

# 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 fourthly. Dancers and other motorcycle gear manufacturers are releasing designs that look almost like life jackets. Readers of New Stephenson's Snow Crash will recognize the idea.

[View the 4 Best Links](#)



## SoBro, Manhattan

**GOVT/US 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-neighbourhood south of Bleecker 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 "Academic glossiness" and considers Heidi Klum to be some sort of "feminist hero." We wish we were still in college so we could write our master's thesis on the function of feminist theory that is *The Hills*. But we might consider writing an essay just for fun chronicling the Hegelian evolution of our branding heroine LC, starting with her Laguna Beach days.

[View the 7 Best Links](#)



## Hipster Librarians

**CULT/US 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 Tea-fry-lookalikes who are disrupting 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)



TopPitchDeck

## 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 relationships NYMag

### Detected Phrases

**4000 dead** huffingtonpost.com, nytimes.com, cnn.com, dailymail.com  
**sarah shahi** newslate.com, usmagazine.com, ocfschoolgun.blogspot.com  
**dj shum** gearlog.com, blog.spout.com, recilypay.wordpress.com  
**high waisted pants** shefinds.com, elle.com, fashionista.blogspot.com  
**prostitute** nypost

### Movers

	Karl Lagerfeld		- 19
	Polaroid		+ 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



**TECH BUZZ** The new 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)





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### Many Wolves You Can't Find in Your Dog

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## AGGREGATION

[illegible]

