



Registry Operator Monthly Report

June 2020

Prepared: July 2020

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Monthly Progress Report for June 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

On June 8, 2020, Registry Services announced its participation in a pilot program with the NTIA and FDA called the Trusted Notifier Program (<https://www.commerce.gov/news/press-releases/2020/06/commerce-department-announces-ntia-pilot-program-hhs-fda-fight-illegal>). The 120-day pilot program is designed to curb illegal online sales of unapproved opioids. Under the program, the National Telecommunications and Information Administration (NTIA) and the U.S. Food and Drug Administration (FDA) will work with three domain name registries, including Registry Services, to suspend the domain names of websites found to be illegally selling unapproved opioids.

On June 11th and 30th respectively, Registry Services conducted its quarterly Stakeholder Council meeting and a meeting for the Stakeholder Security sub-committee. During the quarterly council meeting, the agenda included an update on marketing activities, contractor updates and also the introduction of a Kids.US Rejuvenation plan. Registry Services, LLC, under its current contract, has committed to engage the usTLD Stakeholder Council to again explore the potential for rejuvenation of the Kids.US space and proposed a timeline to ensure the council has the resources it needs to reach an informed position. More information on the plan can be found through the approved minutes of the Stakeholder council. The Security Sub-Committee met and reached consensus on two (2) tracks of review, the usTLD Acceptable Use Policy and a review and commentary on the usTLD Privacy Services plan as it relates to security and abuse mitigation efforts within the namespace.

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 migration plans for the former Texas Regional Hostmaster (“TRH”) delegations, KanREN and others 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 June 2020.

Technical and Operational Update

There were no operational changes during June 2020.

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Marketing Update

New campaign launched in June dedicated to the audience expansion strategy with a focus on the "creatives" consumer group. This audience group includes photographers, artists, dancers, singers, painters and others, with a desire to create an online portfolio to showcase their work and grow their business. The advertising strategy focused on the Instagram platform only as a proven channel for reaching and engaging with creative types. Assets included the development of six rotating creative ad designs and Instagram video stories. The campaign delivered one million impressions and over 3,600 new users to the about.us website with a large amount of traffic coming from the New York and Los Angeles area. Optimization efforts include creative updates, post copy changes and audience targeting revisions. The campaign is planned to continue running through the end of August.

In addition to testing new audience groups, efforts to support the core small business strategy continued in May. Creative assets and post copy were all updated to reflect sensitivities to the current environment small business owners are facing in light of the global pandemic and evolving regulations. June small business efforts delivered 1.5 million impressions across both Facebook and Instagram advertising platforms with the greatest reach and engagement coming from Facebook efforts. To complement the social advertising strategy, ongoing paid search efforts continued through June driving the most conversions and highest conversion rate of any channel - 25% conversion rate versus 5% for the site wide average.

Three blog posts added to the website to support community engagement and search engine optimization efforts:

- 6/8/20: .US Launches New Efforts to Tackle Illegal Online Sales of Opioids
- 6/9/20: Money Talks: How to Generate Income as an Influencer
- 6/23/20: Tying The Knot In 2020? Here Is Everything To Include In Your Wedding Website

Content included a news update to announce the launch of the Trusted Notifier Program in response to sales of illegal opioids online, as well as two articles to support our micro-audience expansion efforts. Traffic referrals related to wedding content continue to be to top referring keyword for organic search efforts, and the rise of influencer marketing presents an opportunity for influencers to brand themselves online with a .US domain. Analyzing traffic year of year, organic search shows a 37% increase from the same time period last year with a 16% increase in time on site.

Other Updates

New registrations in June 2020 were 18.28% higher than June 2019. Names under management in June 2020 were 16.57% lower than June 2019. The renewal rate in April 2020

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(most current data available due to 45 day grace period) was higher year over year at 74.86% vs. 62.56% in April 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

Section 3: Monthly Transaction Statistics

Total Domains Under Management	1,735,138
Totals Nameservers Managed	222,561

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Billable Transactions

Transaction Type	# of Transactions
Adds	35,122
Auto-Renews	7,638
Renews	71,088
Transfers	1,901
Deletions for Credit	2,381
Total	118,130

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

Command	# of Transactions
Check Contact	2,221,592
Create Contact	1,037,262
Delete Contact	220,172
Info Contact	7,652,892
Transfer Contact	0
Update Contact	2,081,438
Check Domain	47,728,032
Create Domain	16,310,710
Delete Domain	38,584
Info Domain	3,549,053
Renew Domain	124,830
Transfer Domain	20,206
Update Domain	600,187
Check Host	7,682,917
Create Host	24,075,210
Delete Host	35,380
Info Host	1,662,765
Update Host	43,907
Totals	115,085,137

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Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	5,067,457
Minimum Daily Transactions	2,652,391
Average Daily Transactions	3,836,171

Transaction Type	# of Transactions
Total Billable Transactions	118,130
Total number of Whois Queries	31,966,261
Total number of DNS Queries	84,365,875,888
Total EPP Transactions	115,085,137
Total Registry Transactions	84,513,045,416

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	15,563
Visits	10,754
Average Visit Length	0 min 32 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	226
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	441
Changes to Delegated Managers	0
Updates to Locality Domains	19

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Section 8: Nexus & WHOIS Compliance Statistics

The following complaints were received through the registry's 3rd party complaint tool during June 2020.

Date	Registrar	Domain Name	Type	Complaint	Action
6/1/2020	GoDaddy.com, Inc.	paysafeagent.us	WHOIS		Not validated
6/2/2020	Google LLC	kmplatform.us	WHOIS	Invalid registration	
6/16/2020	Web Commerce Communications	Amazingdelivery.us	WHOIS	Invalid registration	Registrar placed on clientHold
6/17/2020	NameCheap, Inc.	Mon9pack.us	WHOIS	Spam	

Registry Services, LLC conducts regular spot-checks for Nexus compliance each month. These checks are in addition to investigating specific validation requests from third parties through the complaint tool.

Description	
June 2020 .US domain names reviewed (Nexus)	707
% of domain names pass primary investigation	93%