

**2025 usTLD Stakeholder Council
Annual Report**



*Prepared:
January 2026*



Registry Services, LLC operates the usTLD on behalf of the U.S. Department of Commerce, National Telecommunications and Information Administration (NTIA), and remains committed to transparent administration of the .US namespace.

Annual Report of the usTLD Stakeholder Council comprised of approved minutes as of the required reporting period.

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December 11, 2025 | 12pm Eastern Daylight Time



December 11th 2025

I. Welcome

II. Roll call and approval of September 2025 minutes

Attendees:

- **Stakeholder Council:** Dustin Loop, Brian Britt, Ray King, Tom Barrett, Lauren Price, Shane Layman
- **Registry Services:** Crystal Peterson, Kristin Johnson, Fernando España
- **NTIA:** Stacey Cheney

DLoup: Motions to approve 3Q meeting minutes. Seconded by Ray King. No objections. Minutes approved.

DLoup: Moves to Stakeholder updates.

III. Stakeholder & Administrator Updates

2026 Meeting Calendar Proposed

- Quarterly meeting dates submitted for council review and approval:
 - **Proposed Calendar:**
 - **Q1:** February 5, 2026 at 12:00 pm Eastern Time
 - **Q2:** May 14, 2026 at 12:00 pm Eastern Time
 - **Q3:** September 10, 2026 at 12:00 pm Eastern Time
 - **Q4:** December 10, 2026 at 12:00 pm Eastern Time
 - **Town Hall:** November 5, 2026 @ 12:00 pm Eastern
- No immediate objections or conflicts. DLoup proposes emailing dates for those unable to attend the meeting. Council Secretariat to follow-up with broader council post-meeting to finalize 2026 schedule.

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Subcommittee Updates

- **Premium Names Subcommittee:** Members - Brian Britt, Ray King, Becky Burr. Facilitated by Dustin Loop with Crystal Peterson supporting.
- Final draft circulated <GOOGLE DOC> attached at end of doc (*exhibit 1.*)

DLoup: Motions to approve subcommittee Premium Names recommendations. Seconded by Ray King. No objections. Premium Name council recommendations approved to move forward to public comment.

CPeterson: Expected to be posted prior to next Stakeholder meeting. If any issues arise we will report out to the council.

IGS (Innovation, Governance and Security Council Subcommittee) Subcommittee

- Reviewed possible focus areas:
 - Innovation (new services/features such as IDNs, emerging technologies).
 - Governance (policy oversight, accountability, transparency).
 - Cybersecurity (proactive measures, coordination with U.S. government and industry standards).
 - Abuse Mitigation (spam, fraud, phishing, child safety, DNS abuse).
 - Security & Stability (DNS resilience, critical infrastructure considerations).
- **Membership:** Mix of Council members, external experts, government representatives, and broader public stakeholders.
- **Operations:** Meets in person annually, provides structured updates to the Stakeholder Council throughout the year.
- **Role:** Deep-dive advisory body providing *specialized oversight* and subject-matter recommendations, supplementing the Council's broader policy discussions.

CPeterson: Will follow-up with next steps for timing and potential to move this forward.

DNS Abuses & Mitigation

- YoY DNS Abuse Metrics (Reactive Investigations)
 - -52% YoY decrease in abusive alerts YTD thru 31 August
 - Internal analysis continues to refine metrics for registration to abusive use, type of abuse, and others
 - Compromised domains represent only <5% of abusive activity – Procedures revamped to make faster decisions for action for malicious domains
- Registry Threat Management Service (RTMS)
 - GoDaddy Registry has designed and operates the Registry Threat Management Service (RTMS)

