



Registry Operator Monthly Report

January 2023

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Monthly Progress Report for January 2023

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 policy updates during January 2023.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,500 total usTLD Locality names. Of those, Registry Services manages 9,386 as the Delegated Manager, and the remaining 3,110 are covered by external Delegated Manager Agreements.

There was one Delegated Manager agreement executed this month.

Technical and Operational Update

There were no operational changes during January 2023.

Marketing Update

Kicked off 2023 with a new set of creative to rotate into paid advertising efforts. A total of six new assets were developed for promotion on Facebook, Instagram and partner channels. Video was also updated to swap out photography with new and relevant images to continue engaging the small business audience. Paid marketing efforts launched across social and YouTube platforms based on top performing audience targets. January results are highlighted below:

Impressions - 313K

Conversion Rate - 7.7%

Content for January includes a new article published to the about.us website, ""5 Marketing Resolutions to Make in 2023"" <https://www.about.us/blog/5-marketing-resolutions-to-make-in-2023>. This article includes digital specific action items from SEO to testing new trends. The target audience is small businesses owners researching new marketing tactics for the New Year and touches on the importance of a relevant website presence. Search engine optimization tactics continue to support quality website visits to about.us. Overall organic traffic is flat to last year, but session duration has doubled for organic website visits, moving from twenty seconds in 2022 to forty seconds in 2023 and just over four pageviews per session (compared to 1.4 in 2022).

A key element to the .US marketing strategy continues to be connecting with new .US brand ambassadors and showcasing their brand and website to the small business audience. In January, our social media highlighted four new .US businesses including:

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- americanclassictattoo.us: An artist-owned and operated tattoo shop with two locations in Virginia.
- carepool.us: Rideshare+ model provides convenient, reliable, and fully accessible transportation for aging adults and people with disabilities.
- ameriloans.us: Ameriloans Mortgage carefully guides customers through the home loan process.
- advancedmarinegroup.us: A complete yacht management package so that owners can relax knowing that someone is watching their back.

Ongoing partnerships with Startup Weekend and Major League Hacking continued into 2023, along with activation of student organizations LeanGap and the Conrad Challenge. Highlights are included below.

Startup Weekend

Lead partner of Startup Weekend, providing domain names to startup founders at thousands of hackathon events around the world. Startup Weekend supports the startup, entrepreneur and local coding communities worldwide through a 54-hour, 3-day pitch event for launching new companies.

Total January Events – 7

1. Tripoli, Lebanon January 6th
2. Beirut, Lebanon January 13th
3. Siliguri, India January 20th
4. Antananarivo, Madagascar January 20th
5. Benin City, Nigeria January 20th
6. São Paulo, Brazil January 27th
7. Gaborone, Botswana January 26th

Major League Hacking

Major League Hacking is the official student hackathon league. Participants are all undergraduate students concentrating on computer science, engineering and coding. Each year, they power over 200 weekend-long invention competitions that inspire innovation, cultivate communities and teach computer science skills to more than 65,000 students around the world.

Registry Services, LLC is a proud sponsor of the program offering attendees a domain and website bundle scholarship to use to launch their project throughout the weekend. .US is included as a featured domain option for redemption and each event has a “Best Domain” category winner that’s awarded a prize pack for their efforts.

Some of the domains registered in January include: rocketbunny.us, necessarily.us, usedto.us, nationally.us and more.

Total January Events – 3
Attendees – 2,408

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1. HackNITR 4.0 January 1st
2. HackFit 2 January 20th
3. Hack-commerce January 27th

Major League Hacking – Global Hack Week

This is the first of 4 global hack weeks happening in 2023.

- January Global Event

Lean Gap

Lean Gap is an intensive summer program that empowers high school students to build their own startups. With resources from business leaders and top institutions, Lean Gap helps students develop their ideas from concept to successful launch.

Conrad Challenge

A STEM focused annual, multi-phase innovation and entrepreneurship competition for high school students to participate in designing the future by solving global and local challenges in sustainability.

Other Updates

New registrations in January 2023 were 2.32% higher than January 2022. Names under management in January 2023 were 8.02% higher than January 2022. The renewal rate in November 2022 (most current data available due to 45-day grace period) was lower year over year at 57.09% vs. 73.50% in November 2021.

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

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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	1,983,720
Totals Nameservers Managed	216,400

Billable Transactions

Transaction Type	# of Transactions
Adds	38,927
Auto-Renews	8,751
Renews	85,018
Transfers	2,269
Deletions for Credit	1,053
Total	136,018

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

Command	# of Transactions
Check Contact	3,319,782
Create Contact	1,024,967
Delete Contact	180,104
Info Contact	1,820,279
Transfer Contact	0
Update Contact	1,276,959

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Check Domain	52,081,043
Create Domain	13,987,578
Delete Domain	42,706
Info Domain	8,356,126
Renew Domain	80,436
Transfer Domain	169,805
Update Domain	703,803
Check Host	13,818,436
Create Host	15,073,528
Delete Host	223,869
Info Host	519,506
Update Host	25,140
Totals	112,704,067

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	5,579,499
Minimum Daily Transactions	2,696,110
Average Daily Transactions	3,635,615

Transaction Type	# of Transactions
Total Billable Transactions	136,018
Total number of Whois Queries	145,756,828
Total number of DNS Queries	11,346,930,783
Total EPP Transactions	112,704,067
Total Registry Transactions	11,605,527,696

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]jus	
Page Views	10,349

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Visits	6,774
Average Visit Length	0 min 48 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	241
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	268
Changes to Delegated Managers	0
Updates to Locality Domains	32

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during January 2023.

Domain Name	Registrar	Date	Complaint	Action	Comments
twilight.us	GoDaddy.com, LLC	1/2/2023	Whois Complaint	Registrar Rejected	Final Reminder Sent
ups-peasit.us	NameSilo, LLC	1/4/2023	Whois Complaint	Invalid	None
3pm.us	NameSilo, LLC	1/5/2023	Whois Complaint	CSR Rejected	Email to CSR Sent
ups-keapuy.us	NameSilo, LLC	1/6/2023	Whois Complaint	Registrar Accepted	Final Reminder Sent
hardrush.us	Domain.com, LLC	1/6/2023	Whois Complaint	CSR Rejected	Email to CSR Sent

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sandor.us	Key-Systems GmbH	1/8/2023	Whois Complaint	Registrar Rejected	Final Reminder Sent
noahcohen.us	GoDaddy.com, LLC	1/17/2023	Whois Complaint	Registrar Accepted	None
sdsheriff.us	NameCheap, Inc.	1/20/2023	Whois Complaint	CSR Accepted	Email to CSR Sent
ybsc.us	Tucows Domains Inc.	1/25/2023	Whois Complaint	Invalid	None
captainislands.us	NameCheap, Inc.	1/27/2023	Whois Complaint	Registrar Accepted	None

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	
January 2023 [.]us domain names reviewed (Nexus)	1,403
% of domain names pass primary investigation	91.10%