

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. Garmin 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 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-Tay*-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](#), [dailylife.com](#)

sarah shahi [news.1c1ate.com](#), [vomagazine.com](#), [celishotgun.blogspot.com](#)

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



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



posted by [JJ 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

The screenshot shows the BuzzFeed homepage with a red header containing the logo and navigation links. The main content area is divided into several sections:

- Navigation:** 'New', 'Popular', 'Leaders', 'Stats', 'Detectors', 'Archive'.
- Categories:** 'All', 'Culture', 'Style', 'Politics', 'Food', 'Money', 'Music', 'TV', 'Celebrity', 'Business', 'Tech', 'Science', 'Sports'.
- Search:** A search bar with a 'Search' button.
- Article 1:** 'Vision Training' with a sub-header 'BROWSE BUZZ' and a small image. Text: '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 should probably use some eye stretching. [View the 8 best links](#)'. Author: Peter D. Jacobson, dated March 25, 2008 at 10:44am.
- Article 2:** 'Michelle Malkin - The new Barack Obama saga: Agent of left-wing name old; Update: Let's change...the subject'. Author: Michelle Malkin, dated March 25, 2008 at 10:44am.
- Article 3:** 'Barry' with a sub-header 'BROWSE BUZZ' and a small image. Text: 'America has a lengthy online 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. [View the 12 best links](#)'. Author: Peter D. Jacobson, dated March 25, 2008 at 10:44am.
- Article 4:** 'Actually, Perez Hilton Having a Record Label Is Not Quite the Stupidest Idea We've Ever Heard'. Author: Myung Park, dated March 25, 2008 at 10:44am.
- News Ticker:** A section with three items: 'Kylie Klein' (+19), 'Polar Cities' (+85), and 'Madon Dookabehn' (-7).
- Right Sidebar:** A section titled 'BuzzFeed is a publishing platform for trend-spotters and marketers'. It includes a sub-header 'Now you can use BuzzFeed's tools to promote the buzz you want to.' and two buttons: 'Sign Up' and 'Sign In'. Below this are four promotional items: 'LINK', 'PROMOTE', 'BIG SEED™', 'TRACK', and 'OPTIMIZE', each with a brief description of the service.

New Front Page



AGGREGATION



VIDEO BUZZ



LINKS



NEW BUZZ WORDS

The Platform for Web Buzz (2.0 Launch)

This screenshot shows a web application interface. On the right side, there is a list of articles, each with a title, a star rating, and a link to the full article. On the left side, there is a video player with a thumbnail image and a play button. The interface is clean and modern, with a red header bar.

This screenshot shows a detailed view of an article. The article title is "These Doctors Say They Lapse At 10:00, Warning...". The article text is displayed in a large, readable font. On the left side, there is a sidebar with navigation options and a search bar. The interface is clean and modern, with a red header bar.

This screenshot shows a table of data. The table has several columns, including a thumbnail image, a title, a date, and numerical values. The data is presented in a clear and organized manner, with a red header bar.

Thumbnail	Title	Date	Value 1	Value 2	Value 3	Value 4	Value 5
	These Doctors	March 21, 2010	20	274,220	20	20	200000000
	Medical Research	March 21, 2010	2,278	105,220	20	20	200000000
	The Medical Research	March 21, 2010	2,278	105,220	20	20	200000000
	Do Doctors Use Tablets More	March 21, 2010	2,174	105,220	20	20	200000000
	Change Doctors' Mood	March 21, 2010	20	20,400	20	20	200000000
	Collaboration	March 21, 2010	2,278	105,220	20	20	200000000
	David Cheng	March 21, 2010	2,278	105,220	20	20	200000000
	Twitter And The Trust	March 21, 2010	2,278	105,220	20	20	200000000
	Can Phone Health's Mood	March 21, 2010	20	20,400	20	20	200000000
	Spinal Surge	March 21, 2010	20	20,400	20	20	200000000
	John Moore	March 21, 2010	2,278	105,220	20	20	200000000
	We Have Plans of Making You Laugh	March 21, 2010	2,174	105,220	20	20	200000000

This screenshot shows a detailed analytics dashboard. It features several charts and tables, including a bar chart showing performance metrics, a table of top search terms, and a table of top referring sites. The dashboard is clean and modern, with a red header bar.

The Web App

LANDING PAGE PERFORMANCE METRICS

SEARCH ENGINE & REFERRER OPTIMIZATION

MEASURE VIRAL EFFECTS

WIDGET TRAFFIC WITH STATS



The screenshot shows a website page for 'Kids Paintball Parties'. The page includes a title, a brief description, a 'Share This' button, and a list of social media sharing options. The main content area features the text: 'We specialize in Kids Parties Plan a party your child will love!' and the website URL 'www.kidspaintballparties.com'.

