

CHEEZBURGER

*Making the World Laugh
for 5 Minutes a Day*

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@benhuh





**MEME
BASE**

**Know
Your
Meme**

FAILBlog

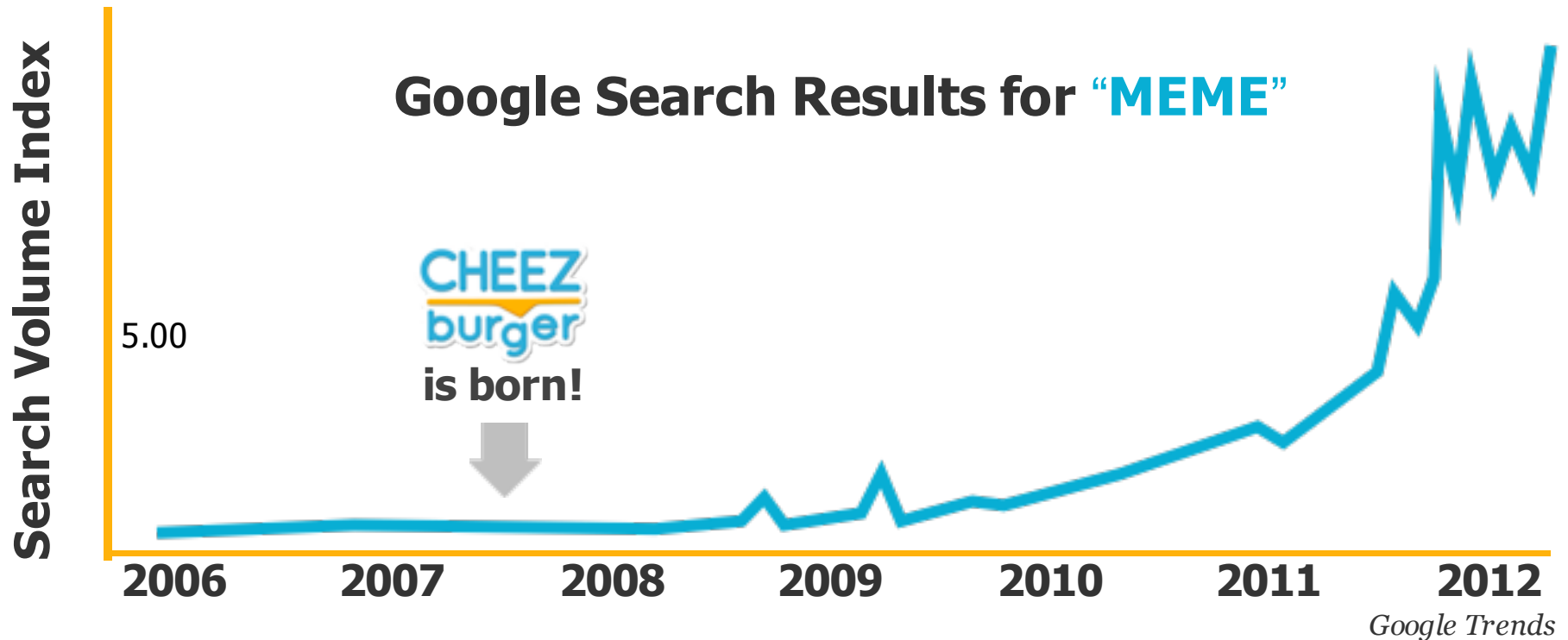
**iCANHAS
CHEEZ
BURGER**

**ROFL
RAZZI**



This is Cheezburger

*Delivering 5 minutes of happiness
everyday, since 2007*



We

<3

Our Community



50,000 SITES

23 MILLION SUBMISSIONS

5.5 MILLION ORIGINALS

Our users create, curate, remix,
and share.

MEME AND HUMOR EXPERTS

Full-time Internet Researchers at
Know Your Meme.



