

BuzzFeed

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



Wearable Air Bags

SPORTS BUZZ A new innovation in safety makes motorcycle riding slightly less foolhardy. Dainese 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 "Antonioni 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 L.C. 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-Fey-lookalikes who are navigating the card catalogs these days are making reading fun again.

[View the 3 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 15 Best Links](#)

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 ... pictures ... NYMag

Detected Phrases

4000 dead huffingtonpost.com, nytimes.com, cnn.com, dailykos.com

sarah shahi news.late.com, usmagazine.com, callshotgun.blogspot.com

dj shum gearlog.com, blog.spout.com, reallygay.wordpress.com

high waisted pants shefinds.com, elle.com, fashionista.blogspot.com

prostitute nypos.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 to 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 [Jill 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 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

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 (ahem), you could probably use some eye exercising.
[View the 8 best links >](#)

posted by [Peggy J. Sanford](#)
on March 21, 2008 at 10:44am
tagged [Celebrity Middle](#), [Androgyny](#)



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/2008/03/21/let-s-change-the-subject/> ...
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. 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 Ian all the time, because his real name is Chris.
[View the 13 best links >](#)

posted by [peth810](#)
on March 21, 2008 at 9:21am




New Link


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

posted by [BuzzFeed](#)
on Feb 22, 2007 at 3:14pm


Movers




Karlle 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)

[illegible]

The screenshot displays the BuzzFeed.com homepage with several analytics sections:

- BuzzFeed Terminal**: Navigation bar at the top.
- Search**: Search bar at the top right.
- All Stats**: Overview section with navigation tabs (Home Page, Change Computer, Report Date, The Blog, YouTube Feed Widget) and a date selector set to "Today".
- ooVoo Video**: A video player showing three people.
- PAGE QUALITY**: Metrics showing 800,753 views, 2,478 hits, 69% quality score, and -1% change.
- CONTINGUOUSNESS**: Metrics showing 8,401,357 views, 15,691,794 hits, 54% continuity score, and +7% change.
- WIDGET/AD STATS**: Metrics showing 54,102,149 views, 101,569 hits, -43.8% widget/ad score, and +12.8% change.
- TOP SEARCH TERMS**: Table listing search terms and their frequency.
- TRAFFIC SOURCES**: Table listing traffic sources and their percentage.
- TOP REFERRING SITES**: Table listing referring sites and their count.

| search term | frequency | percentage |
|---------------|-----------|------------|
| search engine | 1 | 100% |
| search engine | 1 | 100% |
| search engine | 1 | 100% |
| search engine | 1 | 100% |
| search engine | 1 | 100% |
| search engine | 1 | 100% |
| search engine | 1 | 100% |
| search engine | 1 | 100% |
| search engine | 1 | 100% |
| search engine | 1 | 100% |

| source | percentage |
|-------------|------------|
| search | 27% |
| facebook | 15% |
| youtube | 15% |
| other sites | 2% |
| twitter | 2% |

| referring site | count |
|----------------|-------|
| search engine | 100 |
| facebook | 100 |
| youtube | 100 |
| other sites | 100 |
| twitter | 100 |
| search engine | 100 |
| facebook | 100 |
| youtube | 100 |
| other sites | 100 |
| twitter | 100 |

The Web App

[illegible]

Michael is a Nigam living in Belgium and is one of the coolest bloggers I know, he was one of my big buddies before nidey.org became uber-popular (and I became a blog snob -- LOL) Thanks!

 [Share This](#)

[Add to Google](#)

Kids Paintball Parties

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

www.coolkidspaintball.com

[Advertise on this site](#)

MEASURE
VIRAL EFFECT

WIDGET
WITH STA

The screenshot shows a mobile application interface. On the left is a vertical list of categories: Radio, Food & Drink, Arts, Entertainment, Sports, Health, News, and a 'BuzzFeed' category at the bottom. On the right, the 'BuzzFeed' section is expanded, showing a grid of video thumbnails. A red arrow originates from the 'BuzzFeed' category in the left-hand list and points directly to the 'BuzzFeed' section header on the right.

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 jaccuse.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

The image is a screenshot of the BuzzFeed homepage from March 2008. The layout includes a red header with the BuzzFeed logo and navigation links. A left sidebar contains a menu with categories like 'New', 'Popular', 'Leaders', 'Stats', 'Detectors', 'Archive', and various topic categories. The main content area features several articles, including 'Vision Training' and 'Michelle Malkin'. A right sidebar contains a 'PROMOTED BUZZ' section with small article thumbnails. Two red arrows are overlaid on the image: one points from the 'ORGANIC CONTENT' label to the 'Detectors' link in the sidebar, and the other points from the 'SPONSORED CONTENT' label to the 'PROMOTED BUZZ' section.

BuzzFeed 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 (ahem, you could probably use some eye exercising).
View the 10 best links

posted by josh404
on March 25, 2008 at 9:23am

Raw Buzz
Michelle Malkin » The new Barack Obama logo: Agent of left-wing same old; Update: Let's change...the subject
Michelle Malkin from /michellemalkin.com/2008/03/25/...
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. 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 by all the time, because his real name is Chris.
View the 5 best links

posted by josh404
on March 25, 2008 at 9:23am

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

PROMOTED BUZZ

Global Warming
Camp Obama
Food Inspiration

Shocking Video
David Cross Backbit
Katy the Trampoline

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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.