- The RTMS platform helps protect the usTLD through a centralized domain abuse threat detection, blocking, investigation and reporting system. Once threat activity is identified, alerts are generated within the platform
 - Each alert is investigated and/or actioned using the platform and supporting systems
 - The progress and results of which are tracked through the platform, with detailed audit logs
 - Alerts are also archived for future retrieval and review
 - RTMS proactively scans and receives feeds from trusted industry security organizations to help keep malicious actors out of the registry namespace (e.g. Spamhaus/SURBL/Netcraft/and more)
 - RTMS analysts also review and process threat reports from third parties
- Proactive Domain Abuse Blocking
 - Implementing capabilities to shift between reactive and proactive abuse prevention through AI-powered threat intelligence and cross-TLD pattern recognition.
 - Proactive Intelligence-Driven Prevention: Temporarily block domains identified as potential for malicious intent before registration using cross-TLD abuse patterns, AI analysis, and real-time threat intelligence to prevent DNS abuse with a TLD and protect the broader DNS ecosystem.
 - Key Success Indicators:
 - Disruption of cross-TLD abuse migration
 - Improved TLD reputation metrics
 - Reduced downstream harm to users and brands
 - Enhanced confidence with industry partners in abuse prevention within the TLD
- Reactive Abuse Efforts
 - The Registry Trust & Safety (RTMS) teams review registration data to determine ‘associated domains’ by matching a confirmed abusive domain’s Registrant contact data to other registered domains within the database.
 - The usTLD Registry is in a unique position to be able to review WHOIS contact data to support DNS Abuse mitigation efforts because the registry holds the authoritative database of all data points of registered domain names including contact data.
 - *.US does not allow Privacy/Proxy services, and does require Data Accuracy Verifications by Registrars, similar to gTLDs.*
 - Once the associated domains are identified, those domains are investigated for any abusive activities. If bad activity is found, then those associated domains are also managed in the same way as the initial domain name from investigation to communication to action. If no abusive activity is found, then the domain names are left alone and remain active.
 - The registry only communicates and/or takes action on confirmed abusive domain names -- whether that domain name is a “parent” or “associated domain”.

IV. Q4 Marketing Update

- 2025 Town Hall recap
 - Guest Speaker: Graeme Bunton, Executive Director at NetBeacon
 - NEW paid outreach via LinkedIn (target: internet policy professionals + domain industry stakeholders)
 - Facebook and X dedicated posts
 - Featured article on Circle ID
 - Targeted email to previous attendees
- Social and Content Efforts
 - Content: 5x articles published (*as of 12/10/25*)
 - Voice Search Optimization: Preparing Your Website for Alexa, Siri, and Beyond
 - What is Entrepreneurship? The Complete Guide for Entrepreneurs & Business Strategies
 - What Is a Sales Funnel, and How Do You Build One That Works for Your Business?
 - How to Become an Entrepreneur: 7 Steps to Start a Successful Business
 - The Power of Email Drip Campaigns and How to Set Yours Up
 - Brand Highlights:
 - Foto360.us
 - MindSparks.us
 - FuseDigital.us
 - ThirteenthFloor.us
 - GlobalHolidays.us
 - BestBusinesses.us
- Paid Advertising
 - Q4 marketing continued to build momentum with a focus on data-driven channel optimization and valuable, locally relevant content. Efforts centered on amplifying user stories and expanding the reach of helpful, community-oriented content. Our evolving paid media mix, now fully powered by Google's new AI Max for Search, demonstrated meaningful gains in both click-thru rates and cost efficiency, reinforcing the impact of continuous innovation.
 - Channels:
 - Performance Max
 - Paid Search / AI Max
 - Facebook
 - Instagram

V. AOB & Closing

Exhibit 1: Premium Names Subcommittee Council recommendations circulated for review.

Recommendations from the .US Subcommittee on Premium Names

Key Questions Considered

The subcommittee was tasked with evaluating the impact of introducing registry premium tiers in the .US namespace. Specifically, we addressed the following:

1. **Will the launch of registry premium tiers devalue the utility of the .US namespace?**
2. **Will it affect the stable management of the .US TLD?**
3. **Will it negatively impact the renewals of existing .US domain holders?**

Findings & Recommendations

1. Impact on the Utility of the .US Namespace

To assess “devaluation,” we considered different perspectives:

- **Registry Value (Revenue & Market Perception):** Introducing premium tiers, if implemented with reasonable policies (TBD), is unlikely to harm the overall value of the .US namespace and will likely also increase revenue.
- **End Users & Domain Investors:** We concluded that a structured premium model would not diminish the perceived health or prestige of the .US TLD, especially given its long-standing presence.