## VIDEO BUZZ

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## LINKS

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## NEW BUZZ WORDS

# The Platform for Web Buzz (2.0 Launch)





Book 22		Page 26		Date		Page		Date		Page		Date		Page	
Book 22		Page 26		Date		Page		Date		Page		Date		Page	
1	Page 26	2	Page 27	3	Page 28	4	Page 29	5	Page 30	6	Page 31	7	Page 32	8	Page 33
9	Page 34	10	Page 35	11	Page 36	12	Page 37	13	Page 38	14	Page 39	15	Page 40	16	Page 41
17	Page 42	18	Page 43	19	Page 44	20	Page 45	21	Page 46	22	Page 47	23	Page 48	24	Page 49
25	Page 50	26	Page 51	27	Page 52	28	Page 53	29	Page 54	30	Page 55	31	Page 56	32	Page 57
33	Page 58	34	Page 59	35	Page 60	36	Page 61	37	Page 62	38	Page 63	39	Page 64	40	Page 65
41	Page 66	42	Page 67	43	Page 68	44	Page 69	45	Page 70	46	Page 71	47	Page 72	48	Page 73
49	Page 74	50	Page 75	51	Page 76	52	Page 77	53	Page 78	54	Page 79	55	Page 80	56	Page 81
57	Page 82	58	Page 83	59	Page 84	60	Page 85	61	Page 86	62	Page 87	63	Page 88	64	Page 89
65	Page 90	66	Page 91	67	Page 92	68	Page 93	69	Page 94	70	Page 95	71	Page 96	72	Page 97
73	Page 98	74	Page 99	75	Page 100	76	Page 101	77	Page 102	78	Page 103	79	Page 104	80	Page 105
81	Page 106	82	Page 107	83	Page 108	84	Page 109	85	Page 110	86	Page 111	87	Page 112	88	Page 113
89	Page 114	90	Page 115	91	Page 116	92	Page 117	93	Page 118	94	Page 119	95	Page 120	96	Page 121
97	Page 122	98	Page 123	99	Page 124	100	Page 125	101	Page 126	102	Page 127	103	Page 128	104	Page 129
105	Page 130	106	Page 131	107	Page 132	108	Page 133	109	Page 134	110	Page 135	111	Page 136	112	Page 137
113	Page 138	114	Page 139	115	Page 140	116	Page 141	117	Page 142	118	Page 143	119	Page 144	120	Page 145
121	Page 146	122	Page 147	123	Page 148	124	Page 149	125	Page 150	126	Page 151	127	Page 152	128	Page 153
129	Page 154	130	Page 155	131	Page 156	132	Page 157	133	Page 158	134	Page 159	135	Page 160	136	Page 161
137	Page 162	138	Page 163	139	Page 164	140	Page 165	141	Page 166	142	Page 167	143	Page 168	144	Page 169
145	Page 170	146	Page 171	147	Page 172	148	Page 173	149	Page 174	150	Page 175	151	Page 176	152	Page 177
153	Page 178	154	Page 179	155	Page 180	156	Page 181	157	Page 182	158	Page 183	159	Page 184	160	Page 185
161	Page 186	162	Page 187	163	Page 188	164	Page 189	165	Page 190	166	Page 191	167	Page 192	168	Page 193
195	Page 194	196	Page 195	197	Page 196	198	Page 197	199	Page 198	200	Page 199	201	Page 200	202	Page 201
203	Page 202	204	Page 203	205	Page 204	206	Page 205	207	Page 206	208	Page 207	209	Page 208	210	Page 209
211	Page 210	212	Page 211	213	Page 212	214	Page 213	215	Page 214	216	Page 215	217	Page 216	218	Page 217
219	Page 218	220	Page 219	221	Page 220	222	Page 221	223	Page 222	224	Page 223	225	Page 224	226	Page 225
227	Page 226	228	Page 227	229	Page 228	230	Page 229	231	Page 230	232	Page 231	233	Page 232	234	Page 233
235	Page 234	236	Page 235	237	Page 236	238	Page 237	239	Page 238	240	Page 239	241	Page 240	242	Page 241
243	Page 242	244	Page 243	245	Page 244	246	Page 245	247	Page 246	248	Page 247	249	Page 248	250	Page 249
251	Page 250	252	Page 251	253	Page 252	254	Page 253	255	Page 254	256	Page 255	257	Page 256	258	Page 257
259	Page 258	260	Page 259	261	Page 260	262	Page 261	263	Page 262	264	Page 263	265	Page 264	266	Page 265
267	Page 266	268	Page 267	269	Page 268	270	Page 269	271	Page 270	272	Page 271	273	Page 272	274	Page 273
275	Page 274	276	Page 275	277	Page 276	278	Page 277	279	Page 278	280	Page 279	281	Page 280	282	Page 281
283	Page 282	284	Page 283	285	Page 284	286	Page 285	287	Page 286	288	Page 287	289	Page 288	290	Page 289
291	Page 290	292	Page 291	293	Page 292	294	Page 293	295	Page 294	296	Page 295	297	Page 296	298	Page 297
299	Page 298	300	Page 299	301	Page 300	302	Page 301	303	Page 302	304	Page 303	305	Page 304	306	Page 305
307	Page 306	308	Page 307	309	Page 308	310	Page 309	311	Page 310	312	Page 311	313	Page 312	314	Page 313
315	Page 314	316	Page 315	317	Page 316	318	Page 317	319	Page 318	320	Page 319	321	Page 320	322	Page 321
323	Page 322	324	Page 323	325	Page 324	326	Page 325	327	Page 326	328	Page 327	329	Page 328	330	Page 329
331	Page 330	332	Page 331	333	Page 332	334	Page 333	335	Page 334	336	Page 335	337	Page 336	338	Page 337
339	Page 338	340	Page 339	341	Page 340	342	Page 341	343	Page 342	344	Page 343	345	Page 344	346	Page 345
347	Page 346	348	Page 347	349	Page 348	350	Page 349	351	Page 350	352	Page 351	353	Page 352	354	Page 353
