

# 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. Danish 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 "Anteoni 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 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 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 navigating 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 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 ...  
New York Magazine ... nytimes.com ... NYMag

## Detected Phrases

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

sarah shahi [reus.lolite.com](#), [usmagazine.com](#), [cellshotgun.blogspot.com](#)

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



1107 CLICKS

## 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 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 [Nintendo fan](#)  
on March 23, 2008 at 8:12pm



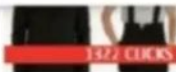
1631 CLICKS

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



1822 CLICKS

**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

Home

Search

Log In

Sign Up

Find your new favorite thing

buzz network platform

New

Popular

Leaders

Stats

Detectors

Archive

CATEGORIES

All

Culture

Style

Politics

Food

Movie

Music

TV

Celebrity

Business

Tech

Science

Sports

SEARCH

Search



Vision Training

**SCIENCE 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 could probably use some eye exercising.  
[View the 8 best links >](#)

posted by **Page 8** BuzzFeed

on March 21, 2008 at 10:04am

Recent: [Gardner's Health](#) [Astronauts](#)



Raw Buzz

**Michelle Malkin** » The new Barack Obama logo: Agent of left-wing same old; Update: Let's change...the subject  
[Michelle Malkin](#) [http://michellemalkin.com/2008/...](#)  
[Larry King](#)



Barry

**POLITICS BUZZ** Newsweek has a lengthy article explaining why Obama went from being called Barry to Barack. Barry was always 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 his friends from high school when they call him Ian all the time, because his real name is Chris.  
[View the 13 best links >](#)



New Link

**Actually, Perez Hilton Having a Record Label Is Not Quite the Stupidest Idea We've Ever Heard**  
[myimag.com](#)  
[on Perez Hilton's Ear](#)

Movers



Katie Knox



-19



Polar Cities



+25



Modern Bookshelves



-7

BuzzFeed is a publishing platform for trend-spotters and marketers.

Now you can use BuzzFeed's tools to promote the buzz you want to.

[Sign Up >](#) [Sign In >](#)

How BuzzFeed Works:

**LINK** to authentic buzz about your product or use the platform to spot trends, aggregate buzz, and promote things you like.

**PROMOTE** with custom widgets and ad units. If your buzz performs well, we'll give you bonuses, like placement on our home page or free widget impressions.

**BIG SEED™** by buying more widget impressions or distributing your custom ads on conventional ad networks.

**TRACK** how viral your buzz becomes. Analyze click rates, landing page performance, and more.

**OPTIMIZE** automatically using patented BuzzFeed algorithms.

[Learn More >](#)

New Front Page



AGGREGATION



VIDEO BUZZ



LINKS



NEW BUZZ WORDS

# The Platform for Web Buzz (2.0 Launch)

The screenshot shows the BuzzFeed homepage with a red header bar containing the BuzzFeed logo and navigation links. The main content area features a list of articles, each with a thumbnail image, title, and a star rating. A sidebar on the left includes sections for 'New Video' and 'New Music'.

The screenshot shows a detailed article page on BuzzFeed. The article title is 'House Debates 100-Step Lyrics In DC Hearing'. The page includes a large introductory paragraph, a list of related articles, and a sidebar with 'New Video' and 'New Music' sections.

The screenshot shows a detailed article page on BuzzFeed. The article title is 'The 100 Most Popular Songs of 2013'. The page includes a list of songs, each with a thumbnail image, title, and a star rating. A sidebar on the left includes sections for 'New Video' and 'New Music'.

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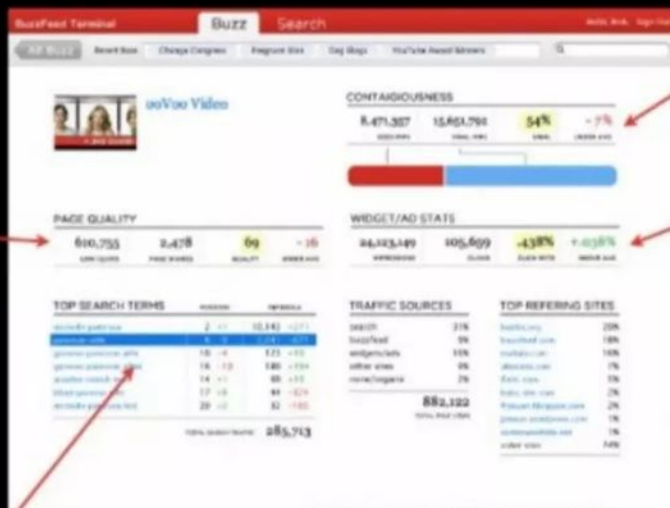
The Web App

LANDING PAGE  
PERFORMANCE  
METRICS

SEARCH ENGINE  
& REFERRER  
OPTIMIZATION

MEASURE  
VIRAL EFFECTS

WIDGET TRAFFIC  
WITH STATS



Michael is a figure living in Belgium and is one of the coolest bloggers I know. He was one of my blog buddies before he was one of the most popular (and I became a blog buddy - LOL) Thanks!

[Share This](#)

[Like on Facebook](#)

### Kids Paintball Parties

We specialize in Kids Parties Plan a party your child will love!

