

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. Oranov 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 "Austrian glacialness" 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 fashion of feminist theory that is *The Hills*. But we might consider writing an essay just for fun chronicling the Hegelian evolution of our broadening female 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 Tins-Pay-lookalikes who are reimagining 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 ...

Detected Phrases

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

sarah shahi [news.slate.com](#), [vomagazine.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 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](#)



1611 CLICKS
Macbook Air, except it has a DVD drive and replaceable battery and stuff.
[View the 19 best links »](#)



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



1177 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

BuzzFeed

find your new favorite thing

buzznetworkplatform

New

Popular

Loaders

Stats

Detectors

Archive

CATEGORIES

All

Culture

Style

Politics

Food

Movie

Music

TV

Celebrity

Business

Tech

Science

Sports

SEARCH

Search



Vision Training

BRUSH 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 (hmm), you should probably use some eye searching.

View the 8 best links >

posted by [Pete D. Bradford](#)
on March 25, 2008 at 10:41pm
buzz: Celebrity Media, Technology



Michelle Malkin > The new Barack Obama logo: Agent of left-wing name old; Update: Let's change...the subject

... Michelle Malkin ... [http://michellemalkin.com/2008/.../](#) ...
Like this thing >



Barry

WILDMAN BUZZ Internet 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 by the name, because his real name is Chris.

View the 12 best links >

posted by [joshdip](#)
on March 25, 2008 at 10:41pm



Actually, Perez Hilton Having a Record Label Is Not Quite the Stupidest Idea We've Ever Heard

MYSTAG BUZZ on Perez Hilton's bar

posted by [BuzzFeed](#)
on Feb 18, 2007 at 8:41pm

News



Kylie Minogue

-19



Polar Cities

+25



Modern Bookablog

-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)

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 jettusa.com	44	120,923	.381%	72%	66%
 Steve Robarts	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

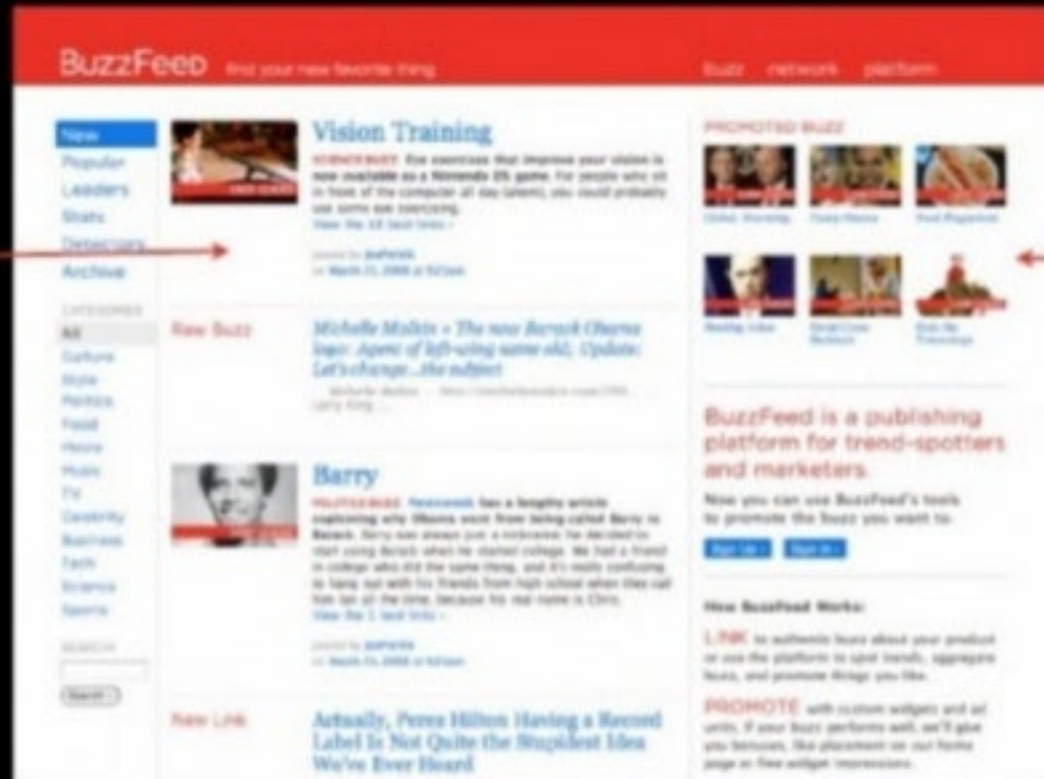


SPONSORED
CONTENT



Market Direction: Ads as Content

ORGANIC
CONTENT



SPONSORED
CONTENT

Advertising as Content on BuzzFeed



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 titled "Miley Cyrus" with a sub-header "Hannah Montana is going on tour! The 'teen biosphere' is a-buzz with Miley-mania, Lorena's great dollar sit, artist, concertgoer attending etc." Below the article title is a section titled "THE 5 BEST LINKS" containing five links. A red arrow points from the text "PAID DIRECT ACTION LINK" to a blue button that says "Miley Cyrus Tickets on Sale Now" with a "Buy Now!" sub-button and the Ticketmaster logo. To the right of the article is a sidebar with a "ticketexchange" ad, a "ticketmaster" ad, and a section titled "ABOUT THIS BUZZ" which includes a "Shared By" section with a profile picture of Peggy, a "Posted/Updated" date of March 3, 2010, a "Triggered" section with a blue button, a "Suggest a Link" section with a text input field, a "Share" section with social media icons, and a "Buzz Stats" section with a line graph and statistics: 145,815 Views, 67% Viral, and 82% Performance.