355	Page 354	356	Page 355	357	Page 356	358	Page 357	359	Page 358	360	Page 359	361	Page 360	362	Page 361
363	Page 362	364	Page 363	365	Page 364	366	Page 365	367	Page 366	368	Page 367	369	Page 368	370	Page 369
371	Page 370	372	Page 371	373	Page 372	374	Page 373	375	Page 374	376	Page 375	377	Page 376	378	Page 377
379	Page 378	380	Page 379	381	Page 380	382	Page 381	383	Page 382	384	Page 383	385	Page 384	386	Page 385
387	Page 386	388	Page 387	389	Page 388	390	Page 389	391	Page 390	392	Page 391	393	Page 392	394	Page 393
395	Page 394	396	Page 395	397	Page 396	398	Page 397	399	Page 398	400	Page 399	401	Page 400	402	Page 401
403	Page 402	404	Page 403	405	Page 404	406	Page 405	407	Page 406	408	Page 407	409	Page 408	410	Page 409
411	Page 410	412	Page 411	413	Page 412	414	Page 413	415	Page 414	416	Page 415	417	Page 416	418	Page 417
419	Page 418	420	Page 419	421	Page 420	422	Page 421	423	Page 422	424	Page 423	425	Page 424	426	Page 425
427	Page 426	428	Page 427	429	Page 428	430	Page 429	431	Page 430	432	Page 431	433	Page 432	434	Page 433
435	Page 434	436	Page 435	437	Page 436	438	Page 437	439	Page 438	440	Page 439	441	Page 440	442	Page 441
443	Page 442	444	Page 443	445	Page 444	446	Page 445	447	Page 446	448	Page 447	449	Page 448	450	Page 449
451	Page 450	452	Page 451	453	Page 452	454	Page 453	455	Page 454	456	Page 455	457	Page 456	458	Page 457
459	Page 458	460	Page 459	461	Page 460	462	Page 461	463	Page 462	464	Page 463	465	Page 464	466	Page 465
467	Page 466	468	Page 467	469	Page 468	470	Page 469	471	Page 470	472	Page 471	473	Page 472	474	Page 473
475	Page 474	476	Page 475	477	Page 476	478	Page 477	479	Page 478	480	Page 479	481	Page 480	482	Page 481
483	Page 482	484	Page 483	485	Page 484	486	Page 485	487	Page 486	488	Page 487	489	Page 488	490	Page 489
491	Page 490	492	Page 491	493	Page 492	494	Page 493	495	Page 494	496	Page 495	497	Page 496	498	Page 497
499	Page 498	500	Page 499	501	Page 500	502	Page 501	503	Page 502	504	Page 503	505	Page 504	506	Page 505
507	Page 506	508	Page 507	509	Page 508	510	Page 509	511	Page 510	512	Page 511	513	Page 512	514	Page 513
515	Page 514	516	Page 515	517	Page 516	518	Page 517	519	Page 518	520	Page 519	521	Page 520	522	Page 521
523	Page 522	524	Page 523	525	Page 524	526	Page 525	527	Page 526	528	Page 527	529	Page 528	530	Page 529
531	Page 530	532	Page 531	533	Page 532	534	Page 533	535	Page 534	536	Page 535	537	Page 536	538	Page 537
539	Page 538	540	Page 539	541	Page 540	542	Page 541	543	Page 542	544	Page 543	545	Page 544	546	Page 545
547	Page 546	548	Page 547	549	Page 548	550	Page 549	551	Page 550	552	Page 551	553	Page 552	554	Page 553
555	Page 554	556	Page 555	557	Page 556	558	Page 557	559	Page 558	560	Page 559	561	Page 560	562	Page 561
563	Page 562	564	Page 563	565	Page 564	566	Page 565	567	Page 566	568	Page 567	569	Page 568	570	Page 569
571	Page 570	572	Page 571	573	Page 572	574	Page 573	575	Page 574	576	Page 575	577	Page 576	578	Page 577
579	Page 578	580	Page 579	581	Page 580	582	Page 581	583	Page 582	584	Page 583	585	Page 584	586	Page 585
587	Page 586	588	Page 587	589	Page 588	590	Page 589	591	Page 590	592	Page 591	593	Page 592	594	Page 593
595	Page 594	596	Page 595	597	Page 596	598	Page 597	599	Page 598	600	Page 599	601	Page 600	602	Page 601
603	Page 602	604	Page 603	605	Page 604	606	Page 605	607	Page 606	608	Page 607	609	Page 608	610	Page 609
611	Page 610	612	Page 611	613	Page 612	614	Page 613	615	Page 614	616	Page 615	617	Page 616	618	Page 617
619	Page 618	620	Page 619	621	Page 620	622	Page 621	623	Page 622	624	Page 623	625	Page 624	626	Page 625
627	Page 626	628	Page 627	629	Page 628	630	Page 629	631	Page 630	632	Page 631	633	Page 632	634	Page 633
635	Page 634	636	Page 635	637	Page 636	638	Page 637	639	Page 638	640	Page 639	641	Page 640	642	Page 641
643	Page 642	644	Page 643	645	Page 644	646	Page 645	647	Page 646	648	Page 647	649	Page 648	650	Page 649
651	Page 650	652	Page 651	653	Page 652	654	Page 653	655	Page 654	656	Page 655	657	Page 656	658	Page 657
659	Page 658	660	Page 659	661	Page 660	662	Page 661	663	Page 662	664	Page 663	665	Page 664	666	Page 665
667	Page 666	668	Page 667	669	Page 668	670	Page 669	671	Page 670	672	Page 671	673	Page 672	674	Page 673
675	Page 674	676	Page 675	677	Page 676	678	Page 677	679	Page 678	680	Page 679	681	Page 680	682	Page 681
683	Page 682	684	Page 683	685	Page 684	686	Page 685	687	Page 686	688	Page 687	689	Page 688	690	Page 689
691	Page 690	692	Page 691	693	Page 692	694	Page 693	695	Page 694	696	Page 695	697</			



