – CNN.com

Where We're Headed

- One stop shop for web buzz: Editorial, Algorithmic, User Generated
- Dramatically grow traffic without hiring editors
- Launch self-serve advertising platform and prove revenue model within year
- Hire GM, VP of BD, two developers, office manager, and community manager



Buzz Detected on Tuesday, March 25, 2008



Wearable Air Bags

SPORTS BUZZ A new innovation in safety makes motorcycle riding slightly less foolhardy. Diamond and other motorcycle gear manufacturers are releasing designs that look almost like life jackets. Readers of Neal Stephenson's *Snow Crash* will recognize the idea.

[View the 4 Best Links](#)



SoBro, Manhattan

CULTURE BUZZ The strange area of Manhattan where Chinatown overlaps with the Lower East Side has a new name: SoBro. No, we're not talking about the South Bronx. SoBro is a micro-neighborhood south of Broome but north of Canal, between Chrystie and Essex. Here's our guide New York's hottest new neighborhood!

[View the 14 Best Links](#)



Intellectualizing "The Hills"

TV BUZZ The *New York Times* describes the third season of *The Hills* as having an "Antonioni plotlessness" and considers Heidi Montag to be some sort of "feminist hero." We wish we were still in college so we could write our women's studies thesis on the basis of feminist theory that is *The Hills*. But we might consider writing an essay just for fun chronicling the Hegelian evolution of our brooding heroine LC, starting with her Laguna Beach days.

[View the 7 Best Links](#)



Hipster Librarians

CULTURE BUZZ They're young, they're classy, and they're making the Dewey Decimal system sexy (although the librarians themselves don't necessarily agree). Take a look, it's in a book! The Tina-Tey-lookalikes who are reviving the card catalogs these days are making reading fun again.

[View the 9 Best Links](#)



Muxtape

MUSIC BUZZ A simple, elegant way to make and share mixes online. Make a tape and share it online in less than five minutes. It's dead easy.

[View the 11 Best Links](#)

Editorial Content (current model)

Raw Buzz

FRESH FROM THE BUZZ DETECTOR

Lindsay Lohan Recreates Last Nude Photo Shoot of Marilyn Monroe -- New York Magazine

... she told New York ... the words that accompany ... the article ... NY Mag. ... The Last Sitting ... she looked like ...
New York Magazine ... returns ... NYMag

Detected Phrases

4000 dead [huffingtonpost.com](#), [nytimes.com](#), [cnn.com](#), [dailycos.com](#)

sarah shahi [news.4mat.com](#), [usmagazine.com](#), [celishotgun.blogspot.com](#)

dj shum [gearlog.com](#), [blog.spout.com](#), [reelhygay.wordpress.com](#)

high waisted pants [shefinds.com](#), [elle.com](#), [fashionista.blogspot.com](#)

prostitute [nypost.com](#)

Movers



Karlie Kloss



- 19



Polar Cities



+ 25



Modern Bookshelves



- 7



Cat People Win



+ 21



Perez Hilton Sex Scandal



+ 20

Algorithmic Content (2.0 Launch)



Guitar Hero: On Tour

TECH BUZZ You can play Guitar Hero on the go this summer when it becomes to the Nintendo DS, complete with a portable little fingerboard contraption called the Guitar Crip. It is kind of like being on tour! Except without all the fun parts, like the drugs and the groupies.

[View the 5 best links »](#)



posted by [NintendoFan](#)
on [March 23, 2008 at 8:12pm](#)



Macbook Air, except it has a DVD drive and replaceable battery and stuff.

[View the 19 best links »](#)



posted by [JB Smith](#)
on [March 21, 2008 at 10:44am](#)



STYLE BUZZ Affordably-priced Swedish clothing label Cheap Monday's more tailored, polished line. There's only a few pieces so far, but they look promising: skinny black mod suits for guys, suspender skirts for girls, and a loose-fitting plaid unisex shirt.

[View the 15 best links »](#)



posted by [Bryanboy](#)
on [March 23, 2008 at 8:12pm](#)

User Generated Content (2.0 Launch)

EDITORIAL
BUZZ

ALGORITHMICALLY
DETECTED BUZZ

USER GENERATED
BUZZ

The screenshot shows the BuzzFeed homepage with a red header. The main content area is divided into several sections:

- Vision Training**: A section about eye exercises that improve vision, available as a Nintendo DS game. It includes a small image of a person and a link to the game.
- Raw Buzz**: A section featuring a link to a post by Michelle Mulkin titled "The new Barack Obama logo: Agent of left-wing name old; Update: Let's change...the subject".
- Barry**: A section featuring a link to a post by Barry titled "Barry".
- New Link**: A section featuring a link to a post by Perez Hilton titled "Actually, Perez Hilton Having a Record Label Is Not Quite the Stupidest Idea We've Ever Heard".
- Movers**: A section showing a list of items with their respective changes in rank. The items are: Karlie Kloss (-19), Polar Cities (+25), and Modern Bookabiva (-7).

