

# 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. Glasses and other motorcycle gear manufacturers are releasing designs that look almost like life jackets. Readers of Near 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 11 Best Links](#)



### Intellectualizing "The Hills"

**TV BUZZ** The New York Times describes the third season of *The Hills* as having an "Ambient phaleness" 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 bastion 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 class, 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 Yica-Pay-lookalikes who are reorganizing the card catalogs these days are making reading fun again.

[View the 8 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 ... NYMag

## Detected Phrases

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

*sarah shahi* [www.ohlala.com](#), [vomagazine.com](#), [celichotgun.blogspot.com](#)

*dj shum* [gearlog.com](#), [blog.sport.com](#), [recllyjay.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 the Nintendo DS, complete with a portable little fingerboard contraption called the Guitar Grip. 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 [JJ 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 med 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

**BuzzFeed** Find your new favorite thing buzz network platform

**News**  
Popular  
Leaders  
Stats  
Detectors  
Archive

**TOP TRENDS**  
All  
Culture  
Style  
Politics  
Food  
Home  
Music  
TV  
Celebrity  
Business  
Tech  
Science  
Sports

SEARCH

**Vision Training**  
**NEW BUZZ** Eye exercises that improve your vision is now available as a Nintendo DS game, for people who sit in front of the computer all day (ohem, you should probably use some eye exercising).  
from the 4 best links +

posted by **Page 8 BuzzFeed**  
on March 22, 2012 at 10:00am  
about [Leaders](#) [Media](#) [Technology](#)

**Raw Buzz**  
**Michelle Malkin** » The new Barack Obama logo: Agent of left-wing voter-aid. Update: Let's change...the subject  
Michelle Malkin - [http://michellemalkin.com/2012/...](#)  
Larry King

**Barry**  
**NEW BUZZ** Newsweek has a lengthy article explaining why Obama went from being called Barry to Barack. Barry was never just a nickname, he decided to start using Barack when he started college. He had a friend in college who did the same thing, and it's really confusing to hang out with the friends from high school when they call you by all of the time, because the real name is Chris.  
from the 12 best links +

posted by **Page 8 BuzzFeed**  
on March 21, 2012 at 10:11am

**New LINK**  
**Actually, Perez Hilton Having a Record Label Is Not Quite the Stupidest Idea We've Ever Heard**  
[http://www.buzzfeed.com/perez-hilton/sir](#)  
on Perez Hilton's Bar

posted by **BuzzFeed**  
on Feb 22, 2012 at 1:00pm

**Tweeters**

	<b>Kylie Klom</b>		-10
	<b>Polar Cities</b>		+25
	<b>Modern Bookshelves</b>		-7

New Front Page





AGGREGATION



VIDEO BUZZ



LINKS



NEW BUZZ WORDS

The Platform for Web Buzz (2.0 Launch)



This screenshot shows a list of articles on a website. Each article entry includes a title, a small image, a star rating, and a 'Buy Now' button. The articles listed are:

- Julius Rosenberg on Twitter's early... (4 stars)
- Reinforcement: The Implications of... (5 stars)
- Edie - Search: South Africa... (5 stars)
- Things you're missing from your... (4 stars)
- Julius Rose: The Trouble With... (4 stars)
- Back to work and online... (4 stars)
- Continuously challenged: Older... (3 stars)

A yellow banner at the bottom of the list contains text and a 'Buy Now' button.

This screenshot shows a detailed view of an article. On the left is a sidebar with navigation options like 'Home', 'About', and 'Contact'. The main content area displays the article text, which includes several paragraphs and sub-sections. The article title is 'How Debra...'. The text discusses various topics, including mentions of 'The Edge' and 'The Edge...'. There are several 'Buy Now' buttons interspersed throughout the text.

This screenshot shows a table with multiple columns. The columns include 'Name', 'Date', and several numerical columns. The table lists various items or events, such as 'The Edge...'. The data is organized in a clear, tabular format.

Name	Date	Column 3	Column 4	Column 5	Column 6	Column 7	Column 8
The Edge...	2013-01-20	100	100,000	100	100	100,000	100,000
The Edge...	2013-01-20	100	100,000	100	100	100,000	100,000
The Edge...	2013-01-20	100	100,000	100	100	100,000	100,000
The Edge...	2013-01-20	100	100,000	100	100	100,000	100,000
The Edge...	2013-01-20	100	100,000	100	100	100,000	100,000
The Edge...	2013-01-20	100	100,000	100	100	100,000	100,000
The Edge...	2013-01-20	100	100,000	100	100	100,000	100,000
The Edge...	2013-01-20	100	100,000	100	100	100,000	100,000
The Edge...	2013-01-20	100	100,000	100	100	100,000	100,000
The Edge...	2013-01-20	100	100,000	100	100	100,000	100,000

This screenshot shows a detailed view of an article, similar to the top-right screenshot. It includes a sidebar and a main content area. A prominent feature is a 'CONTINUOUS' section with a progress bar and numerical values. Below this, there are sections for 'PAGE QUALITY', 'MARKETING STATS', 'TOP SEARCH TERMS', 'TRAFFIC SOURCES', and 'TOP REFERRING SITES'. Each section contains data and small charts or indicators.

The Web App

LANDING PAGE PERFORMANCE METRICS

MEASURE VIRAL EFFECTS

WIDGET TRAFFIC WITH STATS

SEARCH ENGINE & REFERRER OPTIMIZATION



The website page features a main heading 'Kids Paintball Parties' and a sub-heading 'We specialize in Kids Parties Plan a party your child will love!'. Below the heading is a call-to-action button 'Book Now!'. The page also includes a sidebar with a 'Search' box and a list of categories.

