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When established record label executive Charles "Chuck" Wilson Jr. decided to launch a hip-hop social network nearly two years ago, [Pete](#) liked the site's execution but wondered about its ability to differentiate itself from [MySpace](#), [Bebo](#) and [hi5](#). Today, the site is still around with a reported near-800,000 users, but is undergoing a mini-relaunch in order to gain some additional traction and further grow its user base.

A new name for crackspace is the first order of affairs, as the site is now called [ihiphop](#). The new name is a bit more generic, but will likely afford the network less negative attention. In describing the relaunch, Wilson almost hints that the past year-and-a-half has been a testing phase where the team could better understand the needs of their users. In fact, Wilson tells me that "the relaunch was always planned." Wilson went on to tell me his two main goals in launching crackspace were to be a first-mover in the space, and to "to give the site a name that was edgy, authentic and controversial so that the site would popularize itself via word of mouth."

