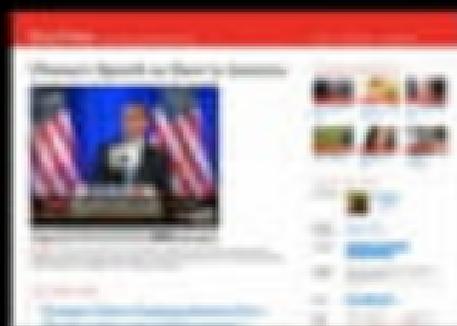


AGGREGATION



VIDEO BUZZ

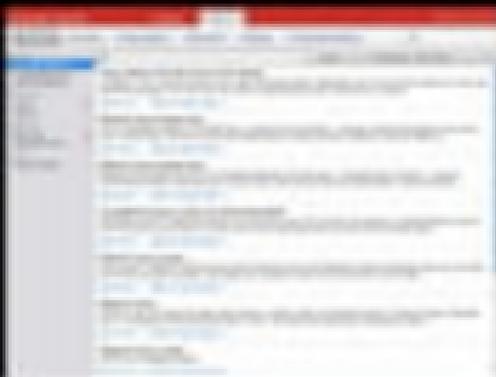
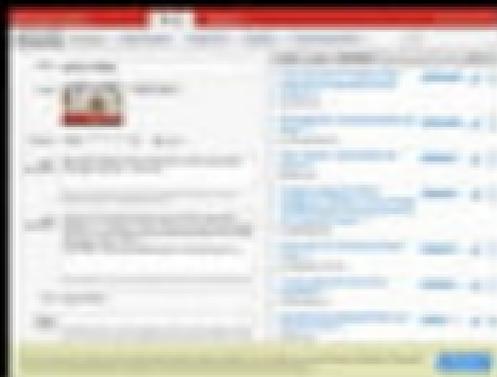


LINKS



NEW BUZZ WORDS

The Platform for Web Buzz (2.0 LAUNCH)



The Web App

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

News Detected on Tuesday, March 29, 2011

 **Wearable Air Bags**
NEWS DETECTED A new innovation in safety vests incorporates rolling slightly less flammable, stronger and other materials your manufacturers are embracing designs that look great in the picture. Readers of that magazine's time track and recognize the idea.
[View the 4 News items](#)

 **SoBro, Manhattan**
NEWS DETECTED The strange area of Manhattan where television agencies with the lower East Side has a real name. SoBro. The name was coined about the South Bronx. SoBro is a more neighborhood name of Brown-Box north of Canal, between Christie and Essex. Isn't our guide from New's feature new neighborhood?
[View the 11 News items](#)

 **Intellectualizing "The Hills"**
IN A HURRY The New York Times identifies the first season of *The Hills* as having an "American-gentrification" and secondary moral meaning to be some sort of "American thing" We wish an even still in college to get inside with our current media focus on the season of *Survivor* theory that is *The Hills*. But we might consider writing an essay just for fun, discussing the Bayesian evolution of our breeding female US, starting with the upper South side.
[View the 7 News items](#)

 **Hipster Librarians**
NEWS DETECTED They're young, they're classy, and they're making the Brown-Brooklyn custom area (although the *Brooklyn* themselves don't necessarily agree). Take a look. It's in a book! The Top 100 librarians who are reimagining the old (change) these days are making reading fun again.
[View the 6 News items](#)

 **Mustape**
NEWS DETECTED A simple, elegant way to make and share music online. Make a tape and share it online to see how the music. It's that easy.
[View the 11 News items](#)

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 SHIRT ... SHE TOLD THE ...
New York Magazine ... articles ... AllPages

Detected Phrases

4000 dead [Huffingtonpost.com](#), [nytimes.com](#), [cnn.com](#), [dailymail.com](#)

sarah shahi [news.bbc.co.uk](#), [washingtonpost.com](#), [washingtonpost.com](#)

dj sham [gearmag.com](#), [blog.ign.com](#), [rockon.com](#)

high waisted pants [thefaded.com](#), [all.com](#), [fashionista.blogspot.com](#)

prostitute

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 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 [NotepadFan](#)
on March 25, 2008 at 8:52pm



MacBook Air, except it has a DVD drive and replaceable battery and stuff.