# The Web App



LANDING PAGE  
PERFORMANCE  
METRICS

MEASURE  
VIRAL EFFECTS

WIDGET TRAFFIC  
WITH STATS



SEARCH ENGINE  
& REFERRER  
OPTIMIZATION

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

Buzz	# Buzz	Total Views	Last 7 Days Average Click Rate	Last 30 Days Average Viral	All Time 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%	73%	61%
 NintendoFan nintendo.fan.4gagpot.com	120	642,123	-399%	62%	72%
 Allison Snell MTV	117	527,213	-369%	59%	55%
 Jonah Peretti Buzzfeed	110	442,934	-418%	82%	84%
 Eric Zola jazzusa.com	44	120,923	-381%	72%	66%
 Steve Roberts	24	37,731	-384%	61%	59%

# 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

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## STANDARD AD UNIT

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## 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 Tucson biographer is a buzz with Miley Cyrus, Lohan (you don't do it), and, of course, the upcoming etc.

### THE 5 BEST LINKS

1) Here are the Tour Dates »

By hannahmontana.com | 100

2) What to Expect from a Miley Concert »

By miley Cyrus | 100

3) Miley Cyrus: Coming to a Stadium Near You »

By miley Cyrus | 100

Miley Cyrus Tickets on Sale Now

Buy Now!

ticketmaster

4) Official Hannah Montana Site »

By hannahmontana.com | 100

5) Interview with Miley About Her Musical Influences »

By miley Cyrus | 100

ticketexchange

Buy Tickets, Sell Tickets. It's Real Simple.

ticketmaster

Get Now! \$1000

### ABOUT THIS BUZZ

Revised by



Peggy Buzzfeed

Posted

March 1, 2008

Updated

February 21, 2008

Tagged

concerts

music

hannahmontana

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Have you seen or noticed something interesting about this Buzz?

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Twitter

LinkedIn

StumbleUpon

Reddit

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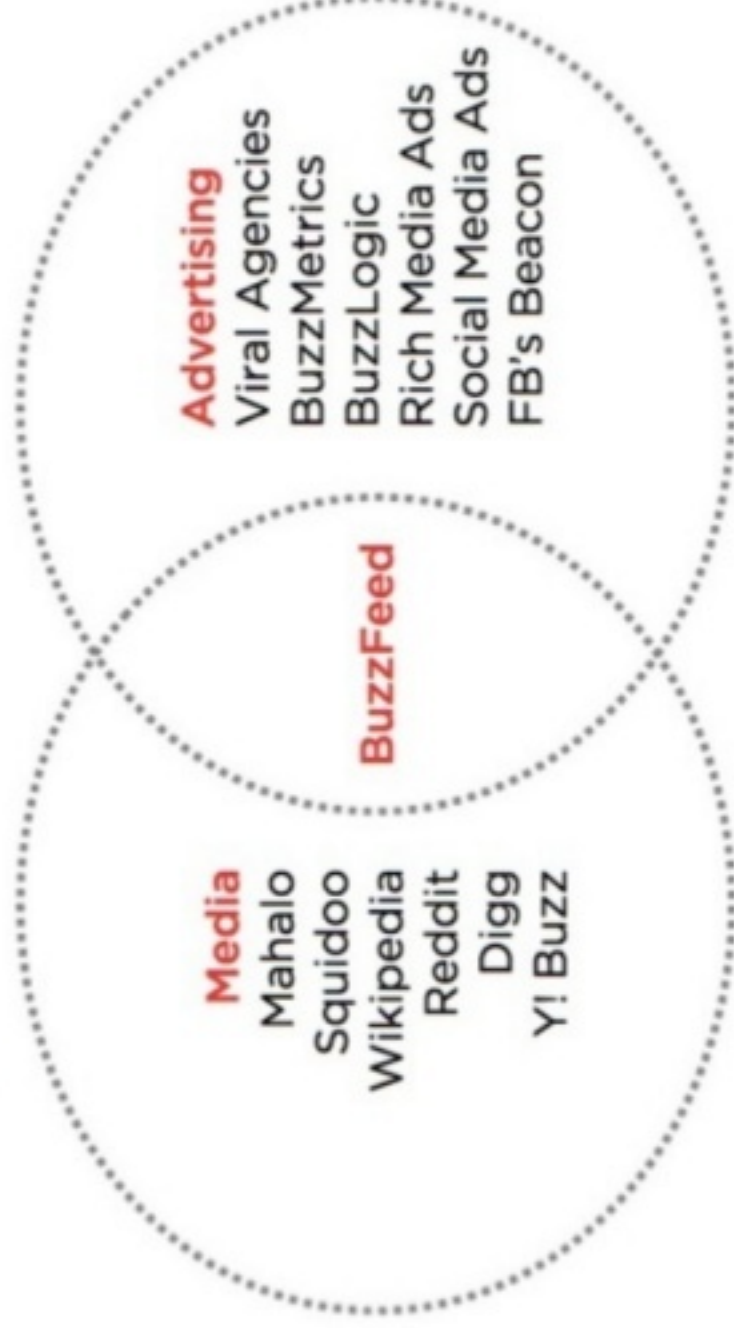
Close

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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