

Mobile Service Stream Rebrands with .LIVE Top-Level Domain for Easy to Remember URL

Stream shifts domain from Stre.am to Stream.LIVE to leverage core "Stream" trademark, increase brand awareness, and establish a memorable SEO-rich .LIVE domain for its rapidly growing live-streaming community

KIRKLAND, Wash., Nov. 16, 2016 (GLOBE NEWSWIRE) -- Just in time for Integrated Live (www.integrated.live), the go-to digital marketing conference of the year with more than 10,000 marketers in-attendance, domain name registry Rightside Group LTD (NASDAQ:NAME) announced today that Stream, a mobile service that enables customers to broadcast or watch live video from an app, has adopted the .LIVE domain extension. In addition to renaming its website to www.stream.live, Stream will be providing its existing user base with the opportunity to purchase a customized .LIVE domain as an official reseller of .LIVE. The partnership with Stream comes on the heels of Rightside's recent launch of Be.LIVE (www.be.live), a brand, website, and community that offers live streamers insightful ideas, reviews, and content resources from popular streamers including Joel Comm, Brian Fanzo, Alex Pettitt, and Ross Brand .

"We felt like we had the perfect domain hack with Stre.am, but the new .LIVE domain has quickly become the domain of choice for the fast-growing live-streaming community and is much easier for people to remember," said Will Jamieson, CMO at Stream. "We are excited to announce Stream.LIVE at the Integrated Live conference, as well as a partnership with Rightside to extend our love of the .LIVE domain to all of our customers."

 .LIVE domain logo

Putting Stream to Work

Stream, the fastest and easiest way to watch and stream live video from your iOS device, has owned the trademark "Stream" for video, but like many new companies, they discovered that the dot com URL was taken, so they opted for the .AM top-level domain (TLD). While the TLD served them well to grow quickly, the team realized that .LIVE was descriptive and easier to share with friends and followers on sites like Facebook and Twitter, as well as being SEO-friendly. By first changing its own website from www.stre.am to www.stream.live, Stream also understood the value in extending the power of the .LIVE TLD to its customers. Stream partnered with Rightside to resell .LIVE, which has become Rightside's second-best performing TLD across its 40-domain portfolio within just 1 year of being available.

"We're thrilled to have Stream join industry thought leaders, celebrities, and leading brands in embracing the .LIVE TLD," said Bill Glenn, VP of Marketing at Rightside. "Partnering with a leader within the live-streaming community like Stream is an important endorsement of the .LIVE domain extension and our commitment to the Be.LIVE brand to do everything we can to help content creators accomplish their goals."

Integrated Live Conference

In addition to being a sponsor of the Integrated Live conference, .LIVE will be hosting a panel session on the first day of the event entitled, "Everything Brands Need to Know About the Live Streaming Landscape" with participation from .LIVE Evangelist, Marc Gawith, live-streaming creators Victoria Taylor (Victoria.live) and Alex Pettitt (Alex.live), and Will Jamieson from Stream. .LIVE will be offering a free .LIVE domain name to those who attend the event and visit the .LIVE booth on November 16 and 17, 2016.

About Stream

Stream is a mobile live-streaming platform with full stack enterprise video player capabilities. With the rise of digital natives and 'video everywhere' media consumption, Stream's technology is platform-agnostic and can ingest live video from mobile devices, cameras, GoPros, and more. Stream enables entertainers, digital networks, brands, organizations, and broadcasters to capture high-quality live video, while enjoying the features required to support live and post-live video needs. Stream developed broadcast filtering tools and built its own media server and transcoding infrastructure to avoid third party dependencies, making it the single platform organizations can use to effortlessly scale live-first video solutions across devices -- from in-event mobile live streaming to embedded web players and more. Based in Charleston, SC, you can learn more at www.stream.live.

About Rightside

Rightside® inspires and delivers new possibilities for consumers and businesses to define and present themselves online. The company, with its affiliates, is a leading provider of domain name services, offering one of the industry's most comprehensive platforms for the discovery, registration, usage, and monetization of domain names. In addition to being a new gTLD registry operator, Rightside is home to some of the most admired brands in the industry, including Enom and Name.com. Headquartered in Kirkland, WA, Rightside has offices in North America and Europe. For more information please visit www.rightside.co.

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