[View the 19 best links >](#)



posted by [JJ Smith](#)
on March 25, 2008 at 10:40am



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 [Bryndley](#)
on March 25, 2008 at 8:52pm

User Generated Content (2.0 Launch)

EDITORIAL
BUZZ

ALGORITHMICALLY
DETECTED BUZZ

USER GENERATED
BUZZ

The screenshot shows the BuzzFeed homepage layout. At the top is a red navigation bar with the BuzzFeed logo and links for 'buzz', 'help', and 'platform'. Below the navigation bar is a vertical sidebar on the left with categories: 'New', 'Trending', 'Lifestyle', 'Style', 'Destinations', 'Art & Design', 'Entertainment', 'All', 'Culture', 'Music', 'Movies', 'Tech', 'TV', 'Gaming', 'Business', 'Tech', 'Science', 'Sports', 'Gadgets', and 'More'. The main content area is divided into three columns. The left column features three article cards: 'Vision Training' with a photo of a person at a computer, 'Sean Bean' with a photo of the actor, and 'Harry' with a photo of a man. The middle column features one article card: 'Actually, Peter Dinklage Having a Second Label Is Not Quite the Worst Idea We've Ever Heard'. The right column contains a section titled 'BuzzFeed is a publishing platform for trend-spotters and marketers.' followed by a list of services: 'LIVE' (publishing live), 'PROPHET' (content creation), 'BIG DATA' (analytics), 'TRACK' (performance), and 'OPTIMIZE' (advertising). At the bottom of the page is a 'Trending' section with three items: 'Seattle Wins', 'Polaroid', and 'Madison Bookshelves', each with a small image and a trend indicator.

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 with a red header. The main content area displays a list of items, each with a small image, a title, and a rating (e.g., 4.5/5). A sidebar on the left contains a search bar and a list of categories. The bottom of the page features a yellow banner with text and a blue button.

This screenshot shows a detailed view of an item from the web application. It includes a large image at the top, followed by a title and a description. Below the text are several sections with sub-headers and bullet points, and a blue button at the bottom.

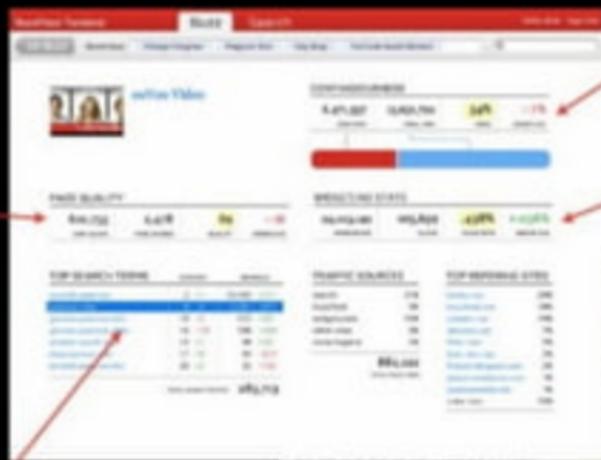
This screenshot shows a table of data within the web application. The table has multiple columns, including what appears to be a list of items, numerical values, and dates. The table is styled with alternating row colors for readability.

This screenshot shows a dashboard or summary page. It features a header with a logo and navigation links. Below the header are several sections with charts, progress bars, and lists of data, all presented in a clean, organized layout.

