



Registry Operator Monthly Report

October 2021

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Registry Services, LLC
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Monthly Progress Report for October 2021

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

In October 2021, ICANN72 was held virtually where the usTLD ccNSO representative attended scheduled sessions. While the ICANN meetings have settled into what may be best described as a reticent acceptance of a 'virtual' format, it does appear that some of the shortcomings are starting to become more evident. Attendance is declining, the webinar format does not allow for dynamic free flowing community dialogue, and the lack of face-to-face interaction is being attributed as one of the reasons for an inability to get consistent work done. DNS Abuse continues to be the one topic that the community wants to discuss. The ccNSO is of the opinion to create a framework that takes into consideration local policy and jurisdiction by creating a ccNSO DNS Abuse Mitigation Working Group. In addition, there is encouragement to join the [Domain Abuse Activity Reporting \(DAAR\)](#) system for the ICANN community.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,439 total usTLD Locality names. Of those, Registry Services manages 9,164 as the Delegated Manager, and the remaining 3,276 are covered by external Delegated Manager Agreements.

There was one (1) Delegated Manager agreements executed this month for an existing Delegated Manager to update the existing contractual relationship. There were no delegations or Delegated Manager agreements rescinded during the month of October 2021.

Technical and Operational Update

There were no operational changes during October 2021.

Marketing Update

Marketing efforts for October continued with evergreen advertising, partnership events and native activation across the [.].us brand channels. Paid media is ongoing with a goal of driving both engagement and registrations across our core small business audience target. Focusing on top performing channels, paid search, Facebook, Instagram and YouTube contributed to October brand initiatives with results as follows:

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Total Impressions - 609K

Total Clicks - 3,177

Total Website Conversions - 432

Facebook continues to be the top platform this month for driving website conversions with conversion rates over 10% (vs. sitewide average of 2.6%). The Registry team continues to optimize ad spend to drive optimal performance with a mix of awareness efforts, consideration and conversion tactics to fuel ongoing registrations and support renewals. In addition to the paid media efforts, activation across our key strategic partners, Startup Weekend and Major League Hacking, provided brand interaction with [.]us domain registrations for core student and entrepreneur cohorts.

Startup Weekend hosted 29 events throughout October with 1,500 total participants. Major League Hacking hosted 5 events throughout October with 2,709 total student participants.

The Major League Hacking themes for the month were:

- Wild Hacks - Hacks for animals, from a 3D tour of the Amazon rainforest to an e-commerce application for pets.
- Data Day Grind 2.0 - A data-analytics-themed hackathon.
- Hack This Fall 2.0 - Hackathon for beginners, open to hacks from any type of field.
- Hack Around the World - This hackathon is about supporting cultural diversity and heritage around the world. The hacks can vary from supporting travelers in their journey to creating an app that shares more about the ethnicity and diversity of the place.
- Hack-O-Lantern - Celebrated Halloween by creating spooky hacks.

Our partnership efforts offer a valuable opportunity to build brand equity with a very receptive and engaged audience, likely to be registering and using domains in the future. All participants from the events above, are offered a free [.]us domain scholarship as part of the overall Registry Services portfolio offering. Attendees can use the domain to activate their project during the hackathon weekend, or reserve their domain for personal use for a future project or site. Some of the featured [.]us sites from October events include:

westandtogether[.]us

stop-the-zombies-with[.]us

trick-or-treat-with[.]us

Registry Services also continued ongoing native activation across the website and social media accounts including three new blogs published on about[.]us site during the month and shared on Facebook and Twitter:

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10/1/21 - Small Business Cyber Security Tips: Understanding the Basics

([https://www.about\[.\]us/blog/small-business-cyber-security-tips-understanding-the-basics/557](https://www.about[.]us/blog/small-business-cyber-security-tips-understanding-the-basics/557)): October was cyber security awareness month and this article was written to provide useful tips and resources for small business owners to help protect their websites and consumer data.

10/11/21 - How Jewelry Startup Astrid & Miyu Brings London Style To The States

([https://www.about\[.\]us/blog/how-jewelry-startup-astrid/588](https://www.about[.]us/blog/how-jewelry-startup-astrid/588)): A featured brand ambassador use-case interview on a boutique jewelry brand based out of the UK but with dedicated efforts in the U.S. market.

