

BUZZFEED'S FINANCIAL POSITION QUICKLY DETERIORATED AS THE FIRM TRIED TO BALANCE A SHAKY ECONOMIC ENVIRONMENT WITH DECLINING USER ENGAGEMENT AND AD REVENUES

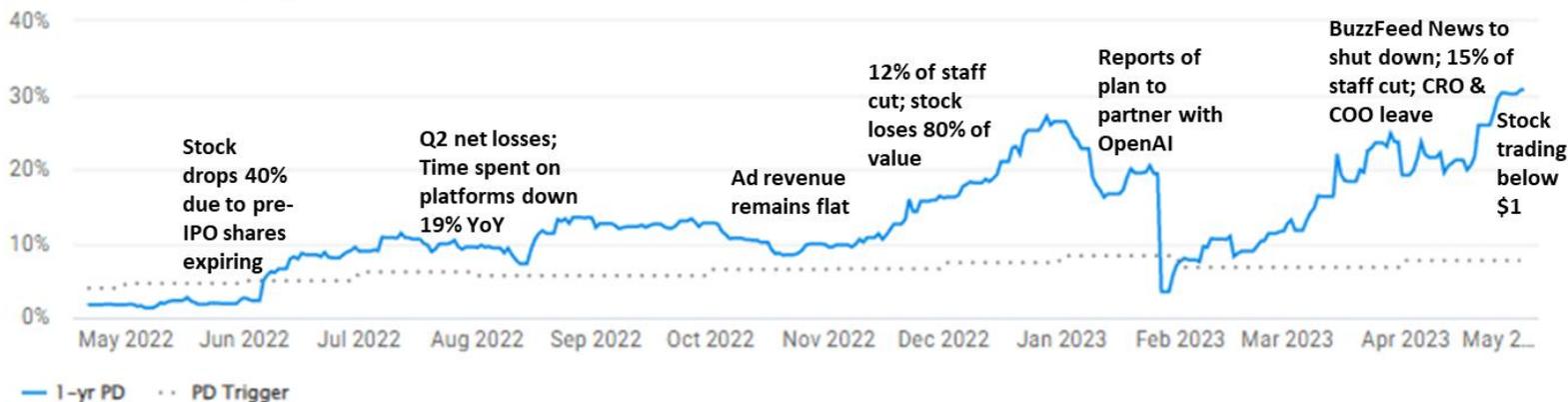
Moody's ANALYTICS | EDF  BUZZFEED, INC.

1-Year PiT PD vs. Trigger **PD ABOVE TRIGGER** Trigger Definition ⓘ

Early Warning Signal **SEVERE** ↗

3M 6M 1Y **2Y** 3Y 5Y All

05/02/2021 To 05/02/2023



A namesake in online journalism and Pulitzer-Prize winner, BuzzFeed announced it would be shutting its [news business](#). The owner admits to overinvesting in this business, which couldn't capitalize on changing user behaviors and digital advertising like its larger competitors. Hit by the pandemic and then a tech recession, the company has gone through a series of job cuts and is now contending with losing nearly all its stock value.