2. Effect on Stable Management of .US

Based on precedent from many new TLDs (nTLDs) that successfully operate under similar premium models, we do not believe this will compromise stability.

- The key distinction is that .US has been publicly available for 23 years, whereas most nTLDs implement premium pricing from launch.
- While retrofitting a tiered pricing model onto an existing namespace presents challenges, these can be addressed with clear and consistent policies.

3. Impact on Existing Registrants’ Renewals

- Our proposed implementation ensures that existing domain holders are not affected.

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- Premium pricing would only apply to currently unregistered names or those that become available upon deletion.
- This approach maintains fairness while optimizing the namespace's value.

Additional Considerations

High-High vs. High-Low Pricing Model

We discussed different premium pricing strategies:

- **High-High Model:** More suitable for niche (vertical) TLDs – Premium names that are priced higher both at registration and at renewal. For example, a name might cost \$500 to register and \$500 per year to renew. This model is commonly used in some newer TLDs where long-term value is tied directly to ongoing premium pricing.
- **High-Low Model:** Preferred for .US, as it operates closer to a generic rather than a niche TLD – Premium names have a higher initial registration fee but then renew at the standard general availability (GA) rate (e.g., \$500 to register, then \$10–\$15 per year to renew).

Scope of Premium Names

- The list of potential premium names should remain strictly confidential until officially accepted and reserved. This should include the list of any currently registered domains selected to be reserved upon expiration.

Two-Letter Domains & Future State/Territory Expansion

- **Reserving ISO 3166-1 alpha-2 Lists:** Given the possibility of the U.S. adding new states or territories, we recommend keeping all two-letter “AA” (Alpha Alpha) names reserved rather than implementing a recall mechanism.
- **Avoiding Recalls:** A reclaim policy would create uncertainty, potential inconsistencies, and fine print clauses that might be overlooked.

Modifying the Existing Reserve List

- Certain government-related names (e.g., FBI.us, FTC.us) should remain reserved.
- Other names, such as RonaldReagan.us, could potentially be released, aligning with past decisions where names like Obama.us and Trump.us were not made premium.

Implementation Flexibility

The stakeholder council also emphasized the importance of maintaining flexibility in implementation: requesting approval for multiple pricing tiers, ensuring registrars do not see premium designations until

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names drop, and keeping the premium name list confidential. The group agreed that while the volume of potential premium names may be large, ongoing management and repricing flexibility will allow the registry to adapt over time.

Closing Thoughts

In previous rounds, tiered premium models were not widely used across registries, and .US primarily focused on 1-2 character names. However, given the success of premium tiers in other nTLDs, we believe expanding a well-structured tiered premium model for .US is a viable and beneficial strategy moving forward.

Key Takeaways:

- A premium pricing model will not devalue .US if implemented properly.
- Stability will not be impacted, based on successful models in other TLDs.
- Existing registrants will not be affected, as premium pricing applies only to unregistered and dropped domains.
- Two-letter domains should remain reserved for potential future U.S. state/territory additions.

1Q-25 usTLD Stakeholder Meeting Agenda
February 6, 2025 | 12pm Eastern Daylight Time



February 6th 2025

I. Welcome

II. Roll call and approval of December 2024 minutes

Attendees:

- **Stakeholder Council:** Bryan Britt, Ray King, Doug Robinson, Becky Burr, Tom Barrett, Lauren Price, Dustin Loup
- **Registry Services:** Crystal Peterson, Kristin Johnson, Fernando Espana, Melissa Cohen

DLoup: Motions to approve 4Q meeting minutes. Seconded by Brian Britt, and thirded by Ray King.

DLoup: Moves to Stakeholder updates.

