



HOW BUZZFEED TECH GIVES CONTENT CREATORS SUPERPOWERS

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**BUZZFEED BY
THE
NUMBERS**

+200M monthly uniques to BuzzFeed.com

18 offices and 1,500 employees globally

+50% BuzzFeed.com visits international

Content in 6 different languages

11 international editions




+70% of BuzzFeed is on mobile devices

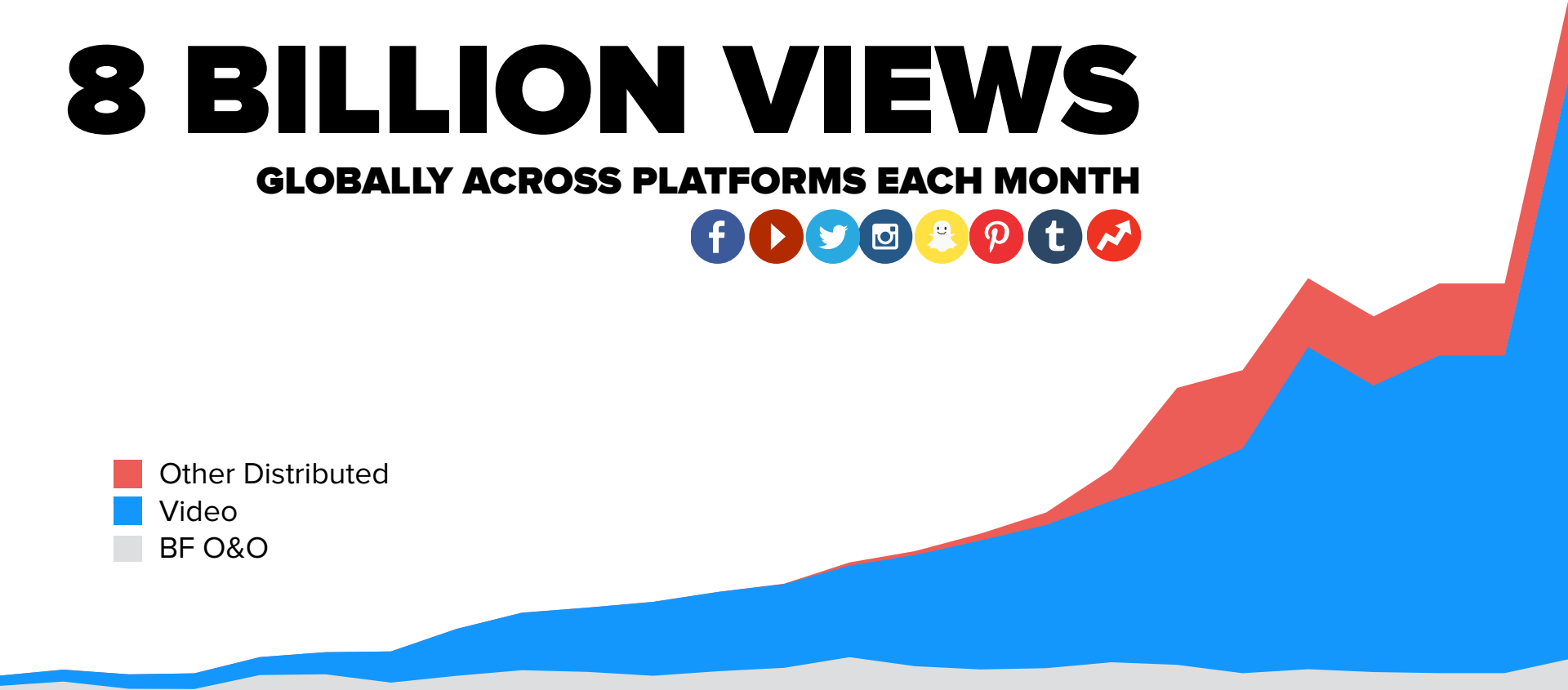
WE HAVE

8 BILLION VIEWS

GLOBALLY ACROSS PLATFORMS EACH MONTH



-  Other Distributed
-  Video
-  BF O&O



Jan 2014

March 2017

TASTY IS NOW THE LARGEST FOOD NETWORK IN THE WORLD.



UK

9M+



LATIN AMERICA

1.7M+



FRANCE

800K+



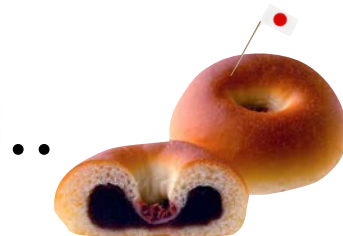
BRAZIL

502K+



GERMANY

8M+



JAPAN

524K+

**We're bigger
than the
Beliebers and
the BeyHive.**

78M



77M



64M



28M



Experimentation is at our core

Content changes rapidly

Our audience changes too

Platforms evolve



How do we keep making great content?

