

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. Riders 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!

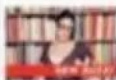
[View the 12 Best Links](#)



Intellectualizing "The Hills"

TV BUZZ The New York Times describes the third season of *The Hills* as having an "Antony and Cleopatra" 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 question of feminist theory that is *The Hills*. But we might consider writing an essay just for fun chronicling the Hegelian evolution of our broadening heroine L.C., starting with her Laguna Beach days.

[View the 7 Best Links](#)



Hipster Librarians

CULTURE BUZZ They're young, they're clean, 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 Tira-Tira-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 13 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 ...
Rumor: Nicole ... Magazine ... information ... NYMag

Detected Phrases

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

sarah shahi [reese.lolabs.com](#), [lismagazine.com](#), [celichatgun.blogspot.com](#)

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

high waisted pants [shafirsh.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 [Nintendo fan](#)
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 23, 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)

USER GENERATED BUZZ

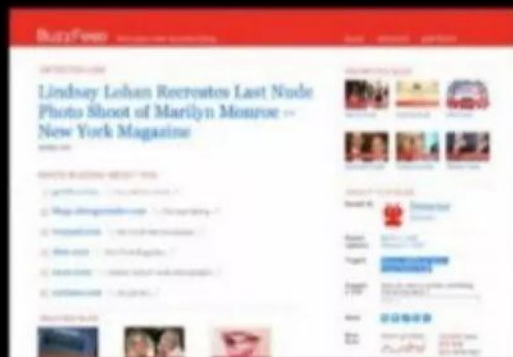
New Front Page



AGGREGATION



VIDEO BUZZ



LINKS

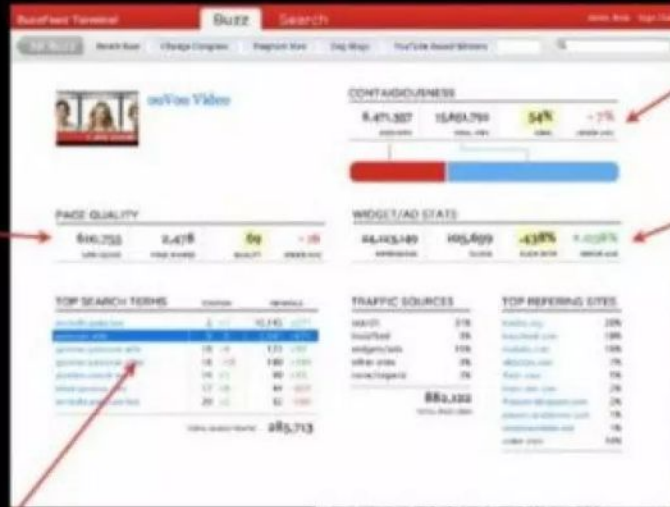


NEW BUZZ WORDS

The Platform for Web Buzz (2.0 Launch)

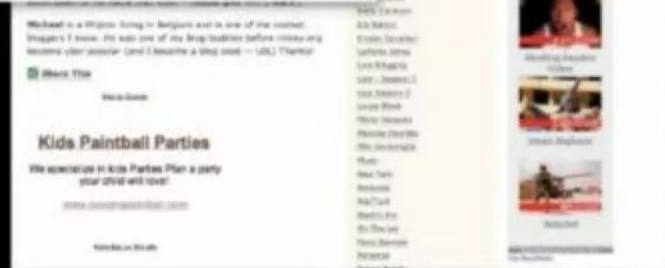
LANDING PAGE
PERFORMANCE
METRICS

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

Search

TOP BUZZ SPOTTERS

Last 7 Days

Last 30 Days

All Time

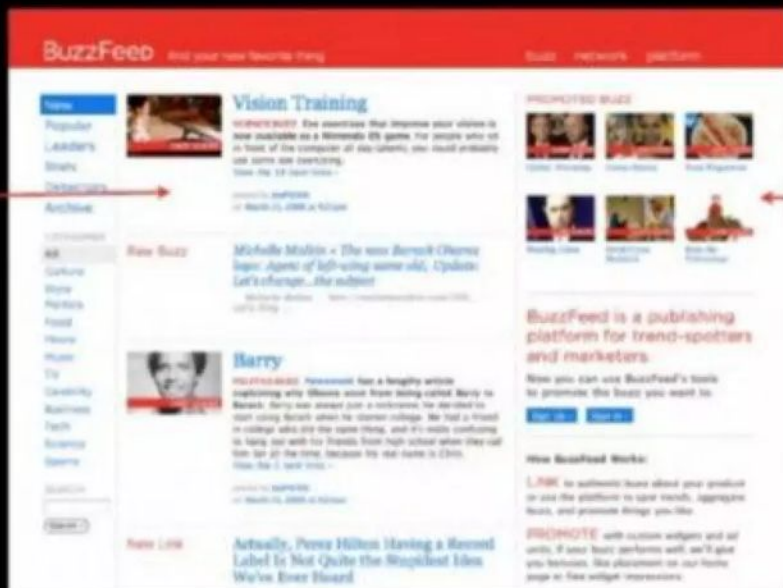
Buzz	# Buzz	Total Views	Average Click Rate	Average Viral	Average Quality
 Peggy Wang buzzfeed	2,142	853,123,412	.431%	74%	82%
 Scott Lamb buzzfeed	1,653	731,134,231	.429%	78%	81%
 BrysnBoy brysnboy.com	143	799,215	.429%	75%	61%
 NintendoFan nintendo-fan.blogspot.com	120	642,123	.399%	62%	72%
 Alison Snell mtv	117	527,213	.369%	59%	53%
 Jonah Poretti buzzfeed	110	442,934	.418%	82%	84%
 Eric Zola jazzradio.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