SPONSORED
CONTENT

Advertising as Content on BuzzFeed

STANDARD AD UNIT

The screenshot shows a typical web page layout with a main content area and sidebars. The main article is titled "Judith Regan's Top Secret Code Name Was 'Giulietta Regan'". The sidebars contain various smaller articles and images, including a "GORILLAZ D-SIDES OUT NOW" banner and a "No Joke: Study Says Obama And Pitt Are Cousins, Clinton And Jolie Also Related" article. The page is labeled "STANDARD AD UNIT".



BUZZFEED WIDGET

Distributed Promotion



CUSTOM BUZZFEED WIDGET
ON CLIENT'S LANDING PAGE



CUSTOM-SKINNED
BUZZFEED MICROSITE

Custom Promotion

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. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

THE 5 BEST LINKS

- Here are the Tour Dates »**
by hannahmontanatour.com | link
- What to Expect from a Miley Concert »**
by mileyfan.blogspot.com | link
- Miley Cyrus: Coming to a Stadium Near You »**
by teenvibes.com | link
- Official Hannah Montana Site »**
by tv.disney.go.com | link
- Interview with Miley About Her Musical Influences »**
by newyorker.com | link

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

ABOUT THIS BUZZ

Buzzed By **Peggy**
BuzzFeed

Posted: March 3, 2008
 Updated: February 21, 2008

Tagged: [Twitter](#) [Google](#) [New York Magazine](#)

Suggest a Link: Have you seen or written something interesting about Vision Training?

Share:

Buzz Stats:

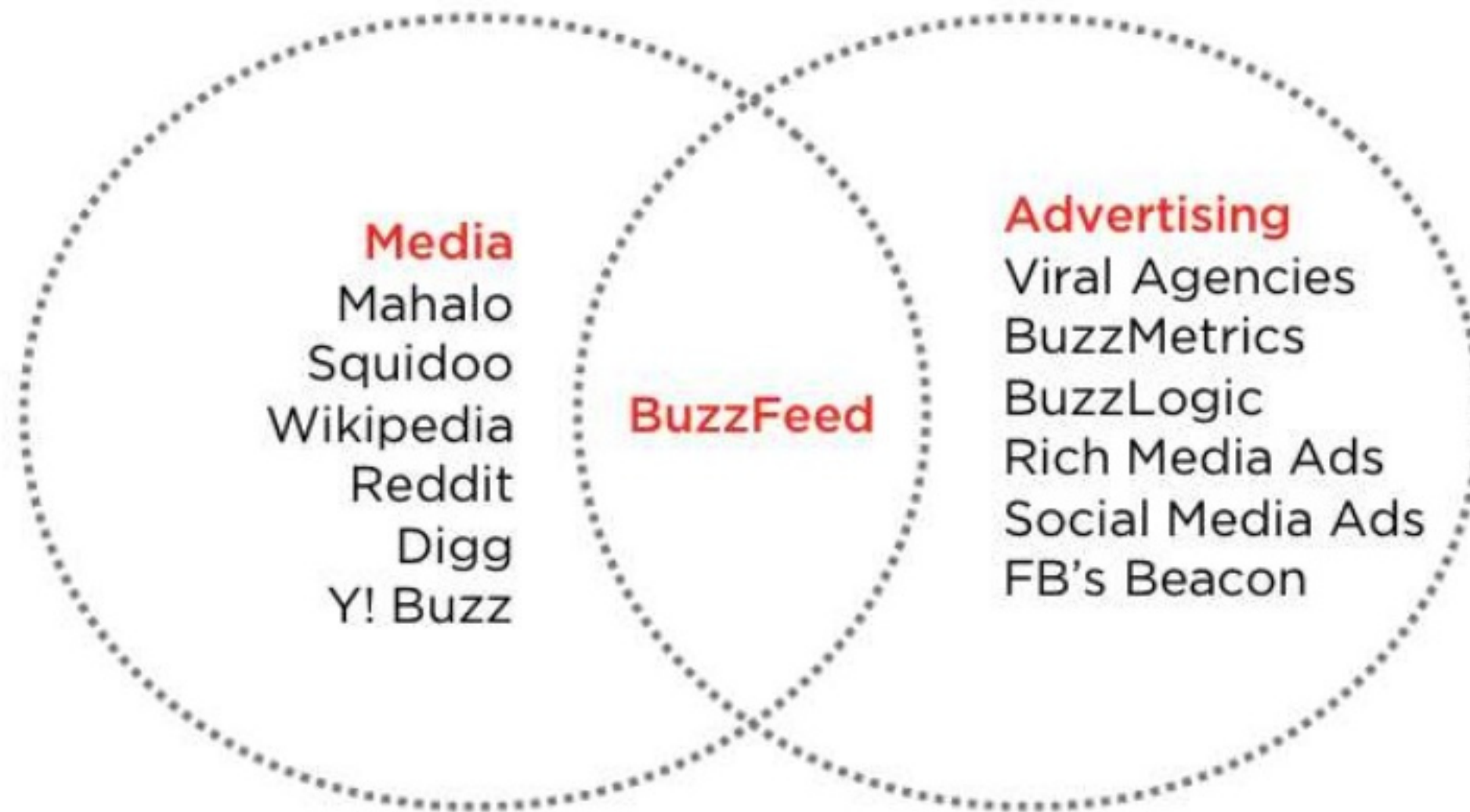
| | |
|------------------|----------------|
| Clicks Last Week | 143,833 Views |
| | 67% Viral |
| | 82% Performant |

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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