Cheezburger Notes:

1. What are the challenges and opportunities in providing a service like the Cheezburger sites to consumers?

   **Challenges** – Not proprietary...anyone can try and copy”cat” them (pun intended); fully reliant on the customer to do the work and continue to submit content; there are other strong competitors in social media that provide entertaining services; more than a fad

   **Opportunities** – captivated audience that feel a part of the community and accept challenge to produce funny content, creates healthy competition and a form of leader board w/ thumbs ups vs. thumbs down; this business is tailored towards mobile, our culture is becoming increasing digital everyday and mobile is dominating the traffic and also has the ability to take pictures, perform editing and then uploading to mobile-friendly site...or app. The “portal”/tool is able to adapt to your preferences based on your votes and channels or contributors that you choose to follow; “distraction” from life; network of multiple sites and contributors

Specifically:

a. Explain how the intended audience is a factor in the viability of the service.

b. Explain how the content producers are a factor in the viability of the service.

c. Explain how the information itself is a factor in the viability of the service.

d. Consider WebMD, a site with a mixture of curated and user-generated content. Would Cheezburger’s business model work for WebMD? Why or why not?

   • *Part of the fun of Cheezburger network is that the average person and contribute and demonstrate their funniness...it is for entertainment purposes and is very far from factually correct; curate is to select, organize, and present, that is what they do of user generated content*

   • *WebMD is an educational resource for doctors, patients, caregivers, and nurses. It requires a much higher content standard...not for entertain, but for education and decision-making;*

   Viability: the capacity to operate or be sustained

   • I believe they are following similar business models.. Both - WebMD is financed by advertising, third-party contributions, and sponsors; fact-checking is the difference; both follow a form of “permissive advertising”

   • Cheezburger publishers are focused on “thumb” stopping content with will drive reactions...their publishers should be based on clicks vs impressions and thumbs up vs down;

     • Goal is viral content

     • Voting system

   • WebMD publishers are online healthcare information, decision-support

     • “Destination” to help support life