III. Stakeholder & Administrator Updates

New Council Member Introduction

CPeterson: We're excited to welcome Lauren Price as the newest member of the Stakeholder Council.

LPrice: Thank you for the warm welcome. I'm thrilled to join the Council, and I appreciate Crystal for bringing me into the group. I'm excited to reconnect with the ccTLD community and contribute meaningfully to the mission of .US.

- Lauren Price introduced as the newest Stakeholder Council member.
 - Executive at DigiCert Inc. (formerly Secure Services, formerly Vercara)
 - Extensive DNS and registry background (Verisign, Public Interest Registry)
 - Expertise in DNS security, threat intelligence, and abuse mitigation

Sub-committee Updates

DLoup: Currently, two active subcommittees are evaluating the potential impacts of proposals related to premium domain names and internationalized domain names (IDNs). These discussions are focused on understanding how such changes could affect the security, stability, and value of the namespace for both stakeholders and registrants. Each subcommittee is in the process of developing draft recommendations, which will be circulated to the full Council for review, feedback, and potential approval—or further iteration based on input.

No formal updates to share yet, but Council members should watch for these drafts in the coming weeks.

1Q-25 usTLD Stakeholder Meeting Agenda

Two active subcommittees:

- Exploring impacts of premium names and IDNs
 - Focus areas include security, stability, and stakeholder value
 - Drafts in progress; will be circulated for Council review and input soon
- Lauren Price invited to join either/both subcommittees

Administrator Updates

CPeterson: The following report outlines abuse alerts and investigations by category through the end of November 2024. A key update is the introduction of a new abuse category: "Fake Shop – Crypto." This category was added during Q4 as part of a broader review of all incoming abuse feeds. Throughout the quarter, our team has been focused on evaluating and enhancing abuse detection processes to ensure compliance with, and in some cases exceed, ICANN standards. The addition of this new category reflects our commitment to maintaining a high level of vigilance and adaptability in response to evolving abuse trends.

- Continued focus on DNS abuse monitoring and category enhancement:
 - Introduction of new category: Fake Shop Crypto
 - Shift to detailed categorization to improve policy alignment
- Abuse trends show a decrease in overall activity compared to 2023
- Domains Under Management (DUM):
 - Approaching 2.3 million total
 - Over 5% annual growth in 2024 – considered strong for a mature namespace
 - Growth attributed to stable practices, not driven by discounts or high-risk promotions

IV. Q1 Marketing Update

KJohnson: As we kick off 2025, our marketing approach builds on the strong momentum established last year. One of the most successful initiatives in 2024 was the launch of the Performance Max campaign, which helped us refine a balanced and effective mix of platforms. This strategy has delivered consistent results across awareness, engagement, and conversions—and in 2025, we plan to double down on these high-performing tactics to further scale our impact and efficiency.

Marketing Strategy and Performance

- Current marketing cadence is yielding strong results in awareness, engagement, and conversions.
- Focus for the year is to double down on high-performing tactics.
- New creative is in development, set to launch at the end of Q1.

Paid Media

- Continued investment in:
 - Performance Max campaigns (YouTube Shorts + broader Google network)
 - Facebook and Instagram Reels

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- Paid search
- Performance Max remains a top-performing channel going into 2025.
- Social media retargeting is yielding a 53% engagement rate and 25 seconds average time on site—strong indicators of meaningful user interaction.

Search Performance

- Paid search continues to drive strong last-click conversions.
- Top-performing keywords include “American domain,” “American domain name,” and “top level domain TLD,” indicating strong intent-driven search behavior.

Content and Social Media

- Two new blog articles live for Q1:
 - Interview with Tempest Global (ambassador story) tempestglobal.us
 - Educational article on “How to Market to Different Generations”
- Content strategy mixes interviews, user stories, and educational pieces for balanced value delivery.