Cheezburger.com:
**A destination to
enjoy and express
your sense of humor**





Why **HUMOR?**



**Humor is
telling the truth
without the truth.**

**Humor is the
modus operandi
of the Intertubes**

Presence of Humor

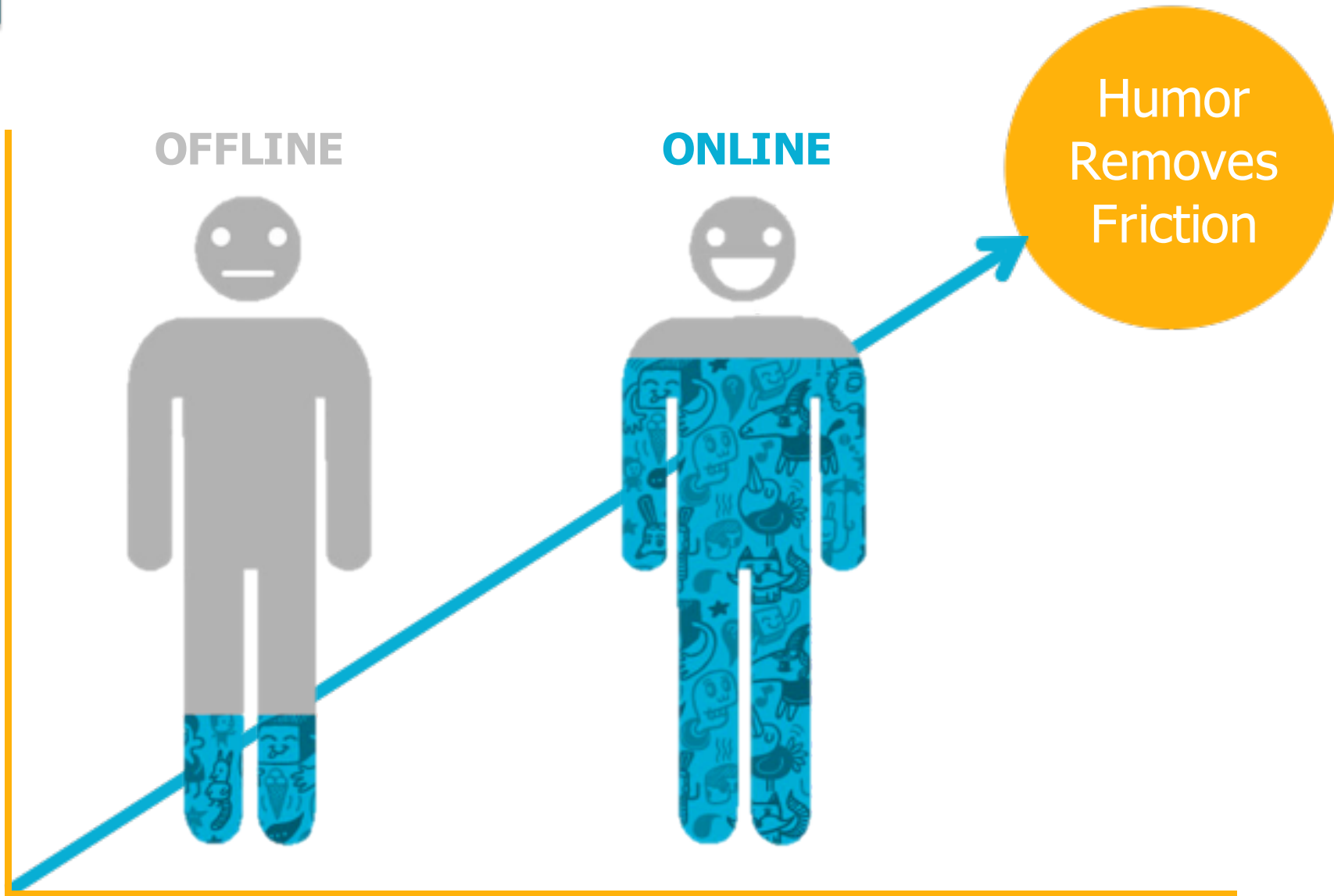
OFFLINE



ONLINE



Humor
Removes
Friction



Memetic



THE MEME: Lolcats (Anthropomorphization)



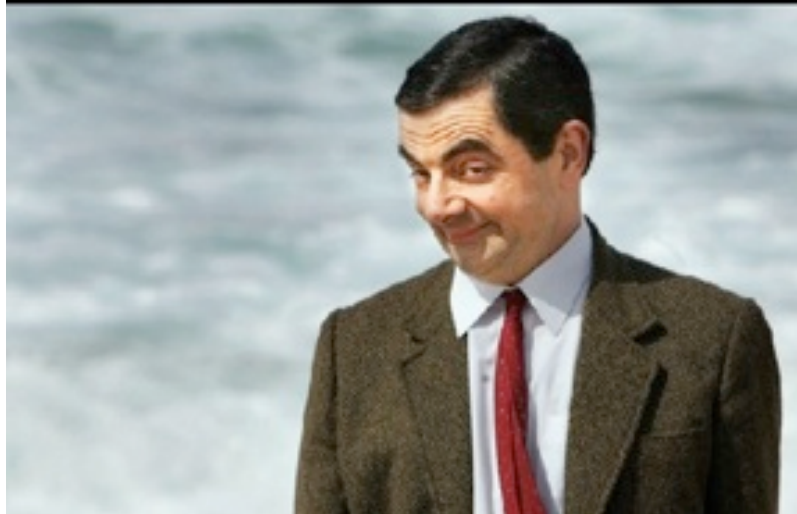
THE MEME: Overly Attached Girlfriend

STILL A BETTER
LOVE STORY THAN
TWILIGHT



THE MEME: Twilight Bashing

Adding
"if you know
what I mean"
at the end of an
ordinary sentence
can make it
sound sexual.



