Advertisement

Mogulus Rebrands With A Killer Domain: Livestream.com

MG Siegler
11:09 PM PDT · May 18, 2009

When Mogulus launched in 2007, few people understood its name. Most people still don't because, quite frankly, it doesn't make a lot of sense. Or I should say, *didn't* make a lot of sense — because beginning today, the service has been completely rebranded as something much more obvious: Livestream.

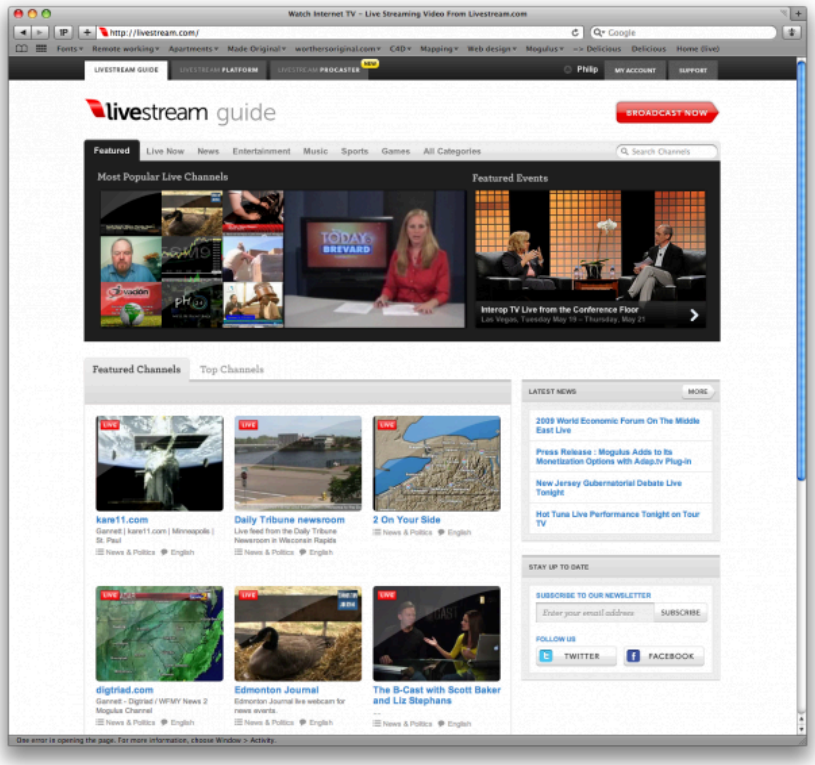
Mogulus is making the change because it feels like the entire field of streaming live video on the web is on the verge of exploding in popularity, and it'd be hard to find a better name to take advantage of that, as CEO Max Haot tells us. Naturally though, this change would not have been possible without the killer livestream.com domain, which Mogulus acquired recently. Haot wouldn't tells us how much they paid for the domain, but you can bet it was a very pretty penny. *[Update: Domain Name Wire claims it sold for $100,000 – thanks Jeremy]*

Advertisement

So now Livestream moves forward. Having just launch its super simple Procaster tool that allows for one-button streaming over video over the

IPR2025-00265
SportsCastr Inc. EX-2031

web, the first tool Livestream will launch is Broadcaster. It will offer the same one-click simplicity, but will do so completely over a web browser, without any software needing to be downloaded (which you need for Procaster — which is also more powerful).



Mogulus has seen some good growth over the past year in terms of visitors to its site, according to numbers from Compete. I suspect that will rise greatly with this new domain. But it's the features that make users stick around, and this move to one-click publishing is a good idea — keep it simple, stupid, and all that. Haot also notes that Livestream has over 1,000 paying Pro members, the premium service it launched last year.

So what was Mogulus going for with that name? Well, as you can kind see in the now old logo, it was Mogul-us, as in "anybody can become a media mogul," Haot says. Yeah, Livestream is much, much better.

TC

TC Sessions: AI

Join 1,200 tech leaders for a full day of main-stage sessions, breakouts and networking at TechCrunch Sessions: AI. Get on the waitlist to be among the first for early registrations.

Location TBA | June 5, 2025

GET ON WAITLIST

Disclosure: Mogulus advertises their Procaster product on this site.

CrunchBase Information
Livestream
Information provided by CrunchBase

Topics: livestream mogulus

Advertisement

TC DISRUPT

October 27-29, 2025 | San Francisco
Disrupt 2025 will be here before you know it! 10,000 tech and VC leaders, 250+ speakers, 200+ sessions. Get your name on the list to be the first to know about the Super Early Bird sale.
Get on Waitlist

Most Popular

- Grok is now free for all X users
- Will people really pay $200 a month for OpenAI's new chatbot?
- If you can make this AI bot fall in love, you could win thousands of dollars
- Rivian's EVs ranked last on Consumer Reports reliability list
- Meta unveils a new, more efficient Llama model
- OpenAI's o1 model sure tries to deceive humans a lot
- OpenAI confirms new $200 monthly subscription, ChatGPT Pro, which includes its o1 reasoning model

MG Siegler
General Partner
@mgsiegler

M.G. Siegler is a general partner at Google Ventures, where he primarily focuses on early-stage investments. He has been deeply involved in the startup space since 2005, first as a web developer, then as a writer, and most recently as an investor and advisor. Having spent the past year in...

View Bio

Newsletters

See More ↗

Subscribe for the industry's biggest tech news

TechCrunch Daily News
Every weekday and Sunday, you can get the best of TechCrunch's coverage.

TechCrunch AI
TechCrunch's AI experts cover the latest news in the fast-moving field.

TechCrunch Space
Every Monday, gets you up to speed on the latest advances in aerospace.

Startups Weekly
Startups are the core of TechCrunch, so get our best coverage delivered weekly.

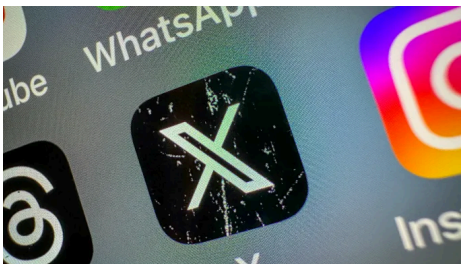
No newsletters selected.

Email address

Subscribe

By submitting your email, you agree to our Terms and Privacy Notice.

Related



SOCIAL

Elon Musk's X gains a new image generator, Aurora

Kyle Wiggers
2 hours ago

STARTUPS

As YC retreats from Africa, alumni launch accelerators to fill the gap

Tage Kene-Okafor
8 hours ago

FEATURED

New York's top VCs under 30

Dominic-Madori Davis
8 hours ago

Advertisement

TechCrunch
Staff
Contact Us
Advertise
Crunchboard Jobs
Site Map
Terms of Service
Privacy Policy
RSS Terms of Use
Your Privacy Choices
Code of Conduct
About Our Ads

Spotify Wrapped 2024
David Mayer ChatGPT
AWS re:Invent 2024
Walmart Acquires Vizio
OpenAI's Sora
Tech Layoffs
ChatGPT

© 2024 Yahoo.