Social Media Activity

- 49 posts published across Facebook and X over the past 4–5 weeks.
- Social themes include blog promotion, product messaging, and user highlights.
- Feature Friday:
 - Weekly spotlight on .US websites with compelling brand stories.
 - January features included:
 - American Classic Tattoo (americanclassictattoo.us)
 - Catch and Release (catchandrelease.us)
 - Advanced Logistics (advancedlogistics.us)
 - These posts drive engagement and are often reshared by the featured businesses.

Next Steps / Ongoing Initiatives

- Launch of new creative assets in late Q1.
- Continuation of weekly content themes and social promotion of .US users.
- Ongoing monitoring and optimization of Performance Max and search keyword performance.
- Maintain steady blog cadence and social posting rhythm throughout 2025.

V. AOB & Closing

CPeterson: The team will be attending the upcoming ICANN meeting, which will be held in Seattle from April 8–13. We will be actively participating in several sessions, with a particular focus on the ccNSO, while also engaging in broader registry services discussions—relevant to both ccTLDs and gTLDs, given our work across both spaces.

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In addition, we'll be hosting the ccNSO Council Evening on Tuesday of ICANN week. All Council members attending are warmly invited, and formal invitations will be circulated shortly. We look forward to seeing many of you in person at ICANN. Any updates from the meeting will be shared at our next Council meeting, which is currently scheduled for May.

2Q-25 usTLD Stakeholder Meeting Agenda
May 15, 2025 | 12pm Eastern Daylight Time



May 15th 2025

I. Welcome

II. Roll call and approval of February 2025 minutes

Attendees:

- **Stakeholder Council:** Dustin Loop, Brian Britt, Ray King, Tom Barrett, Doug Robinson, Lauren Price
- **Registry Services:** Crystal Peterson, Kristin Johnson, Fernando España, Melissa Cohen, Lee Aragon
- **NTIA:** Isabel stepping in for Susan
- *Additional note: Lauren Price joined later with limited audio capability.*

DLoup: Motions to approve 1Q meeting minutes. Seconded by Ray King. No objections. Minutes approved.

DLoup: Moves to Stakeholder updates.

III. Stakeholder & Administrator Updates

Subcommittee Updates

- **Premium Names Subcommittee:** Members - Brian Britt, Ray King, Becky Burr. Facilitated by Dustin Loop with Crystal Peterson supporting.
- Draft circulated (led by Ray King) for council review.
- Final discussion and possible approval targeted for Q3 meeting.

Key Discussion Points:

1. **Impact Assessment:**

- Premium program unlikely to harm .US namespace reputation or stability if implemented with reasonable policies.
- Existing registrants not impacted; premium pricing applies only to unregistered or dropped names.

2. **Pricing Model:**

2Q-25 usTLD Stakeholder Meeting Agenda

- Subcommittee recommends a high–low model: higher one-time registration fee, renewal at standard GA price.
- More flexible tier structures encouraged to avoid repeated approval requests.
- 3. **Reserved Names:**
 - Maintain restrictions on two-letter names (potential for future state/territory use).
 - Review older reserved names list for relevance (e.g., certain government-related terms).
 - Some may be released at GA, others could enter premium program.
- 4. **Registrar Visibility:**
 - Registrars should not see premium status on active registrations; premium pricing applies only at time of drop.
 - Helps prevent aftermarket distortions.
- 5. **Next Steps:**
 - Councilors to review and indicate support/concerns.
 - Potential Q3 vote on subcommittee recommendations.

Internationalized Domain Names (IDNs) Subcommittee

- Members: Bartlett and Michele (not present). Facilitated by Dustin.
- Early draft positions exist but no recommendations yet.

Proposal:

- Fold IDN work into a broader new subcommittee: **Innovation, Governance, and Security Council Subcommittee (IGS)**.
- Scope: broader oversight of innovation (e.g., IDNs, premium names), governance, cybersecurity, abuse mitigation, and security/stability.
- Membership may include Council, external experts, government, and public stakeholders.
- Planned to meet in person annually with regular updates to Council.

Other

Doug Robinson flagged ongoing discussions with U.S. states on mandatory .GOV usage, impacting some traditional .US government domains. Further update scheduled under stakeholder reports.