THE MEME: If You Know What I Mean

0.1%

of all
humor

Viral



0.9%

of all
humor

Viral

Channel

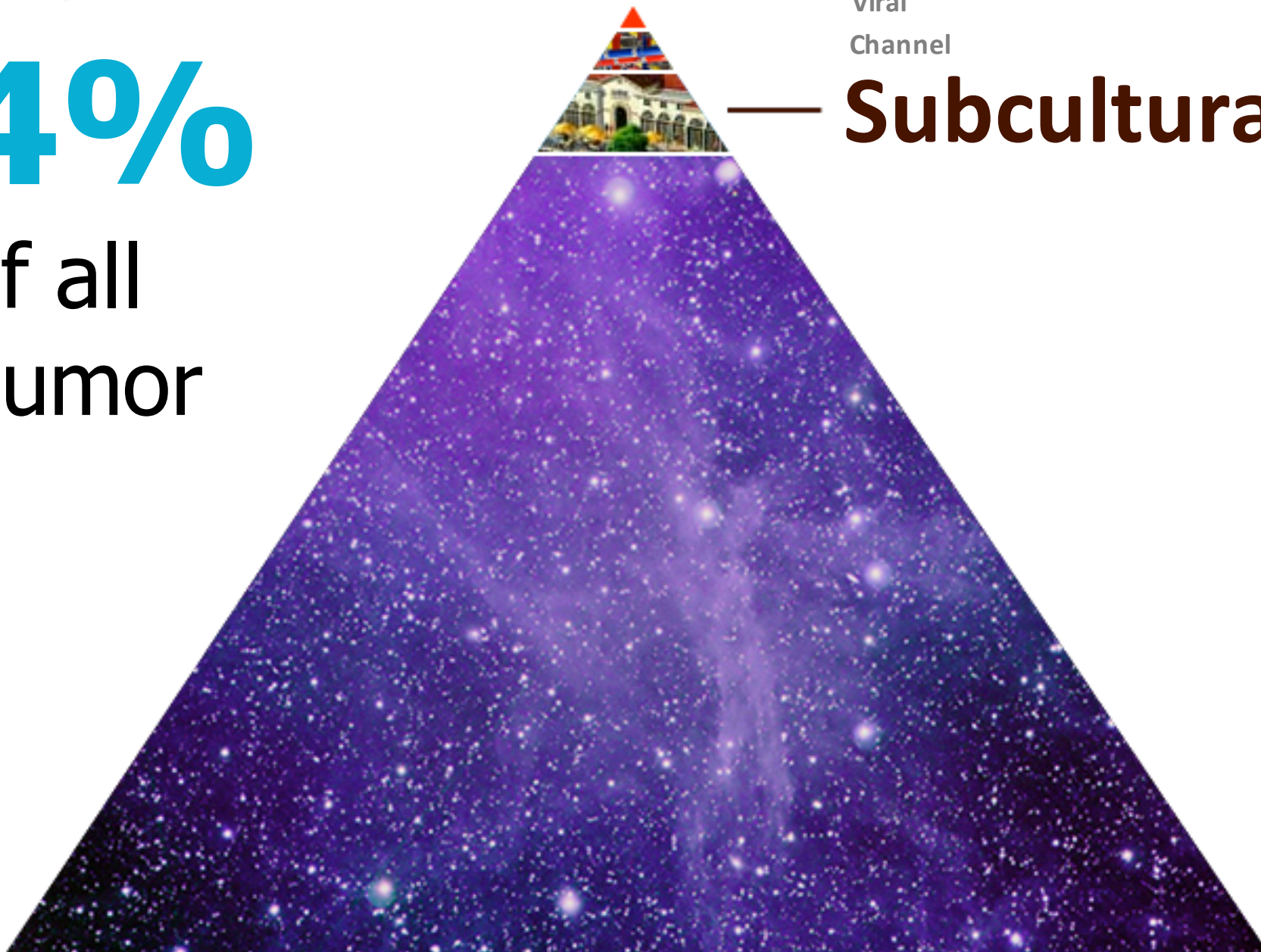


4%

of all
humor

Viral
Channel

— **Subcultural**



95%

of all
humor



Viral
Channel

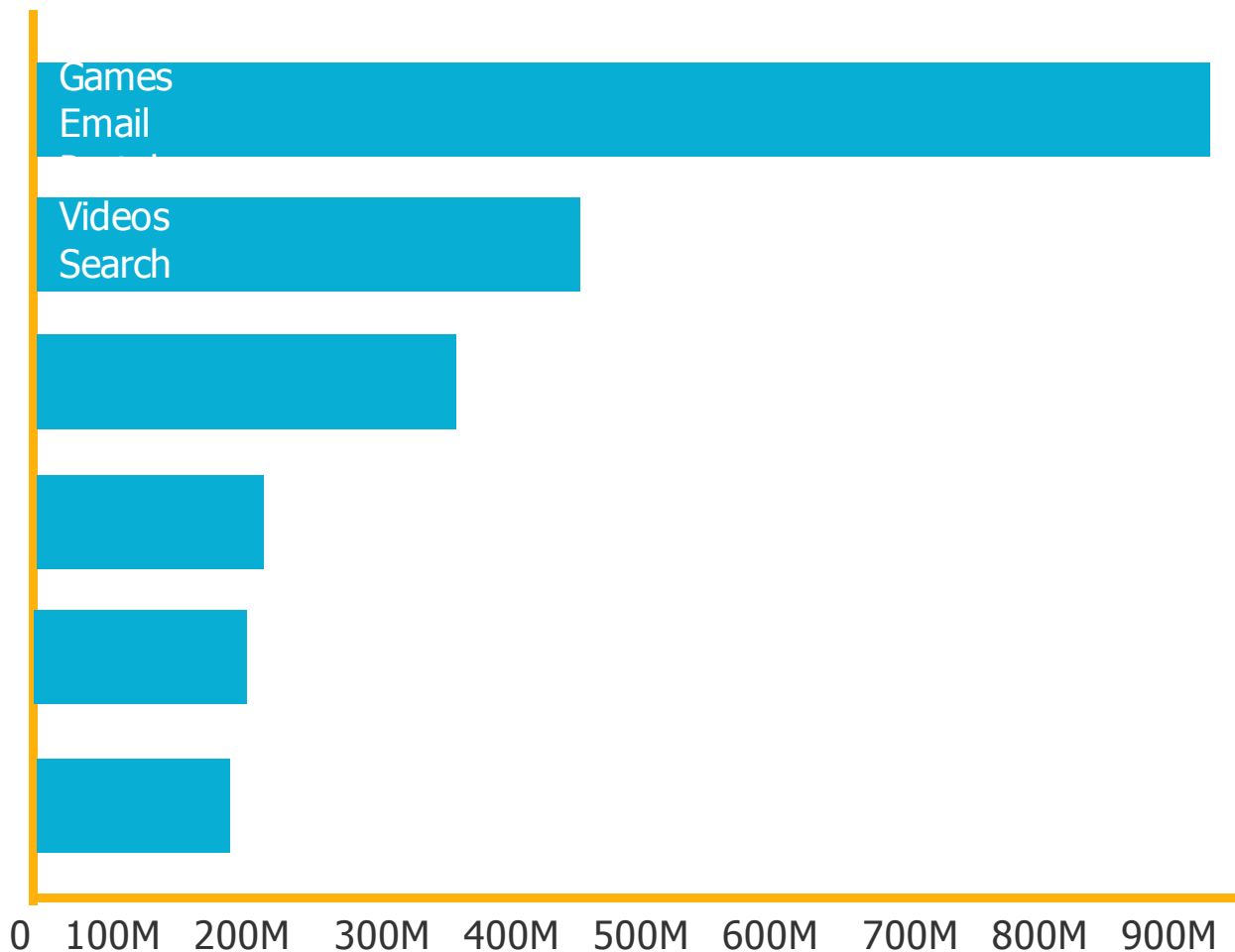
Subcultural

— **Interpersonal**



U.S. Monthly Time Spent

On most heavily used Internet sectors
(MILLIONS OF HOURS)



WHERE DO THEY GO?

Social Networks

WHAT DO THEY DO?

Share Images

WHAT KIND OF IMAGES?

Memes



IMAGES

are more likely to be promoted on Facebook than status updates or links.

(edgerankchecker.com)



Compared to text links,
image posts get

20X

The Virality

and almost

2X

The Reach

84%

of Millennials believe
**user-generated content has
influence on what they buy.**

(Bazaarvoice)

SHUT UP AND



TAKE MY MONEY!

65%

of users aged 18-24
**considered information
shared on social networks when
making a purchasing decision.**

(eMarketer)



Want to be Funny?



FACEBOOK



TWITTER



CHEEZBURGER

Our fans **want to give us data.**



★ **Dave McClure** favorited your Tweet
Mar 3: @davemcclure Texas and Dubai:



Likes



SHARE:



1.2k
SHARES

76



1036



0



83



0



**Not ads, but
conversations**

**Not customers, but
fans**

Not markets, but communities

How do you

<3

your community?



Questions?

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