BuzzFeed find your new favorite thing buzz network platform

Miley Cyrus
Hannah Montana is going on tour! The 'teen biosphere' is a-buzz with Miley-mania, Lorena's great dollar sit, artist, concertgoer attending etc.

THE 5 BEST LINKS

- 1 | [Here are the Tour Dates »](#)
by hannahmontanatour.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 teenmag.com | 100%
- 4 | [Official Hannah Montana Site »](#)
by hannahmontanatour.com | 100%
- 5 | [Interview with Miley About Her Musical Influences »](#)
by mileyfan.com | 100%

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

ticketexchange
Big Tickets. Sell Tickets. It's That Simple.

ticketmaster [Get Tickets](#)

ABOUT THIS BUZZ

Shared By **Peggy**
BuzzFeed

Posted/Updated March 3, 2010 February 21, 2010

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

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

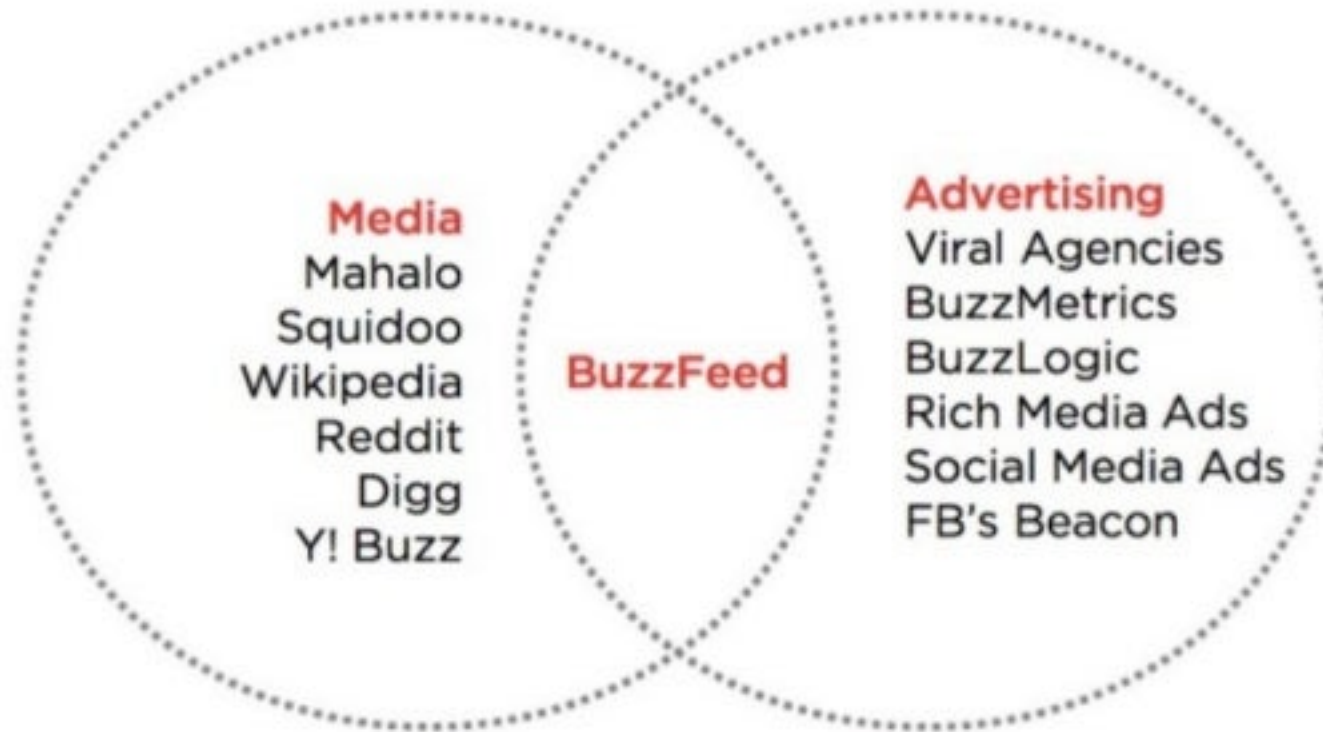
Share [Facebook](#) [Twitter](#) [LinkedIn](#) [StumbleUpon](#)

Buzz Stats Clicks Last Week 145,815 Views 67% Viral 82% 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

Jonah Peretti
jonah@buzzfeed.com

[buzzfeed.com](https://www.buzzfeed.com)