



Registry Operator Monthly Report

May 2020

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Monthly Progress Report for May 2020

Dept of Commerce Contract No: 1331L519C13350044

As required by the Department of Commerce/Registry Services, LLC ("Registry Services") Contract, this report provides an overview of Registry Services' activity during the reporting month.

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Section 1: Summary of Major Events

Contractor and Policy Update

There were no Contractor or Policy updates during May 2020.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,195 total usTLD Locality names. Of those, Registry Services manages 8,922 as the Delegated Manager, and the remaining 3,273 are covered by external Delegated Manager Agreements. Registry Services continues to work through a migration plan for the former Texas Regional Hostmaster delegations to ensure policies, services and domain names have no degradation during the migrations.

There were no Delegated Manager agreements executed, and there were no delegations or Delegated Manager agreements rescinded during the month of May 2020.

Technical and Operational Update

There were no operational changes during May 2020.

Marketing Update

May marketing efforts remained focused on supporting the small business and startup communities in new and innovative ways. .US is proud to report participation in a dedicated global Space Apps COVID-19 challenge, with long-standing partner NASA Space Apps. On May 30-31, NASA, along with the European Space Agency (ESA), the Japan Aerospace Exploration Agency (JAXA), the Canadian Space Agency (CSA), and the National Centre for Space Studies (CNES), invited coders, entrepreneurs, scientists, designers, storytellers, makers, builders, artists, and technologists to participate in a virtual hackathon. During a period of 48 hours, participants from around the world created virtual teams and used Earth observation data to develop solutions to issues related to the COVID-19 pandemic. Challenges ranged from studying the coronavirus that causes COVID-19 and its spread to the impact the disease is having on the Earth system.

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All participants received a FREE .US domain + website builder to launch their project for the COVID-19 challenge or to use for a personal project or business idea. Attendance for the event topped 15,000 virtual participants.

- 150 countries (6 regions)
- 15,000 participants
- 2,000 virtual teams
- 50M+ Impressions on social media
- 1,400 solutions to COVID-19 related challenges

Over the weekend, the virtual space came to life with the Space Apps spirit, demonstrating the power of people to make a difference, even from the comfort of home. All of this speaks to the international collaboration that has been central to Space Apps since its founding in 2012. The Global Finalists and Global Winners will be selected this summer.

In addition to the Space Apps COVID-19 challenge, .US is also now part of the Techstars Startup Weekend hackathons. Startup Weekend is a 54-hour, 3-day event dedicated to elevating communities and launching companies. Attendees pitch their ideas and form teams over the course of a weekend and are supported by expert mentors and community organizers throughout. Day 3 culminates in a demo day pitch event, where teams pitch to a panel of judges. .US domains are offered to all participants of the Startup Weekend events for May and in the future. Event activation for May included 560+ attendees and seven individual hackathon events. .US is promoted throughout the event by organizers and with dedicated email placement in attendee emails sends. Through the Techstars Network, .US users can connect with entrepreneurs, experts, mentors, investors, community leaders, and corporate partners to help grow their companies.

Ongoing promotion for the .US Veteran Startup of the Year continued in May, nearing 40 total Veteran-eligible participants to complete for the \$10K cash prize sponsored by .US. The virtual summit dates were announced and confirmed for November 9 and 10. The Startup of the Year organization will continue to promote .US domains to their startup community, along with positioning alongside any dedicated Veteran efforts. .US is proud to support the first-ever Veteran's category for the Startup of the Year competition.

Media efforts included Facebook and Instagram outreach to small businesses with creative and resource guides to encourage and help users get online with a .US domain. Content efforts underscore all marketing efforts both paid and organic and included the publication of two new articles to the about.us site in May:

- Working From Home Tips: How To Stay Productive And Lead Remote Teams Effectively
- 6 Website Design Tips Every Business Owner Should Know

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Organic search is up 14% from the prior year, thanks in large part to the ongoing content efforts and focus on SEO. In addition, paid search continues to drive the highest conversion rate of all channels with 30% of traffic clicking out to register a domain name.

Other Updates

New registrations in May 2020 were 8.74% lower than May 2019. Names under management in May 2020 were 21.75% lower than May 2019. The renewal rate in March 2020 (most current data available due to 45 day grace period) was higher year over year at 69.42% vs. 66.35% in March 2019.