2Q-25 usTLD Stakeholder Meeting Agenda

Action Items

1. **Dustin Loup** – circulate premium names draft and questionnaire to Council (support, questions, concerns).
2. **Council Members** – provide feedback on premium names recommendations within a few weeks.
3. **Registry Services** – evaluate scope and next steps around forming an Innovation, Governance, and Security Council Subcommittee.

IV. Q2 Marketing Update

Slides will be emailed out to Council.

V. AOB & Closing

Next Meeting

- **Q3 2025 Council Meeting** – review premium names recommendations and updates from new IGS subcommittee.

3Q-25 usTLD Stakeholder Meeting Agenda
September 11, 2025 | 12pm Eastern Daylight Time



September 11th 2025

I. Welcome

II. Roll call and approval of May 2025 minutes

Attendees:

- **Stakeholder Council:** Dustin Loop, Brian Britt, Ray King, Tom Barrett, Doug Robinson, Lauren Price, Shane Layman
- **Registry Services:** Crystal Peterson, Kristin Johnson, Fernando España, Melissa Cohen
- **NTIA:** Stacey Cheney, Nancy Haugh

DLoup: Motions to approve 2Q meeting minutes. Seconded by Ray King. No objections. Minutes approved.

DLoup: Moves to Stakeholder updates.

III. Stakeholder & Administrator Updates

Subcommittee Updates

- **Premium Names Subcommittee:** Members - Brian Britt, Ray King, Becky Burr. Facilitated by Dustin Loop with Crystal Peterson supporting.
- Draft circulated (led by Ray King) for council review.
- Final discussion and possible approval targeted for Q4 meeting.

Key Discussion Points:

- Ongoing refinement of premium names proposal, focusing on clarifying when a domain becomes premium (upon deletion, not non-renewal).
- Definitions of “high-high” (premium registration and renewal fees) and “high-low” (premium registration fee, standard renewal) models discussed.
 - Members noted the industry’s use of both models and debated which would best serve .US.
 - “High-high” was seen by some as encouraging usage and turnover; “high-low” as better for retention and recurring volume.

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- Concerns raised about market perception, operational complexity, and the appropriateness of introducing premiums to a long-established ccTLD like .US.
 - Several participants expressed opposition to premiums in general, citing risks of appearing as a “money grab,” but acknowledged the Registry’s need for growth and retention with premiums as an opportunity to achieve that goal.
- Technical challenges of implementing premium pricing, especially for ownership transfer triggers and integration with registrar systems, were discussed.
 - Most registrars can support high-low, while high-high is more complex for some.
- The subcommittee will reconvene with additional interested members to further refine the recommendations, particularly choosing between high-high and high-low models and addressing operational issues.
 - Broader input invited; next steps include a poll to schedule the subcommittee session.

Locality Management Tool

Successfully launched and migrated all delegations. Tool now available for 4th/5th-level delegated managers. Customer surveys underway for further enhancements.

Threat Mitigation

- Despite increasing abuse feeds and alerts, .US saw a 52% decrease in total alerts, attributed to better mitigation and compliance reviews.
- New review process for “associated domains” to catch linked abusive activity.
- Introduction of the Domain Usage Evaluation Report (DUEP) to identify and mitigate compromised domains, using AI analysis.
- Engagement with third-party reporting (Interisle, NetBeacon): Stakeholder feedback indicates NetBeacon is more reliable; year-over-year drop in abuse validated.
- Stakeholders requested more granular “time to live” data on abuse cases and details on types of abuse (e.g., fake shops).

Abuse Blocking System (ABS)

- In development: System to proactively block abusive domains based on pattern recognition across multiple TLDs; leveraging AI.
- Intended as a temporary block mechanism, not indefinite, with feedback loop for registrars to dispute blocks.

3Q-25 usTLD Stakeholder Meeting Agenda

- Registry team to explore collaboration with relevant TLD industry bodies.