# 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
 <b>Peggy Wang</b> buzzfeed	2,142	853,123,412	-431%	74%	82%
 <b>Scott Lamb</b> buzzfeed	1,653	731,134,211	-429%	78%	81%
 <b>BrysnBoy</b> brysnboy.com	143	799,215	-429%	75%	61%
 <b>NintendoFan</b> nintendofan.blogspot.com	120	642,123	-399%	62%	72%
 <b>Alison Snell</b> MTV	117	527,213	-369%	59%	55%
 <b>Jonah Peretti</b> buzzfeed	110	442,934	-418%	82%	84%
 <b>Eric Zola</b> jinxusa.com	44	120,923	-381%	72%	66%
 <b>Steve Roberts</b>	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

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

- Top Left:** Navigation menu with 'Home' selected, and links for Popular, Leaders, Shows, Videos, and Archive.
- Top Center:** Article titled 'Vision Training' with a 'SCIENCE BUZZ' badge. The text reads: 'The exercises that improve your vision is now available as a Nintendo DS game. For people who sit in front of the computer all day, it's a game you should probably get some one practicing. View the 12 best links >'.
- Top Right:** 'PROMOTED BUZZ' section featuring three small article thumbnails.
- Middle Left:** 'New Buzz' section with a 'New Link' badge. Article titled 'Michelle Malton - The new Barack Obama spin: Agent of left-wing warm-aid, Update: Let's change...the subject'. Below it is an article titled 'Barry' with a 'BUZZFEED BUZZ' badge. Text: 'BuzzFeed Buzz: Newsweek has a lengthy article explaining why Obama won't have his name on the Obama. They also showed you a reference to Obama to start using Barack when he started college. We had a friend in college who did the same thing, and it's really confusing to hang out with his friends from high school when they call him out all the time. Because he was called in 2008. View the 1 best links >'.
- Middle Right:** A large text block: 'BuzzFeed is a publishing platform for trend-spotters and marketers. Now you can use BuzzFeed's tools to promote the Buzz you want to.' Below this are 'Yes' and 'No' buttons.
- Bottom Right:** 'How BuzzFeed Works' section. Text: 'L.INK is software built about your product or use the platform to spot trends, aggregate Buzz, and promote things you like.' Below this is a 'PROMOTE' section: 'PROMOTE with custom widgets and ad units. If your Buzz performs well, we'll give you keywords, the placement on our home page or free widget impressions.'

SPONSORED  
CONTENT

Advertising as Content on BuzzFeed





STANDARD AD UNIT



BUZZFEED WIDGET



WIDGET OPTIMIZER  
CONTROLS

# Distributed Promotion





CUSTOM BUZZFEED WIDGET  
ON CLIENT'S LANDING PAGE



CUSTOM-SKINNED  
BUZZFEED MICROSITE

Custom Promotion

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, concert goers, date set areas, concert/bur appearing etc.

THE 5 BEST LINKS

- 1) [Here are the Tour Dates »](#)  
by hannahmontana.com | 100
- 4) [What to Expect from a Miley Concert »](#)  
by thestarblog.com | 100
- 3) [Miley Cyrus: Coming to a Stadium Near You »](#)  
by thestar.com | 100

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

- 4) [Official Hannah Montana Site »](#)  
by hannahmontana.com | 100
- 5) [Interview with Miley About Her Musical Influences »](#)  
by thestar.com | 100

**ticketexchange**  
Buy Tickets. Sell Tickets. It's that simple.

**ticketmaster** [Get Tickets](#)

**ABOUT THIS BUZZ**

Posted By: [Peggy](#)  
Recommender

Posted: **Nov 3, 2009**  
Updated: **Feb 21, 2010**

Tags: [concerts](#) [concert](#) [hannahmontana](#) [miley](#)

Suggest a Link:

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

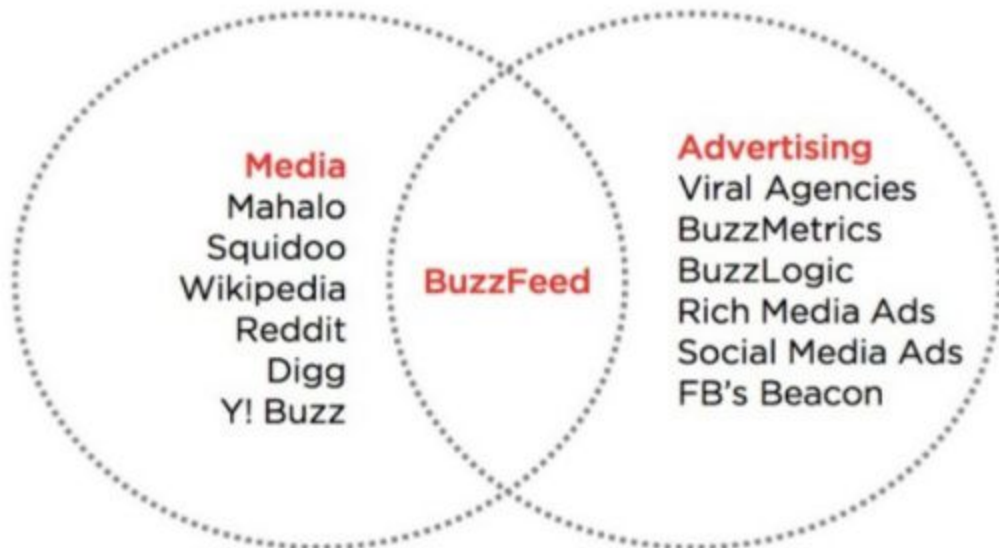
Rank: **Clicks Last Week** **100,000** views  
Meta: **67%** viral **80%** Performance

PAID DIRECT  
ACTION LINK

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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[buzzfeed.com](http://buzzfeed.com)

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