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

Rank	Avatar	Name	# Buzz	Total Views	Average Click Rate	Average Viral	Average Quality
1		Peggy Wang Buzzfeed	2,142	853,123,412	-431%	74%	82%
2		Scott Lamb Buzzfeed	1,653	731,134,211	-429%	78%	81%
3		BryanBoy bryanboy.com	143	799,215	-429%	75%	61%
4		NintendoFan nintendoфан.5kgamepot.com	120	642,123	-399%	62%	72%
5		Alison Snell MTV	117	527,213	-369%	59%	55%
6		Jonah Peretti Buzzfeed	110	442,934	-418%	82%	84%
7		Eric Zola jettusa.com	44	120,923	-381%	72%	66%
8		Steve Robarts	34	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 screenshot shows the BuzzFeed homepage with a red header. The main content area is divided into several sections. On the left, there is a navigation menu with categories like 'New', 'Popular', 'Leaders', 'Style', 'Technology', 'Archive', 'LIFE+WORK', 'All', 'Culture', 'Style', 'Politics', 'Food', 'Health', 'Music', 'TV', 'Celebrity', 'Business', 'Tech', 'Science', and 'Sports'. Below the menu is a search bar. The main content area features several articles. The top article is 'Vision Training' with a 'NEW BUZZ' label. Below it is 'Michelle Malkin - The new Barack Obama began Agent of Left-wing some etc; Update: Let's change the subject' with a 'New Buzz' label. The next article is 'Barry' with a 'PROMOTED BUZZ' label. At the bottom, there is an article 'Actually, Perez Hilton Having a Record Label Is Not Quite the Stupidest Idea We've Ever Heard' with a 'New Link' label. On the right side, there is a 'PROMOTED BUZZ' section with a grid of six small article thumbnails. Below this is a promotional banner for BuzzFeed's publishing platform, followed by a 'How BuzzFeed Works' section with sub-sections for 'LINK' and 'PROMOTE'.

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

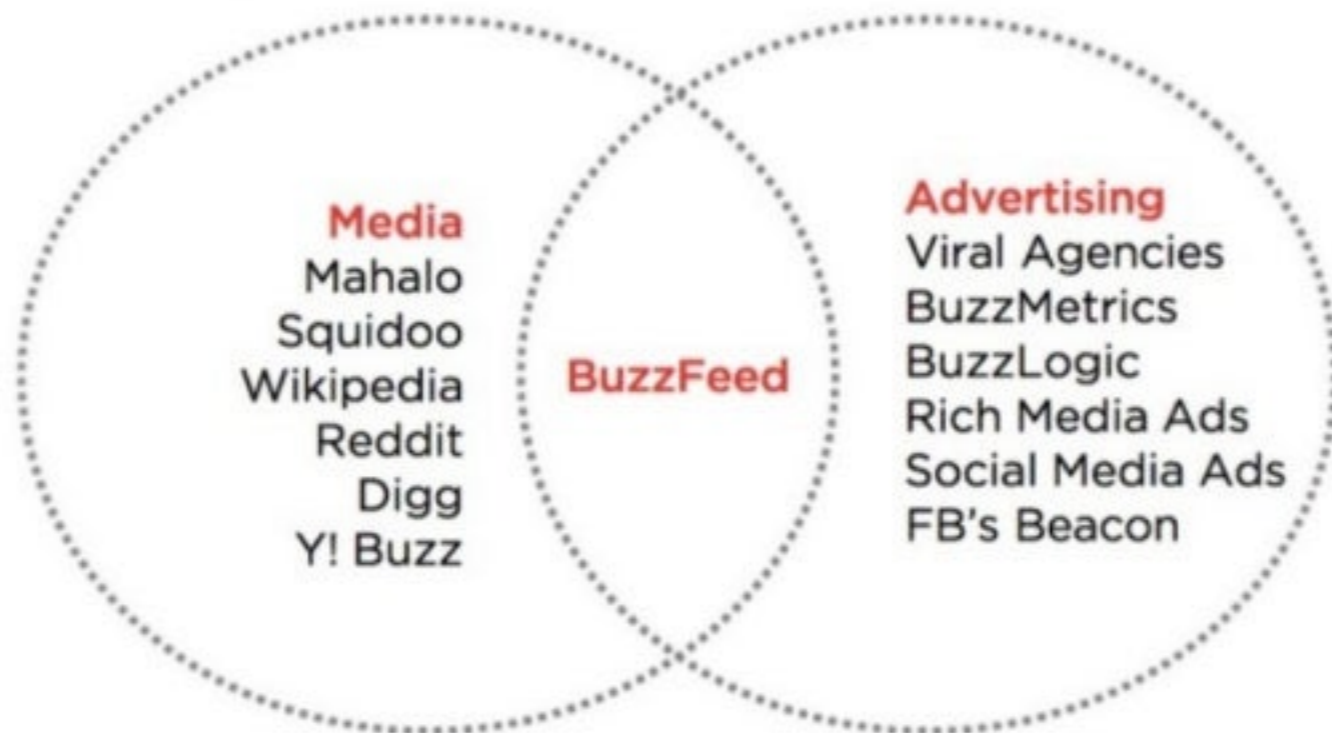
The image shows a screenshot of a BuzzFeed article page for Miley Cyrus. The page has a red header with the BuzzFeed logo and navigation links. The main content area features the article title 'Miley Cyrus' and a list of 'THE 5 BEST LINKS'. A blue banner for 'Miley Cyrus Tickets on Sale Now' with a 'Buy Now!' button is prominently displayed. To the right, there is a 'ticketexchange' advertisement and a 'ticketmaster' link. Below the ad is an 'ABOUT THIS BUZZ' section with metadata and a 'Suggest a Link' form. A 'Buzz Stats' section at the bottom right shows a line graph and performance metrics.

Annotations:

- PAID DIRECT ACTION LINK:** Points to the 'Miley Cyrus Tickets on Sale Now' banner.
- STANDARD AD UNIT:** Points to the 'ticketexchange' advertisement.

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)

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