On the right side of the page, there is a section titled "BuzzFeed is a publishing platform for trend-spotters and marketers." which includes a sign-up button and a description of the platform's features.

New Front Page



AGGREGATION



VIDEO BUZZ



LINKS



NEW BUZZ WORDS

The Platform for Web Buzz (2.0 Launch)

LANDING PAGE
PERFORMANCE
METRICS

SEARCH ENGINE
& REFERRER
OPTIMIZATION



MEASURE
VIRAL EFFECTS

WIDGET TRAFFIC
WITH STATS



Optimization

New

Popular

Leaders

Stats

Detectors

Archive

CATEGORIES

All

Culture

Style

Politics

Food

Movie

Music

TV

Celebrity

Business

Tech

Science

Sports

SEARCH









Search

TOP BUZZ SPOTTERS

Last 7 Days

Last 30 Days

All Time

Buzz	# Buzz	Total Views	Average Click Rate	Average Viral	Average Quality
 Peggy Wang BuzzFeed	2,142	853,123,412	.431%	74%	82%
 Scott Lamb BuzzFeed	1,653	731,134,211	.429%	78%	81%
 BryanBoy bryanboy.com	143	799,215	.429%	75%	61%
 NintendoFan nintendofan.blogspot.com	120	642,123	.399%	62%	72%
 Alison Snell MTV	117	527,213	.369%	59%	55%
 Jonah Peretti BuzzFeed	110	442,934	.418%	82%	84%
 Eric Zola jccusa.com	44	120,923	.381%	72%	66%
 Steve Roberts	24	37,731	.384%	61%	59%

Leaderboard

Revenue Model

- Free, open platform for launching buzz
- Premium services for paying clients:
 - Advertising as Content
 - Distributed Promotion: Widgets & Ads
 - Premium Tools & Extras
 - Trend Targeting

ORGANIC
CONTENT



SPONSORED
CONTENT



Market Direction: Ads as Content

ORGANIC
CONTENT



SPONSORED
CONTENT

Advertising as Content on BuzzFeed



Distributed Promotion



CUSTOM BUZZFEED WIDGET
ON CLIENT'S LANDING PAGE



CUSTOM-SKINNED
BUZZFEED MICROSITE

Custom Promotion

PAID DIRECT
ACTION LINK

The screenshot shows a BuzzFeed article titled "Miley Cyrus" with a red header. The article content includes a list of "THE 5 BEST LINKS" and a "Miley Cyrus Tickets on Sale Now" button with a "Buy Now!" link. To the right of the article is a "ticketexchange" and "ticketmaster" advertisement. Below the article is a sidebar with "ABOUT THIS BUZZ" information, including "Shared By" (Peggy), "Posted" (March 1, 2016), "Updated" (February 21, 2016), "Tagged" (Miley Cyrus, Hannah Montana), "Suggest a Link", "Share" buttons, and "Buzz Stats" (Clicks Last Week: 145,875, Views: 67%, Performance: 82%).

BuzzFeed find your new favorite thing buzz network platform

Miley Cyrus
MUSIC Hannah Montana is going on tour! The 'tween biosphere is a-buzz with Miley-mania. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

THE 5 BEST LINKS

- 1 | [Here are the Tour Dates »](#)
by hannahmontanatour.com | link
- 2 | [What to Expect from a Miley Concert »](#)
by mileylan.blogspot.com | link
- 3 | [Miley Cyrus: Coming to a Stadium Near You »](#)
by teenmag.com | link
- 4 | [Official Hannah Montana Site »](#)
by teatimey.go.com | link
- 5 | [Interview with Miley About Her Musical Influences »](#)
by newyork.com | link

Miley Cyrus Tickets on Sale Now [ticketmaster](#)
Buy Now!

ticketexchange
Buy Tickets. Sell Tickets. It's That Simple.
[ticketmaster](#) [Get Tickets to Miley Cyrus](#)

ABOUT THIS BUZZ

Shared By **Peggy**
BuzzFeed

Posted March 1, 2016
Updated February 21, 2016

Tagged [Miley Cyrus](#) [Hannah Montana](#)

Suggest a Link Have you seen or written something interesting about Miley Cyrus?

