neustar

Registry Operator Monthly Report

.US™

October 2019

Prepared: November 2019

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Monthly Progress Report for October 2019

As required by the Department of Commerce/Neustar Registry Agreements, this report provides an overview of Neustar Registry activity during the reporting month.

Table of Contents:

Section 1: Summary of Major Events

Technical and Operational Update
There were no operational changes during October 2019.

Locality Update
The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,151 total usTLD Locality names. Of those, Neustar manages 9,759 as the Delegated Manager, and the remaining 2,392 are covered by external Delegated Manager Agreements. The Texas Regional Hostmaster contacted Neustar to terminate his usTLD Delegated Manager duties for the management of 324 delegated names which zone files confirm is over 850 Locality domain names. Communications and a migration plan are in process to ensure continuity of services for the affected registrants.

Policy Update:
The usTLD Stakeholder Council and Neustar held its annual Town Hall on October 24, 2019. The Town Hall is a live virtual webcast that is held once a year, that provides an opportunity for the community to hear from the .US team on the namespace developments and for community discussions on how to build and grow the .US domain to meet the demands of the future.

Featured speakers for the Town Hall discussed a rundown of the current state of the domain industry and .US specifically, plus policy considerations for domain growth, marketing and policy developments and community outreach to establish top civic priorities for future direction. Speakers included:

- o   Dustin Phillips — Host, Chair .US Stakeholder Council
- o   Crystal Peterson — Director, Registry Services Neustar
- o   Kristin Johnson — Council Secretariat, Director of Registry Global Marketing and Brand

Marketing Update:
Several marketing initiatives in October to build awareness for the .US domain as well as engage the .US community. We are proud of our fifth year of sponsorship for NASA's International Space Apps program, one of the world's largest hackathons. This 48-hour event inspires citizen teamwork for positive change across every skill level and discipline. The 2019 program produced record-breaking numbers with over 29,000 participants, in 230 locations from 80 different countries across the world. As part of the .US sponsorship, all attendees at U.S. events received a .US domain and website builder. The event was produced in approximately 30-50 cities in the USA. .US is a proud supporting sponsor of this organization and looks forward to continued participation in future events.

In addition to our partnership efforts, we also hosted the annual Town Hall on October 24, 2019. The Town Hall, as described in the section above, was promoted across all the .US owned media channels including:

- o Announcement on website (https://www.about.us/blog/no-2019-us-town-hall-live-webcast)
- o Registration landing page (https://www.about.us/townhall)
- o Email outreach to past attendees
- o Facebook and Twitter promotional posts

As well as coverage from CircleID and the domainer community:

- o Circle ID - http://www.circleid.com/posts/20191016_neustar_and_ustld_stakeholder_council_to_hold_dot_us_webcast/
- o DomainPulse - http://www.domainpulse.com/2019/10/16/neustar-us-virtual-town-hall/
- o Domain Investing - https://domaininvesting.com/us-town-hall-hosted-by-neustar/

Evergreen efforts that focus on continued growth and awareness included new content posted to the website, paid search marketing, social media advertising and SEO development.

There was also a new blog added in October: "Why Your Domain Name is the Best Marketing Tool Your Business Has" (https://www.about.us/blog/why-your-domain-name-is-the-best-marketing-tool-your-business-has) with a goal to drive SEO value and Google rankings to "domain name" searches, as well as to educate users on different ways a domain name can be leveraged to strengthen branding and marketing efforts.

Organic traffic is up 6% from the previous year and 14% from last month. Blog traffic is up 20% year over year and accounts for just under 30% of all traffic to the about.us website. Continued efforts to drive organic visibility support ongoing website health and development as demonstrated by these numbers.

Evergreen social advertising efforts are continuing throughout the year with October results:

- o 140K impressions
- o 1 min 28 second time on site

Overall conversion rate for October is 7.6% with paid search driving the highest conversion rate (27%) with social media at 10%, both over the website average. Campaign optimizations and audience targeting driving overall high-performance for the year-long awareness strategy.

Other Updates
New registrations in October 2019 were 71.6% lower than October 2018. Names under management in October 2019 were 3.85% lower than October 2018. The renewal rate in August 2019 (most current data available due to 45 day grace period) was higher year over year at 73.0% vs. 56.9% in August 2018.

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

Section 3: Monthly Transaction Statistics

Total Domains Under Management	**2,016,265**
Totals Nameservers Managed	**228,826**

Billable Transactions

Transaction Type	# of Transactions
Adds	35,139
Auto-Renews	5,105
Renews	63,938
Transfers	2,050
Deletions for Credit	1,044
Total	**107,276**

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

Command	# of Transactions
Check Contact	1,685,871
Create Contact	976,666
Delete Contact	15,827
Info Contact	3,323,008
Transfer Contact	0
Update Contact	2,011,045
Check Domain	43,966,188
Create Domain	8,106,962
Delete Domain	83,360
Info Domain	3,764,221
Renew Domain	104,863
Transfer Domain	40,683
Update Domain	1,043,411
Check Host	5,821,581
Create Host	254,197
Delete Host	137,737
Info Host	2,658,730
Update Host	61,102
Totals	**74,055,452**

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	2,991,920
Minimum Daily Transactions	1,806,181
Average Daily Transactions	2,388,885

Transaction Type	# of Transactions
Total Billable Transactions	107,276
Total number of Whois Queries	29,806,716
Total number of DNS Queries	86,464,614,197
Total EPP Transactions	74,055,452
Total Registry Transactions	**86,568,583,641**

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	10,629
Visits	6,014
Average Visit Length	52 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	223
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: .US Locality Statistics

Statistic	Count
Number of Delegated Managers	375
Changes to Delegated Managers	0
Updates to Locality Domains	60

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during October 2019.

Date	Registrar	Domain Name	Complaint	Action
10/02/2019	GoDaddy.com, Inc.	smallbusinessloans.us		Registrar Accepted
10/03/2019	NameCheap, Inc.	prestigiousbulldogs.us	Nexus	CSR Accepted
10/03/2019	NameCheap, Inc.	leadingpetmovers.us	Nexus	CSR Accepted
10/03/2019	Dynadot LLC	businessloan.us		Registrar Accepted
10/08/2019	NameCheap, Inc.	aloy.us	Nexus	CSR Accepted
10/09/2019	PDR Ltd. d/b/a PublicDomainRegistry.com	cscch.us	Not confirmed	Invalid
10/10/2019	US Locality	town.irvington.va.us		RR Rejected
10/10/2019	Porkbun	period7.us	End user complaint	Registrar Accepted
10/12/2019	NameCheap, Inc.	rootshell.us	Nexus	New
10/17/2019	UdomainName.com LLC	eastside.us	Not confirmed	Invalid
10/21/2019	NameCheap, Inc.	theprotelgroup.us		CSR Rejected
10/30/2019	US Locality	ci.westminster.co.us		RR Rejected