WE TREAT CONTENT CREATION LIKE A SCIENCE.

We conducted 100+ experiments on Facebook Live. We used our learnings to make “The Watermelon.”

simple,
straightforward
premises work

+

audiences like
stunts

+

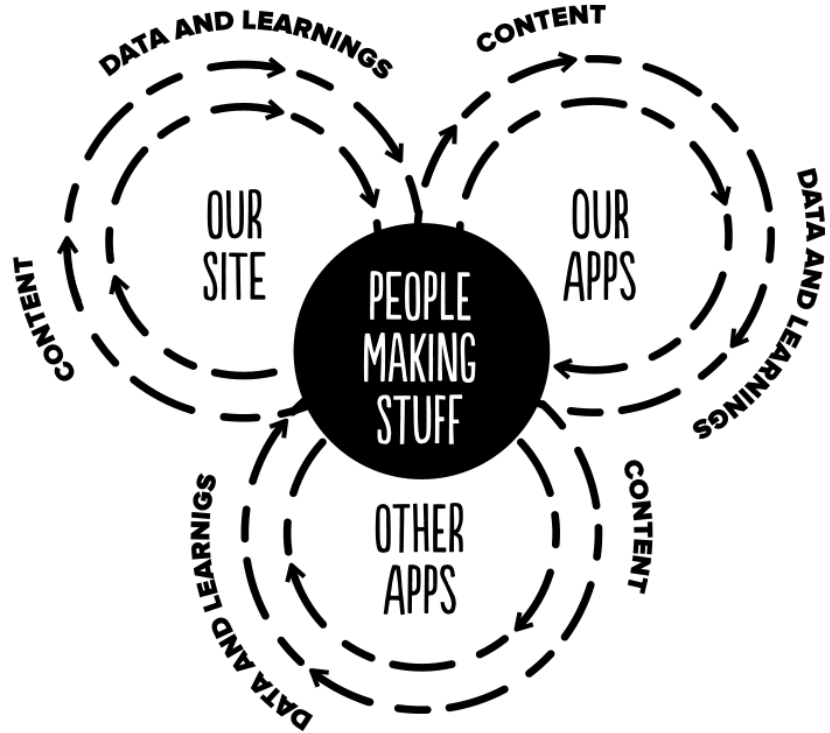
anticipation
keeps viewers
watching

800K+ concurrent viewers!



IMAGINE BUZZFEED AS A MASSIVE FEEDBACK LOOP.

Every piece of content we produce returns a set of data and learnings.



WE LEARN

6000

TIMES A DAY!

OUR FEEDBACK LOOP TEACHES US THE BEST WAYS TO TELL A STORY.

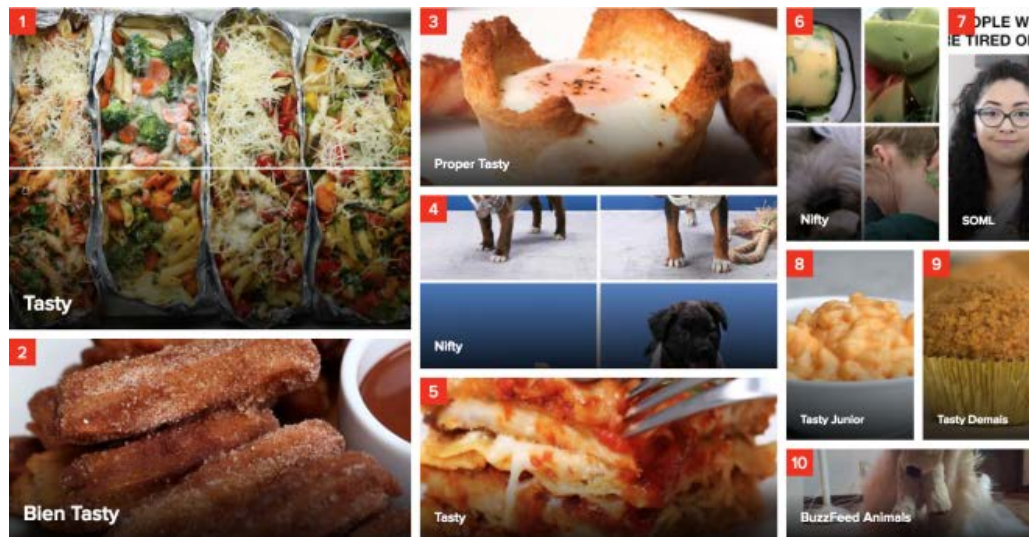
We have a huge repository of best practices on titling, tone, topics, and more. We call these frames!