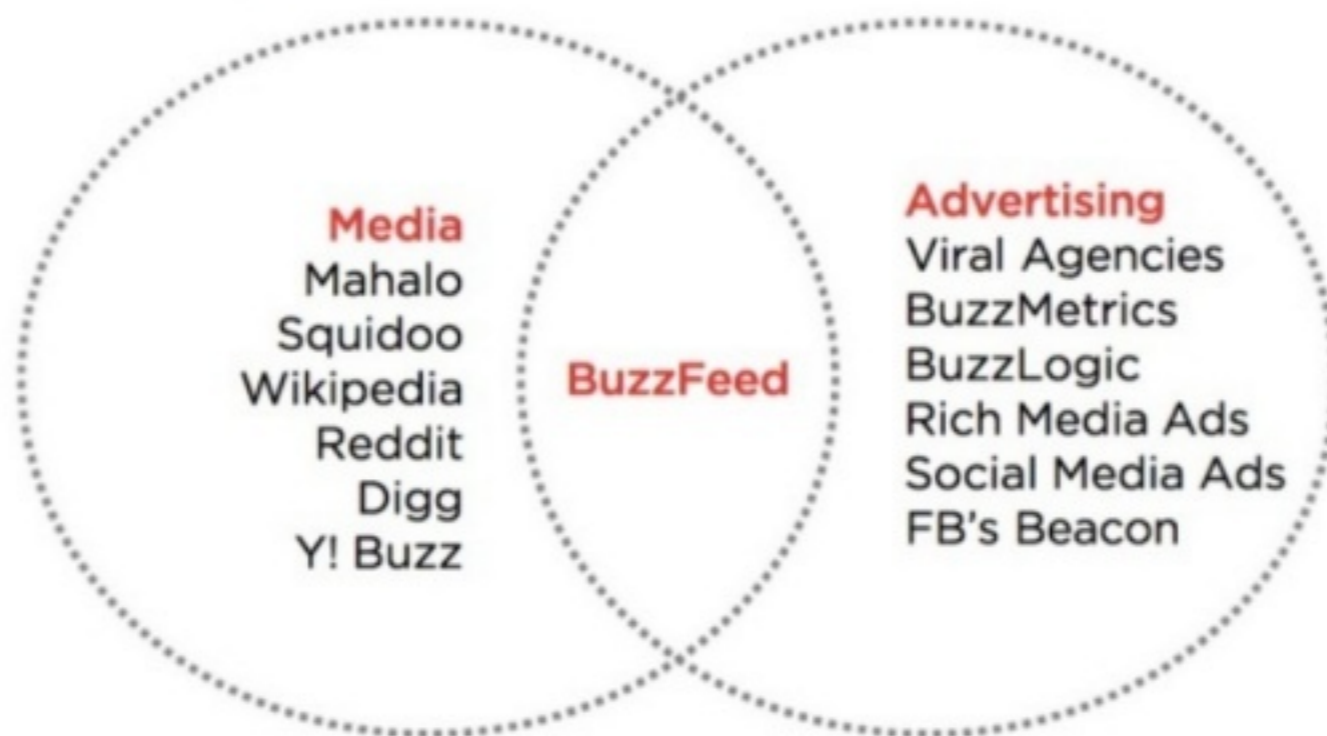
Share [Facebook](#) [Twitter](#) [LinkedIn](#) [StumbleUpon](#)

Buzz Stats Clicks Last Week: 145,875 Views: 67% Performance: 82%

STANDARD
AD UNIT

Trend Targeting

Competitors: Media / Ads



BuzzFeed is a tech company that takes the best from media and advertising. Competition will come from firms moving to the center.

How Big Can This Get?

- A global technology platform for a completely trend-centric type of advertising and media
- The most advanced network-aware, social media-aware system for publishing content
- YouTube/Wikipedia for Buzz and Viral Media
- The top outlet for every major brand that wants to grow buzz and word-of-mouth

The Team

Founder and CEO

Jonah Peretti

Co-Founders / Angels

Kenneth Lerer

John S. Johnson

Science Advisor

Duncan Watts,
(Columbia University &
Yahoo Research)

Design Advisor

Jason Kottke (kottke.org)

General Manager

Eric Harris (via Operative and
Washington Post Co)

Developers

Mark Wilkie (via Gawker Media)

Eric Buth (via NYU Comp Sci)

Senior Designer

Chris Johanesen (via AIGA)

Senior Editors

Peggy Wang (via MTV)

Scott Lamb (via Salon)

Contact

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