Advertising as Content on BuzzFeed

The collage displays a variety of digital marketing elements:

- Standard Ad Unit:** A large banner for Gorillaz's 'Gorillaz D-Sides' album.
- Article Snippets:** Headlines like 'Judith Regan's Top Secret Code Name Was...' and 'No Joke: Study Says Obama And Pitt Are Cousins...'.
- BuzzFeed Widget:** A collection of small article thumbnails and headlines.
- Widget Optimizer Controls:** A software interface with a line graph and a grid of widget thumbnails for testing and optimization.

STANDARD AD UNIT

BUZZFEED WIDGET

WIDGET OPTIMIZER
CONTROLS

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 page for Miley Cyrus. The page has a red header with the BuzzFeed logo and navigation links. The article title is "Miley Cyrus" with a sub-headline about her upcoming tour. Below the article is a list of "THE 5 BEST LINKS". The first link is "Here are the Tour Dates" with a "Buy Now!" button. The second link is "What to Expect from a Miley Concert". The third link is "Miley Cyrus: Coming to a Stadium Near You". The fourth link is "Official Hannah Montana Site". The fifth link is "Interview with Miley About Her Musical Influences". To the right of the article is a "ticketexchange" ad with a "ticketmaster" logo and a "Get Tickets" button. Below the ad is a section titled "ABOUT THIS BUZZ" with a "Recent By" section, a "Period updated" section, a "Tagged" section, a "Suggest a Link" section, a "Share" section, and a "Back Stats" section.

BuzzFeed find your new favorite thing

buzz network platform

Miley Cyrus
Miley Cyrus is going on tour! The Tween Megastar is a buzz with Miley-crazy, current-crazy, and more, something approaching etc.

THE 5 BEST LINKS

- 1) [Here are the Tour Dates »](#)
by hannahmontana.com | 100%
- 2) [What to Expect from a Miley Concert »](#)
by mileyfan.blogspot.com | 100%
- 3) [Miley Cyrus: Coming to a Stadium Near You »](#)
by mileyfan.com | 100%
- 4) [Official Hannah Montana Site »](#)
by hannahmontana.com | 100%
- 5) [Interview with Miley About Her Musical Influences »](#)
by mileyfan.com | 100%

Miley Cyrus Tickets on Sale Now **ticketmaster**
Buy Now!

ticketexchange
Buy Tickets, Sell Tickets, It's That Simple.
ticketmaster Get Tickets

ABOUT THIS BUZZ

Recent By: **Peggy**
Buzzfeed

Period updated: March 1, 2009
Reviews: 10, 100%

Tagged: **concerts** **hannah montana** **miley cyrus**

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

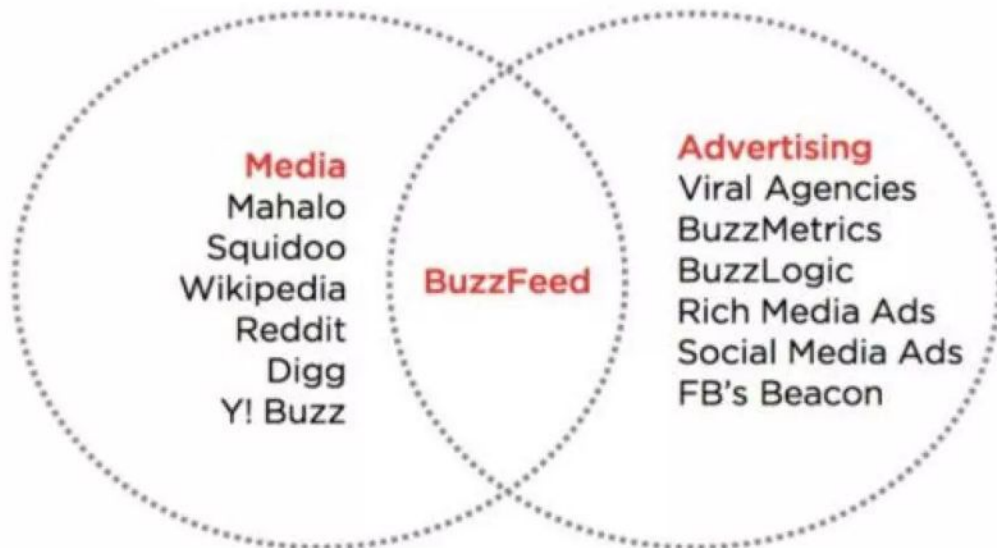
Share: **Facebook** **Twitter** **LinkedIn** **Google+**

Back Stats: Clicks Last Week: 140,000 Views: 57% Viral: 80% Performance

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

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