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Course: Comm233

Subject: BuzzFeed Takes Over Media

Journals:

Reelseo, <http://www.reelseo.com/buzzfeed-video-strategy/>(8/27/15)

Inquisitr, <http://www.inquisitr.com/2244507/buzzfeed-takes-over-the-list-of-top-media-publishers-once-again/> (5/11/15)

### Summary of Journal Articles

This past July BuzzFeed officially took over the control of media content, generating 1.9 billion video views within the United States. Not only did they surpass all media competition within that 30 day period, a quarter of BuzzFeed uploads were also the 20 most watched videos in the past 90 days.<sup>1</sup> Buzzfeed has continuously grown throughout the years, constantly increasing their video uploads to social networking sites year over year. For instance, there has been a 122% increase in uploads in the past 12 months compared to the previous year. The way that BuzzFeed capitalizes on mass traffic in the community is through high engagement rate. They do this by uploading to sites such as Facebook, Vine, and Instagram. Allowing users to like, comment, and share creates exponential viewing opportunity across sites. BuzzFeed's largest social media following has been developed through Facebook, with recipe

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<sup>1</sup> Reelseo: Marshall, Carla. "How Buzzfeed Is Taking Over the World - One Video at a Time." *ReelSEO*. N.p., 27 Aug. 2015. Web. 12 Sept. 2015.

videos such as the 'Pizza Cone' reaching 3.6 million engagements and 109.1 million views. Although Facebook consistently receives more engagement, BuzzFeed generates the majority of its views through YouTube, with a total of 6.5 billion. They also capitalize on other social media platforms such as Vine and Instagram, with 320 million views on Vine. CEO Peretti has recently announced his interest in expanding the brand to both TV and Film, creating the possibility of BuzzFeed moving beyond the internet.

BuzzFeed once again topped almost all competition, with the brand making multiple appearances as part of the top 10 media publishers. The number one media publisher being National Geographic, BuzzFeed Video followed with 14.1million total interactions from followers this past July. Close behind is BuzzFeed (13.9m interactions) and BuzzFeed Food (13m interactions).<sup>2</sup> From May to June, the constant increase in the brand's views on social media sites, caused BuzzFeed to increase by 197 percent in engagement, compared to the previous month. BuzzFeed's recent addition of food related videos has spiked their Facebook viewers by 218 percent, with numerous videos going viral. A video tutorial on 'S'mores Dip' reached over 84 million views, and was responsible for 19 percent of BuzzFeed's Food engagement on Facebook.

### Opinions/Impressions

In recent years there's been a noticeable difference in the way society receives their news and media. For example, 14 years ago when 9'11 occurred we all witnessed

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<sup>2</sup> Inquisitr: Johansson, Anna. "'BuzzFeed' Takes Over The List Of Top Media Publishers Once Again." *The Inquisitr News*. N.p., n.d. Web. 12 Sept. 2015.

this tragic event through live media broadcasting on television. In the years following, new forms of media platforms have developed, and others have slowly began to dwindle. In today's world, everything is updated through Facebook and other social media sites, including 9'11. Now we are constantly surrounded by memorial posts, status updates, and those sharing stories of loved ones - all through the internet.

One of these new media platforms that has made a splash in how we receive our news is BuzzFeed. I believe the main reasons BuzzFeed became increasingly popular in the past year was due to their video contents relatedness and the variety of content categories they offer. This media publisher does a great job marketing to the millennial generation, offering polls and fun quizzes, such as 'How well do you know Disney?', that grab the attention of college students who were born in the 90's. Previously this type of quiz and poll interaction was seen in Teen and other young adult magazines. BuzzFeed Video is dedicated to solely making entertainment videos (often animal related) that are inspiring or humorous, which have recently gone viral.

Not only does a large part of their content attract a younger audience, but BuzzFeed News provides original reports and breaking news similar to other news media site. Recently BuzzFeed expanded to creating food recipe videos which have caused them to have a noticeably larger presence on social media sites such as Facebook, Youtube, Instagram, and Vine. By expanding to food related videos, consumers can now search through BuzzFeed videos instead of watching the cooking channel or using another source. BuzzFeed allows for viewers who have multiple

interests in media such as blogs, gossip, video entertainment, and news, a single place where they can view it all.

### Sources

Marshall, Carla. "How Buzzfeed Is Taking Over the World - One Video at a Time."

*ReelSEO*. N.p., 27 Aug. 2015. Web. 12 Sept. 2015.

Johansson, Anna. "'BuzzFeed' Takes Over The List Of Top Media Publishers Once Again." *The Inquisitr News*. N.p., n.d. Web. 12 Sept. 2015.