[www.coolkidspaintball.com](http://www.coolkidspaintball.com)

Advertise on Buzzfeed

Side navigation menu:

- Home
- Search
- Blog
- Categories
- Tags
- Archives
- Recent Posts
- Popular Posts
- Most Commented
- Random Post

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

The screenshot shows the BuzzFeed homepage with a red header. The left sidebar contains navigation links: New, Popular, Leaders, Stats, Detectors, Archive, and a list of categories (All, Culture, Style, Politics, Food, Music, TV, Celebrity, Business, Tech, Science, Sports). The main content area features three articles: 'Vision Training' (Science Buzz), 'Michelle Malin + The new Barack Obama logo: Agent of left-wing name aid; Update: Let's change...the subject' (Raw Buzz), and 'Barry' (Politics Buzz). A 'New Link' section at the bottom mentions Perez Hilton. The right sidebar has a 'PROMOTED BUZZ' section with four featured articles, a paragraph about BuzzFeed as a publishing platform, and a 'How BuzzFeed Works' section with 'LINK' and 'PROMOTE' sub-sections.

BuzzFeed find your new favorite thing buzz network platform

**ORGANIC CONTENT** →

**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

PAID DIRECT  
ACTION LINK

The image shows a screenshot of a BuzzFeed article titled "Miley Cyrus". The article text is partially visible, mentioning "Hanna Montana is going on tour!". Below the article text, there is a section titled "THE 5 BEST LINKS" with five numbered links. The first link is "Here are the Tour Dates »" with a sub-link "to hannahmontanaconcert.com". Below this list, there is a blue button that says "Miley Cyrus Tickets on Sale Now" with a "Buy Now!" link and the "ticketmaster" logo. To the right of the article, there is a "STANDARD AD UNIT" for "ticketexchange" and "ticketmaster". Below the ad, there is a section titled "ABOUT THIS BUZZ" with a "Buzzed By" section featuring a profile for "Peggy" and a "Posted/Updated" section showing "March 1, 2010" and "February 21, 2010". There is also a "Tagged" section with "Miley Cyrus", "Hannah Montana", and "Miley Cyrus". A "Suggest a Link" section is also present. At the bottom, there is a "Share" section with social media icons and a "Stats" section showing "Clicks Last Week: 148,855", "Views: 67%", and "Performance: 80%".

BuzzFeed find your new favorite thing buzz network platform

**Miley Cyrus**  
MUSIC: Hannah Montana is going on tour! The Tween biographe is a buzz with Miley-mania. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

THE 5 BEST LINKS

- 1) [Here are the Tour Dates »](#)  
to hannahmontanaconcert.com | 100%
- 2) [What to Expect from a Miley Concert »](#)  
to mileycyrus.blogspot.com | 100%
- 3) [Miley Cyrus: Coming to a Stadium Near You »](#)  
to teenmagazine.com | 100%

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

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

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

**ABOUT THIS BUZZ**

Buzzed By **Peggy**  
BuzzFeed

Posted/Updated  
March 1, 2010  
February 21, 2010

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

Suggest a Link  
Have you seen an article connecting interesting about Miley Cyrus?

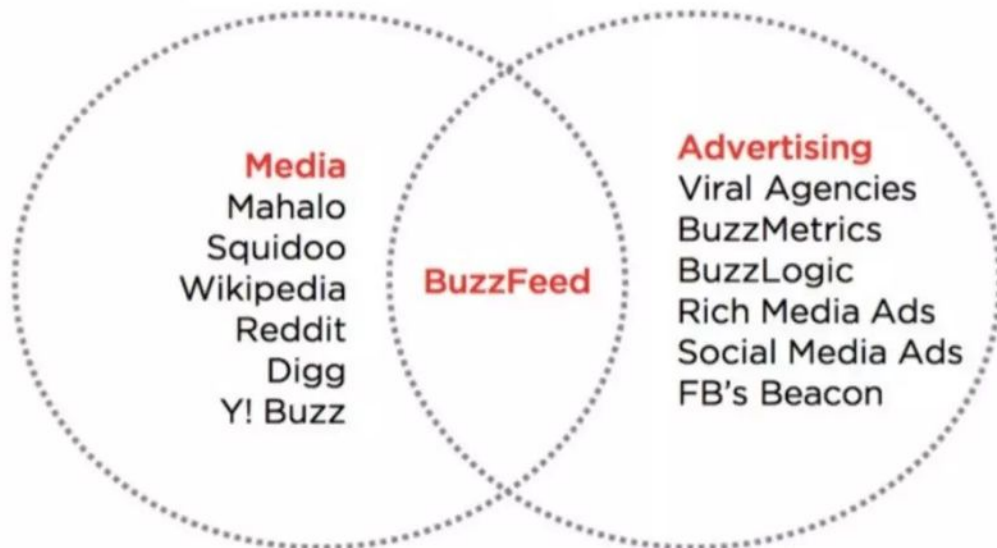
Share  
[Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#) [StumbleUpon](#)

Stats  
Clicks Last Week: 148,855  
Views: 67%  
Performance: 80%

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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