Section 2: Performance Data

Service Level Agreement Measurements

| Service Level Requirement | Requirement | Actual |
|--|------------------|----------------|
| Service Availability – SRS | 99.900% | 100% |
| Service Availability - Nameservers | 100.000% | 100% |
| Service Availability- Whois | 99.950% | 100% |
| Planned Outage Duration - SRS | 8 hours | 0 hours |
| Planned Outage Duration - Nameservers | None | 0 min |
| Planned Outage Duration - Whois | 8 hours | 0 hours |
| Extended Planned Outage Duration - SRS | 18 hours | 0 hours |
| Extended Planned Outage Duration - Nameservers | None | 0 min |
| Extended Planned Outage Duration - Whois | 18 hours | 0 hours |
| Processing Time - Add, Modify, Delete of all objects | 3,000ms for 95% | 100% < 3,000ms |
| Processing Time - Query Domain | 1,500 ms for 95% | 100% < 1,500ms |
| Processing Time - Whois Query | 1,500 ms for 95% | 100% < 1,500ms |
| Processing Time - Nameserver Resolution | 1,500 ms for 95% | 100% < 1,500ms |
| Update Frequency - Nameserver | 15 min. for 95% | 100% < 15 mins |
| Update Frequency - Whois | 15 min. for 95% | 100% < 15 mins |

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Section 3: Monthly Transaction Statistics

| | |
|---------------------------------------|------------------|
| Total Domains Under Management | 1,733,950 |
| Totals Nameservers Managed | 223,279 |

Billable Transactions

| Transaction Type | # of Transactions |
|----------------------|-------------------|
| Adds | 32,792 |
| Auto-Renews | 4,763 |
| Renews | 70,062 |
| Transfers | 1,864 |
| Deletions for Credit | 885 |
| Total | 110,366 |

Total Extensible Provisioning Protocol (EPP) Transactions during the Month (Includes failed transactions)

| Command | # of Transactions |
|------------------|-------------------|
| Check Contact | 2,328,730 |
| Create Contact | 1,767,981 |
| Delete Contact | 188,374 |
| Info Contact | 7,813,926 |
| Transfer Contact | 0 |
| Update Contact | 1,937,466 |
| Check Domain | 46,747,890 |
| Create Domain | 14,328,758 |
| Delete Domain | 37,871 |
| Info Domain | 3,491,257 |
| Renew Domain | 127,972 |
| Transfer Domain | 40,613 |
| Update Domain | 635,680 |
| Check Host | 7,920,051 |
| Create Host | 13,696,474 |
| Delete Host | 48,851 |
| Info Host | 2,360,220 |
| Update Host | 66,956 |

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| | |
|---------------|--------------------|
| Totals | 103,539,070 |
|---------------|--------------------|

| Daily EPP Transactions | # of Transactions |
|----------------------------|-------------------|
| Maximum Daily Transactions | 4,811,158 |
| Minimum Daily Transactions | 2,364,420 |
| Average Daily Transactions | 3,339,970 |

| Transaction Type | # of Transactions |
|------------------------------------|-----------------------|
| Total Billable Transactions | 110,366 |
| Total number of Whois Queries | 26,068,642 |
| Total number of DNS Queries | 80,790,355,633 |
| Total EPP Transactions | 103,539,070 |
| Total Registry Transactions | 80,920,073,711 |

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

| URL: www.about.us | |
|----------------------|--------------|
| Page Views | 10,755 |
| Visits | 6,680 |
| Average Visit Length | 0 min 44 sec |

Section 6: Accredited Registrar Status

| Registrar Status | Count |
|---------------------------|-------|
| Operational Registrars | 224 |
| Registrars in Ramp Up | 0 |
| Registrars in Pre-Ramp Up | 0 |

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Section 7: usTLD Locality Statistics

| Statistic | Count |
|-------------------------------|-------|
| Number of Delegated Managers | 441 |
| Changes to Delegated Managers | 0 |
| Updates to Locality Domains | 20 |

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during May 2020.

| Date | Registrar | Domain Name | Complaint | Action |
|-----------|--|------------------|-------------------------|---------------|
| 5/1/2020 | PDR Ltd. d/b/a PublicDomainRegistry.com | obesitynot4me.us | Invalid registration | No action |
| 5/5/2020 | NameCheap, Inc. | schimmeldicki.us | Invalid | No action |
| 5/6/2020 | NameCheap, Inc. | hello2dating.us | Invalid | Nexus |
| 5/15/2020 | Wild West Domains, Inc. | test2.us | test | Not validated |
| 5/15/2020 | Tucows Domains Inc. | test.us | test | Not validated |
| 5/24/2020 | PDR Ltd. d/b/a PublicDomainRegistry.com | games.us | Invalid registration | In Process |
| 5/26/2020 | eNom, LLC | morro-bay.us | Incorrect whois | In Process |