

Rightside® Launches Be.LIVE as Live Streaming Economy Takes Off and .LIVE Domain Finds Its Stride

New brand and website features tips and content from popular live streamers like Joel Comm, Brian Fanzo, Alex Pettitt, Ross Brand and more to help live streamers amplify their live efforts and attract audiences

KIRKLAND, Wash., Oct. 25, 2016 (GLOBE NEWSWIRE) -- With live streaming fully becoming integrated into our everyday life of media consumption, domain name registry Rightside Group LTD (NASDAQ:NAME) launched **Be.LIVE** (<http://www.be.live>), a new brand with both a website and social media presence as an educational resource for the live streaming community. The new Be.LIVE website offers live streamers insightful ideas, reviews, and content resources from popular streamers including Joel Comm, Brian Fanzo, Alex Pettitt, and Ross Brand. The site, which features Rightside's popular .LIVE domain extension, is designed to assist a fast-growing list of brands like the National Football League and Nitro Circus, innovators like AI Roker, and everyday enthusiasts like the Chewbacca mom who are embracing live streaming as a way to attract an audience and connect authentically with their fans. The .LIVE domain has emerged as one of Rightside's most popular Top Level Domains (TLDs) with nearly 70,000 registrations to date, many of which can be seen at <http://showcase.ninja/tagged/.LIVE>.

"Live streaming isn't merely a hobby or brand strategy; live streaming is a way of life, of sharing and connecting with people outside your normal media, social or professional sphere," said Ronald C. Pruet, Jr., Co-Founder of RokerLabs and Roker Media - www.rokermmedia.live. "There's a spontaneity to it, which makes it fun to watch. As more people embrace live streaming, Be.LIVE will be a valuable resource to help people transform the user experience."



Be.LIVE-highres.jpg

Just How Big is the Live Streaming Market?*

Millions of people are live streaming across popular sites like Periscope, Facebook Live, YouTube Live, and Twitch. In fact, Periscope alone has more than 10 million users, and more than 2 million active daily users. According to August 2016 research from [eMarketer](http://www.emarketer.com) almost one-fifth of US media decision-makers are planning to invest in live stream video ads in the next six months. For example, major brands are starting to recognize the value of live streaming with Amazon live streaming a Macklemore concert, Roker Media looking to lead a live streaming revolution, and the Olympics live streaming 4,500 total hours of this year's Games. There's also money to be made for content creators like comedian Kevin Hart who earned an estimated \$600,000 paycheck from Facebook for live streaming or NFL Seattle Seahawks star Russell Wilson who signed a \$200,000 contract with Facebook for live streaming. Facebook is paying video creators an estimated \$50 million, with 17 of those contracts worth over \$1 billion.

"Whether you're a billion dollar brand or an individual contributor, the live streaming economy is taking rapid shape, especially as consumers look for alternatives to traditional media and seek a level of authenticity that we haven't seen since the first days of live television," said .LIVE evangelist, Marc Gawith. "Be.LIVE is our effort to give back to a community of live content creators and to help expand the dialogue around .LIVE and live streaming."

Bringing Together the Live Streaming Ecosystem

On October 25, Gawith will be in attendance at The LiveFronts, an invitation-only event with speakers, interactive demos, and panels focused on new and innovative ways for marketers to reach their audiences including live streaming. In addition to attending various panels, Marc will participate as a panelist in the BRANDS + EXECUTION discussion around how marketing-savvy brands are utilizing live streaming to promote their messages and products. Event attendees will receive a free .LIVE domain and have access to the Be.LIVE site containing inspiration and practical tips for live streamers at every phase of their live streaming journey.

Join the Facebook Be.LIVE stream for more information at www.fb.be.live.

*Infographic "[Market for Live Streaming Takes Off](#)"

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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