The Web App

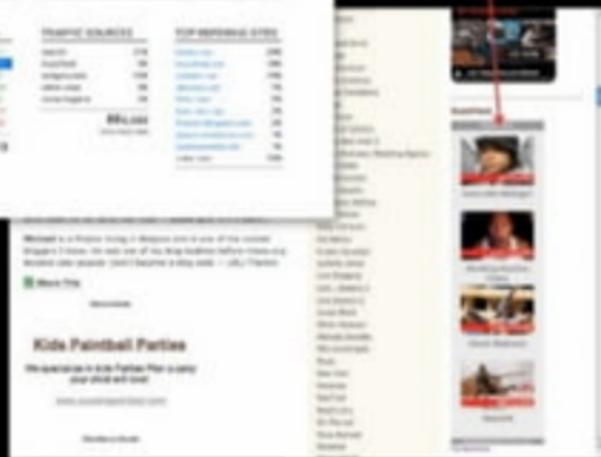
LANDING PAGE
PERFORMANCE
METRICS

SEARCH ENGINE
& REFERRER
OPTIMIZATION



MEASURE
VIRAL EFFECTS

WIDGET TRAFFIC
WITH STATS



Optimization

TOP BUZZ SPOTTERS

Rank	Name	# Buzz	Total Views	Average Click Rate	Average Visit	Average Quality
1	 Peggy Wang <small>buzzfeed</small>	3,143	803,103,410	-437%	74%	80%
2	 Scott Lamb <small>buzzfeed</small>	1,603	726,036,801	-429%	78%	81%
3	 Bryusky <small>buzzfeed.com</small>	143	795,440	-420%	73%	81%
4	 Nietzsche's Fun <small>www.nietzsches-fun.com</small>	120	543,443	-299%	64%	72%
5	 Allison Small <small>atv</small>	117	527,213	-369%	89%	85%
6	 Joseph Perotti <small>buzzfeed</small>	101	443,934	-415%	82%	84%
7	 Eric Zole <small>ericzole.com</small>	64	101,643	-381%	79%	84%
8	 Steve Subaru	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 image shows a screenshot of the BuzzFeed website. The top navigation bar is red with the BuzzFeed logo and the tagline "We just love how things buzz". Below the navigation bar is a sidebar with various menu items like "Home", "Listicles", "Videos", "Galleries", "GIFs", "Quizzes", "Podcasts", "TV", "Features", "Partners", "About", "Contact", "Privacy", "Terms", and "Advertise". The main content area is divided into several sections. The first section is titled "Violent Training" and features a large image of a person in a military-style uniform. Below it is a "New Buzz" section with a "New Buzz" button and a headline "Michelle Williams - The new Bond villain isn't quite as badass as you think". Below that is a "New Buzz" section with a "New Buzz" button and a headline "Harry". The right side of the page features a "Promoted Buzz" section with several small images and headlines, including "BuzzFeed is a publishing platform for trendsetters and marketers".

SPONSORED
CONTENT

Advertising as Content on BuzzFeed



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 features a red header with the BuzzFeed logo and navigation links. The main content area includes a list of 'THE 8 BEST LINKS' with article titles and author information. A blue button with the text 'Miley Cyrus Tickets on Sale Now' and a 'Buy Now!' link is highlighted with a red arrow and the label 'PAID DIRECT ACTION LINK'. To the right, there is a 'ticketexchange' advertisement with a large blue arrow pointing right, labeled 'STANDARD AD UNIT'. Below the ad is a 'ABOUT THIS BUZZ' section with a profile picture and name 'Peggy'.

BuzzFeed Find your new favorite thing

Search Network Platform

Miley Cyrus
Music News: Miley Cyrus is getting an hour! The latest singer-songwriter & actress will share music, dance, and more on her new television show.

THE 8 BEST LINKS

- 1) **Here are the Tour Dates »**
By Sarah Mersbach on 11/11/11
- 2) **What to Expect from a Miley Concert »**
By Michelle Magorian on 11/11/11
- 3) **Miley Cyrus Coming to a Stadium Near You »**
By Michelle Magorian on 11/11/11
- 4) **Miley Cyrus Tickets on Sale Now**
Buy Now!
- 5) **Official Miley Cyrus Website »**
By Sarah Mersbach on 11/11/11
- 6) **Interview with Miley About Her Musical Influences »**
By Sarah Mersbach on 11/11/11

ticketexchange
Buy Tickets. Sell Tickets. It's Not Crazy.
It's Accessible.

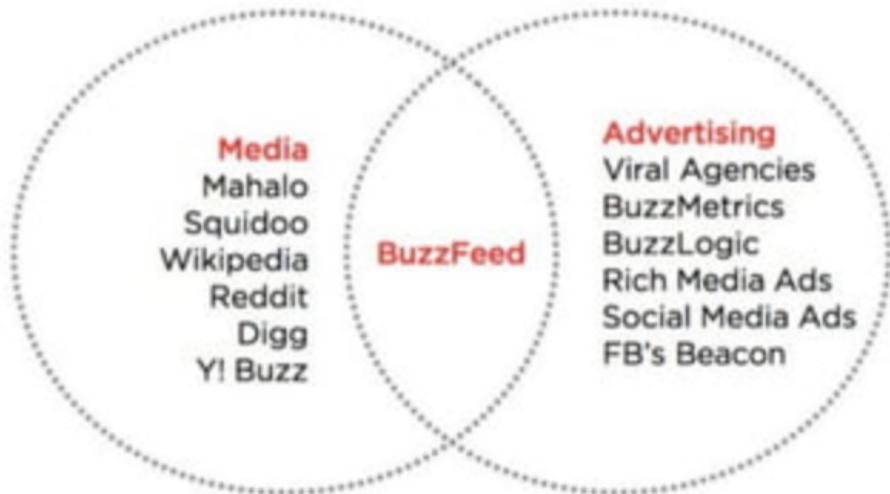
ABOUT THIS BUZZ
Written by **Peggy**
Peggy
Member since 11/11/11
Follow
100% Positive Feedback

Share: Facebook, Twitter, LinkedIn, StumbleUpon, Email

More Buzz: Miley Cyrus News, Miley Cyrus Photos, Miley Cyrus Videos

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