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BuzzFeed: Jonah Peretti

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BuzzFeed

Jonah Peretti

Have you taken a quiz today?

- Born to an Italian-American father and Jewish mother
January 1, 1974, Jonah Peretti grew up in Oakland, California with his sister...

Popular comedian, Chelsea Peretti.

- Graduated from the University of California with a degree in environmental science.
- Taught computer science at Isidore Newman School in New Orleans.
- Complete a postgrad at the MIT Media Lab.

- While at the MIT Media Lab Peretti got his first taste of viral content in 2001 when an email exchange between him and Nike spread across the Internet.

- Co-founded the news website The Huffington Post in 2005 with Kenneth Lerer and Arianna Huffington.
- It was then, while working for The Huffington Post, that Peretti began creating BuzzFeed in 2006.
- Years later, in 2011, Peretti eventually left The Huffington Post when they were bought by AOL so he could work on BuzzFeed full-time.

BuzzFeed has been a part of multiple lawsuits involving copyrighted photos used on the site for their popular listicles, such as “The 30 Funniest Header Faces.”

BuzzFeed vs. Eiselein

“Is it good for the world to have a broad definition of Fair Use where people can create new things that are transformative or that people can enjoy? I think it is good for the world.” (Vilaseñor, 2013).

Peretti can usually be found in his New York office with only glass separating him from his many newsroom editors, working on things like....

“People are now used to having everything mixed together in a Facebook newsfeed... A story about the Arab Spring will be next to a picture of your sister’s new baby. Why not have a publishing site that embraces those colliding worlds?” - Peretti

“native advertising”

Recently BuzzFeed gained their fifth round of investment with \$50 million from Andreessen Horowitz, which values BuzzFeed at about \$850 million, according to The New York Times

50% of
BuzzFeed's traffic
is on mobile
devices

“One of the things that is counterintuitive about BuzzFeed is that there’s not a natural corollary to what we’re doing because it isn’t possible to distribute content through word-of-mouth in print,” said Peretti. “We don’t reach any audience at all unless we make content that people think is so good that they’re willing to pass it on and share it with all their friends. That model doesn’t have an offline version of it.”

Chronology

1996 – Graduated from the University of California with a degree in environmental studies.

1996 – Teaches computer science at Isidore Newman School in New Orleans.

2001 – Emails with Nike goes viral while at completing postgrad at MIT Media Lab.

2005 – Joins Kenneth Lerer and Arianna Huffington to co-found The Huffington Post.

2006 – Starts BuzzFeed as an experimental lab.

2011 – Leaves The Huffington Post when bought by AOL to work on BuzzFeed full-time.

2014 – BuzzFeed receives investment of \$50 million from Andreessen Horowitz.

Currently CEO of BuzzFeed, which continues to grow.

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