How do we keep learning?

SHOW CONTENT CREATORS WHAT'S WORKING

Trending dashboard
shows popular
posts across
Facebook in real-
time



PROVIDE TOOLS WITH SMARTS

Tools targeted at
specific tasks with
a little data
science



Ummm, it's pronounced *goeey-fresh*

Regions










Global	4245
United States	1844
Brazil	562
United Kingdom	434
Canada	237
Mexico	151
Germany	151
India	73
France	70

Buzzes

	18 Dirty Jokes That Will Make Women Scream With Laughter JASMINNAHAR 2 days ago	54
	Monte seu namorado perfeito e revelaremos uma verdade profunda sobre você PERPETUA 6 day ago	25
	Can We Guess Your Age Based On What You Find Relaxing? HATTIESOYKAN 2 days ago	21
	The Way Asparagus Grows Is Off-Putting And I Want You To See It EBINCHACK 3 days ago	16
	This Sexist Cartoon Everyone Is Freaking Out About Is Actually Fetish Porn KRISHRACH 3 hours ago	14
	Rita Lobo entrou numa cruzada contra quem tem	

PUSH INSIGHTS OUTS

Bots notify
content creators
where they are (in
slack)

-  pager APP 12:13 PM
[17 Stunning Lipstick Shades You Should Try This Summer](#)
Published at: Apr 07, 2017 12:08 PM
Country:  Language: en
Why **translate** this post? Percent non-text: 60, Language: English, Vertical: Style, Title:
Contains number
- [31 Ways To Make Your Home Cozy AF](#)
Published at: Apr 07, 2017 12:11 PM
Country:  Language: en
Why **translate** this post? Percent non-text: 60, Language: English, Vertical: Style, Title:
Contains number
-  pager APP 12:35 PM
[14 "Game Of Thrones" Theories That'll Leave You Utterly Speechless](#)
Published at: Apr 07, 2017 12:31 PM
Country:  Language: en
Why **translate** this post? Percent non-text: 60, Language: English, Vertical: Style, Title:
Contains number
-  pager APP 12:42 PM
[26 Expensive Pairs Of Shoes That Are Totally Worth It](#)
Published at: Apr 07, 2017 12:41 PM
Country:  Language: en
Why **translate** this post? Percent non-text: 60, Language: English, Vertical: Style, Title:
Contains number
-  pager APP 12:53 PM
[A 7-Year-Old Who Lost All Her Hair Celebrated "Crazy Hair Day" In The Best Way Possible](#)
Published at: Apr 07, 2017 12:53 PM
Country:  Language: en
Why **translate** this post? Percent non-text: 60, Language: English, Vertical: Style, Title:
Contains number

Automate What We've Learned

Learnings become bots and dashboards

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pager APP 12:35 PM
14 Insane "Game Of Thrones" Theories That'll Blow Your Mind

Bento French (France)

Candidates · Translating · Returned

Show Trending Suggestions

	Apr 7, 2017 Virginia Hughes The Color You See "The Dress" Might Depend On When You Wake Up	Submitted by: Nora Snee Apr 7, 2017 107 pm ET	Assign Remove from Queue
	Apr 7, 2017 Anna Kopyay 14 Insane "Game Of Thrones" Theories That'll Blow Your Fucking Mind	Submitted by: Nora Snee Apr 7, 2017 103 pm ET	Assign Remove from Queue
	Sep 24, 2014 Mackenzie Kravitt Exercising On Instagram Vs. Exercising In Real Life	TRENDING 🔥	Assign Remove from Queue
	Apr 7, 2017 Kimberley DeBals Harry Styles Finally Unveiled His New Single And People Are Losing Their Shit	TRENDING 🔥	Assign Remove from Queue
	Apr 7, 2017 Tereki Shwayye 17 Stunning Lipstick Shades You Should Try This Summer	Submitted by: Nora Snee Apr 7, 2017 12:10 pm ET	Assign Remove from Queue

Vertical: Style, Title:

Vertical: Style, Title:

Day" In The

Vertical: Style, Title:

**Our content creators are constantly
experimenting**

**We use technology to provide them a suite
of tools to measure how they are
connecting with their audience**