10/12/21 - How to Spark Innovation and Build Tech Communities in Cities Across Rural America

([https://www.about\[.\]us/blog/how-to-spark-innovation-and-build-tech-communities-in-cities-across-rural-america/592](https://www.about[.]us/blog/how-to-spark-innovation-and-build-tech-communities-in-cities-across-rural-america/592)): Guest authored article from the usTLD Stakeholder Chair, Dustin Loup. This article took an in-depth look at [.]us organization, RuralInnovation[.]us, and their community efforts to bring broadband access to cities across rural America.

Content efforts have supported increased organic traffic to the about[.]us site, as well as offer valuable, educational content for users and followers of [.]us social channels. Blogs are cross-published on Facebook and Twitter and provide an opportunity to position [.]us as an authority in the website, and digital space. Organic traffic to the site in October is 30% higher than the same period last year with a 16% increase in visitor conversions. The content strategy Registry Services has put in place for the [.]us brand has proven so successful at increase site traffic and quality of visitors to about[.]us, it has become a core element of our ongoing marketing efforts and will continue through the end of the year.

Other Updates

New registrations in October 2021 were 51.45% higher than October 2020. Names under management in October 2021 were 4.05% higher than October 2020. The renewal rate in August 2021 (most current data available due to 45 day grace period) was higher year over year at 86.69% vs. 83.47% in August 2020.

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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	1,799,026
Totals Nameservers Managed	219,963

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Billable Transactions

Transaction Type	# of Transactions
Adds	47,495
Auto-Renews	4,950
Renews	66,612
Transfers	2,800
Deletions for Credit	2,149
Total	124,006

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

Command	# of Transactions
Check Contact	1,363,193
Create Contact	1,395,461
Delete Contact	185,385
Info Contact	1,961,988
Transfer Contact	0
Update Contact	1,448,954
Check Domain	40,415,936
Create Domain	14,411,938
Delete Domain	34,786
Info Domain	4,035,746
Renew Domain	69,773
Transfer Domain	193,296
Update Domain	518,270
Check Host	9,886,900
Create Host	12,788,647
Delete Host	47,006
Info Host	879,116
Update Host	14,729
Totals	89,651,124

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Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,450,626
Minimum Daily Transactions	2,295,156
Average Daily Transactions	2,891,971

Transaction Type	# of Transactions
Total Billable Transactions	124,006
Total number of Whois Queries	148,919,631
Total number of DNS Queries	93,761,946,347
Total EPP Transactions	89,651,124
Total Registry Transactions	94,000,641,108

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	26,438
Visits	13,691
Average Visit Length	0 min 41 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	228
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	16

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during October 2021.

Date	Registrar	Domain Name	Complaint	Action	
10/29/2021	NameCheap, Inc.	Winscard[.]us	Whois Complaint	CSR Rejected	
10/25/2021	Dynadot LLC	sitemile[.]us	Whois	CSR	
10/19/2021	TLD Registrar Solutions Ltd.	youtrack[.]us	Whois Complaint	CSR Rejected	
10/19/2021	Tucows Domains Inc.	1lib[.]us	Nexus	CSR Accepted	Nexus
10/8/2021	GoDaddy.com, LLC	romcomroad[.]us	Whois	CSR	
10/8/2021	GoDaddy.com, LLC	romcomroad[.]us	Whois Complaint	CSR Rejected	
10/8/2021	GoDaddy.com, LLC	romcomfans[.]us	Whois	CSR	
10/8/2021	GoDaddy.com, LLC	romcomfans[.]us	Whois Complaint	CSR Rejected	
10/8/2021	GoDaddy.com, LLC	romcomfans[.]us	Whois Complaint	CSR Rejected	
10/8/2021	Tucows Domains Inc.	act4[.]us	Whois	CSR	
10/8/2021	Tucows Domains Inc.	act4[.]us	Whois	CSR	
10/7/2021	TLD Registrar Solutions	teslax[.]us	Whois	CSR	
10/5/2021	Dynadot LLC	kuye[.]us	Whois	Invalid	Not confirmed by
10/2/2021	Tucows Domains Inc.	act4[.]us	Whois	CSR	

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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	
October 2021 [.]us domain names reviewed (Nexus)	1104
% of domain names pass primary investigation	99.94%