IV. Q3 Marketing Update

- Stakeholders encouraged to review the forthcoming marketing PDF for additional updates.

V. AOB & Closing

- Next meeting will focus on the finalized premium names recommendation and continued updates on abuse mitigation and innovation initiatives.

2025 usTLD Town Hall Minutes

November 13, 2025 | 12pm Eastern Daylight Time



Format: Virtual Town Hall

The annual .US Town Hall provides stakeholders, registrants, partners, and members of the public with updates on namespace performance, security, compliance, marketing initiatives, and community engagement efforts. The Town Hall also serves as a forum for transparency, industry updates, and community dialogue.

Registry Services, LLC operates the usTLD on behalf of the U.S. Department of Commerce, National Telecommunications and Information Administration (NTIA), and remains committed to transparent administration of the .US namespace.

Moderator: Dustin Loup, Chair, .US Stakeholder Council

Panelists:

- Crystal L. Peterson, Sr. Director, Registry Services
- Kristin Johnson, Council Secretariat, Registry Services Global Marketing
- Guest Speaker: Graeme Bunton, Executive Director, NetBeacon Institute

I. Welcome & Opening Remarks

The meeting opened with a review of the agenda and a welcome to attendees. Questions were submitted through the Q&A feature. Panelists and guest speaker were introduced.

II. State of the Domain

Crystal Peterson provided updates on the .US namespace, including:

- 2.4 million .US domains under management.
- 4.5% year-over-year growth.
- 2% growth in the locality namespace.
- 12.8k locality domains active.
- 253 accredited registrars and 180 delegated managers.

DNS Abuse & Security Enhancements:

- 52% reduction in abusive alerts year-over-year.
- Continued use of AI and machine learning for proactive threat detection.
- Use of WHOIS analysis to identify associated domains.
- Ongoing Nexus compliance enforcement.

Locality Namespace Modernization:

- Launch of the Locality Management Tool for modernized management of 4th- and 5th-level locality domains.

III. 2025 Marketing Update

Kristin Johnson provided updates on marketing objectives for 2025 focused on awareness, small business engagement, and conversions.

STEM & Education Partnerships:

- Conrad Challenge involvement.
- NASA Space Apps Challenge.
- Major League Hacking participation.
- Free .US domains provided to students.

Campaigns & Promotion:

- "Real Stories, Real Businesses" campaign.
- Use of AI-driven advertising (Performance Max and AI Max).
- SEO and content strategy aligned with AI search trends.
- Registrar and partner engagement initiatives.

IV. NetBeacon Institute – Guest Speaker

Guest Speaker Presentation (Graeme Bunton)

NetBeacon Institute provided insights on DNS abuse, including:

Overview of DNS Abuse Landscape

- DNS abuse includes phishing, malware, botnets, spam used maliciously.
- Other content-based abuses cover CSAM, extremism, IP infringement, etc.

Key Points

- Cybercrime is increasing due to low barriers and high rewards.
- NetBeacon aims to improve data transparency, reporting, and prevention.

NetBeacon Initiatives:

- MAP (Measurement Project): Academic-quality DNS abuse measurement.
- NetBeacon Reporter:
- 20,000 abuse reports per month; >200,000 YTD.
- Provides unified reporting to registrars, registries, hosts, CDNs.

Prevention Effort Opportunities:

- Associated domain checks, anti-fraud, AI tools, information sharing.

Abuse Trends:

- .US shows downward abuse trend with ~5 malicious domains per 100K.
- Subdomain cloaking campaigns emerging as a growing threat.

V. Stakeholder Council Updates

Dustin Loup presented:

New Council members:

- Lauren Price, DigiCert
- Shane Lehman, MarkMonitor

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Subcommittee Activities:

- Continued evaluation of premium pricing tiers.
- Public comment period expected in early 2026.

VI. Open Discussion and Q&A

Participants were encouraged to submit questions. The meeting concluded with expressions of thanks to all participants.

A recording of the Town Hall and a written recap will be made available on about.us within seven business days.

Definitions

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