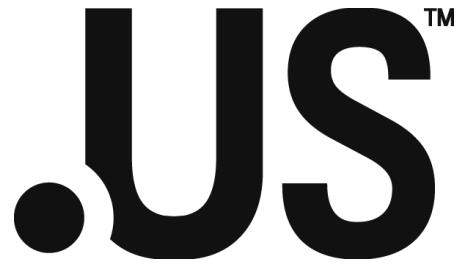


3Q-25 usTLD Stakeholder Meeting Agenda
September 11, 2025 | 12pm Eastern Daylight Time



September 11th 2025

3Q-25 usTLD Stakeholder Meeting Agenda

- 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

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

DLoop: 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 (DUER) 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.

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- 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.