



Registry Operator Monthly Report

March 2021

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Monthly Progress Report for March 2021

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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

During March 2021, the Administrator conducted its first Stakeholder Council meeting of 2021 and attended ICANN70 participating in the ccNSO meetings and general sessions.

The usTLD Stakeholder Council meeting was held on March 18, 2021. Minutes will be posted once approved during the next Stakeholder Council meeting. The Council had also posted for public comment the usTLD Privacy Policy recommendation, which garnered feedback in the ICANN community during ICANN70 in the last week of the comment period. The comment period was approved to remain open an additional week through April 5, 2021, with five (5) comments being received (See [usTLD Privacy Recommendation](#)). The Security Sub-Committee will reconvene to review comments to provide any further updates or recommendations to the council.

ICANN70, initially scheduled to be held in Cancun, Mexico, was held virtually due to continued travel restrictions from the COVID-19 pandemic. DNS Abuse continued to be the ‘hot topic’ during the meeting. The Contracted Parties House (CPH) Outreach session on DNS Abuse had good participation and constructive dialogue. However, the recent approval by the GNSO Council of the Subsequent Procedures Final Report did, as expected, result in a number of community groups reiterating calls to the Board to initiate a policy development process (PDP) on DNS Abuse.

The ccNSO only held a limited number of sessions at ICANN70. It kicked off the review of its internal procedural rules and organized a debate on the future of ccTLDs. It also had an informal chat with the ccNSO-appointed ICANN Board Members on the future of ICANN meetings, the impact of ICANN reviews and the lack of a prioritization process within ICANN. The Internet Governance Liaison Committee discussed sovereignty-related internet governance issues and how ccTLDs have been contributing to achieving public policy goals in this context.

Five ccTLD managers (.NG, .NL, .BR, .IN, .VI) explored the future of ccTLDs. There was general agreement that domains will not reach the end of their life cycle any time soon, that ccTLDs need to listen carefully to their local internet community in order to be successful and that the governments should be regarded as crucial partners when defining growth strategies for ccTLDs. (ccNSO Source: [CENTR ICANN70 Report](#)).

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,402 total usTLD Locality names. Of those, Registry Services

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manages 9,162 as the Delegated Manager, and the remaining 3,240 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 March 2021.

Technical and Operational Update

There were no operational changes during March 2021.

Marketing Update

March marketing efforts continued with a creative refresh for our paid advertising based on top performing assets for driving engagement and conversions. Imagery speaks to the small business owner, highlighting the importance of a digital presence and encouraging businesses to register their .US domain. Facebook continues to be the top channel for traffic and conversions and audience targeting was opened up this past month to include ecommerce terms for businesses setting up online retail.

One new blog added to the website in March featuring a content roadmap focused on small business strategies and benefits:

3/17 Small Business Content Marketing 101 <https://www.about.us/blog/small-business-content-marketing-101/561>

Organic traffic is up 32% from the prior year for March and a total of 12% increase for all of Q1. The second most viewed page on the website from Organic traffic is the blog, "How to Identify a Trustworthy Website" <https://www.about.us/blog/how-to-identify-a-trustworthy-website>, which was published in February of 2020.

In addition to owned article content, we have been working with retail partners to produce exclusive education and informational content, featuring .US, to be placed on partner sites promoting registering .US domains. Our team has secured two feature articles this past month which included a blog feature and social media promotion:

3/2 Dynadot: 6 User Experience Design Essentials For Your Business Website
<https://www.dynadot.com/community/blog/user-experience-design-essentials.html>

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3/18 Porkbun: The Small Business Guide to Content Marketing

<https://blog.porkbun.com/2021/03/18/the-small-business-guide-to-content-marketing/>

Blog content has proved very valuable in driving ongoing referrals and traffic and by gaining featured placement across our retail network sites, we are building long-term value for ongoing .US registrations and brand equity. We will continue driving these types of content activities throughout the year.

Partnership efforts in conjunction with Startup Weekend and the Conrad Challenge continued through March with ongoing promotion and branding. Startup Weekend hosted 14 global events with free .US domains offered to all participants as part of the Registry Services sponsorship activation.

Other Updates

New registrations in March 2021 were 30.45% higher than March 2020. Names under management in March 2021 were 1.18% lower than March 2020. The renewal rate in January 2021 (most current data available due to 45 day grace period) was higher year over year at 75.21% vs. 54.48% in January 2020.

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

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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	1,727,130
Totals Nameservers Managed	220,884

Billable Transactions

Transaction Type	# of Transactions
Adds	37,965
Auto-Renews	5,056
Renews	79,335
Transfers	2,189
Deletions for Credit	882
Total	125,427

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

Command	# of Transactions
Check Contact	1,860,026
Create Contact	1,055,426
Delete Contact	95,301
Info Contact	5,120,226
Transfer Contact	0
Update Contact	4,667,113
Check Domain	56,720,753
Create Domain	23,290,422
Delete Domain	32,580
Info Domain	3,498,879
Renew Domain	107,350
Transfer Domain	384,125
Update Domain	568,510

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Check Host	8,627,430
Create Host	11,211,379
Delete Host	73,025
Info Host	1,095,587
Update Host	9,394
Totals	118,417,526

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	6,227,588
Minimum Daily Transactions	2,559,474
Average Daily Transactions	3,820,132

Transaction Type	# of Transactions
Total Billable Transactions	125,427
Total number of Whois Queries	46,408,149
Total number of DNS Queries	99,362,162,428
Total EPP Transactions	118,417,526
Total Registry Transactions	99,527,113,530

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about.us	
Page Views	15,011
Visits	7,451
Average Visit Length	1 min 08 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	20

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during March 2021.

Date	Registrar	Domain Name	Complaint	Action
3/24/2021	NameCheap, Inc.	Delmonteifoods[.]us	Whois complaint	CSR Accepted
3/24/2021	NameCheap, Inc.	binanceairdrop[.]us	Whois	CSR Accepted
3/22/2021	Dynadot LLC	elench[.]us	Whois	Registrar Accepted
3/20/2021	Tucows Domains Inc.	kevinsgarage[.]us	Whois	Registrar Accepted
3/18/2021	NameCheap, Inc.	blizingteens[.]us	Whois	Registrar Accepted
3/17/2021	Sav.com LLC	hulting[.]us	Whois	CSR Accepted
3/11/2021	NameCheap, Inc.	sgsproject[.]us	Whois	CSR Accepted
3/10/2021	Sav.com LLC	alekseev[.]us	Whois	CSR Accepted
3/6/2021	NameCheap, Inc.	Binanceairdrop[.]us	Whois	CSR Accepted
3/3/2021	NameCheap, Inc.	Cascadeinvestment[.]us	Whois	CSR Accepted
3/2/2021	NameSilo, LLC	com-j[.]us	Whois	CSR Accepted

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	
March 2021 .US domain names reviewed (Nexus)	1,126
% of domain names pass primary investigation	93.25%