

**4Q-23 usTLD Stakeholder Meeting Agenda  
December 7, 2023 | 12pm Eastern Daylight Time**



*December 7<sup>th</sup> 2023*

## 4Q-23 usTLD Stakeholder Meeting Agenda

I. Welcome

II. Roll call and approval of September 2023 minutes

### Attendees:

Stakeholder Council: Dustin Loup, Judy Song-Marshall, Tom Barrett, Doug Robinson, Bryan Britt, Becky Burr, Alex Deacon, Michele Neylon, Bartlett Cleland

Registry Services: Crystal Peterson, Kristin Johnson, Melissa Cohen, Fernando Espana, Kathy Nielsen

NTIA: Susan Chalmers

**DLoup:** Motions to approve 3Q meeting minutes. BCleland motions and MNeylon seconds motion. Minutes approved.

III. Stakeholder & Administrator Updates

### *Stakeholder Future Topics*

- Internationalized Domain Names (IDNs)
- Premium Names

**CPeterson:** Upon approval and alignment from the council on future topics, we will answer questions and provide any required background information.

**MNeylon:** For IDNs, it would be helpful to know what character sets you're interested in. In terms of technical implementation, what rules will you follow? What are you looking at for other scripts? Having been through this process for .IE, we had issues with vowels. Last we checked, they only have 100 IDNs registered.

**CPeterson:** We are approaching from the standpoint of .US - this is in the second level only, not opening up in the locality namespace. Languages we're looking to include are the top languages spoken in the U.S. We have noticed in other namespaces that generally it's about 1 to 2% of domains registered in the IDN. We will review the top 10 and top 5 languages and deliberate on what makes sense to implement. But initially our ask of the Stakeholder Council should IDNs be allowed in the namespace? From the technical perspective, we want to stay in best practices within the industry.

**ADeacon:** Before we dive into these, we need to understand why we'd do this. What is the impact of doing this? What are the risks to the TLD (Intended and unintended).

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**CPeterson:** We want to bring that information forward to be able to deliberate whether IDNs should be implemented.

**BBritt:** I want to be part of the working group on that as I work with security. I'm all for being inclusive for other languages but we don't want to add to workload on spoof addresses. How many are actual domains and how many are spoof domains?

**MNeylon:** It doesn't become an issue unless you allow it to be an issue. If you allow just any IDNs then that is when it becomes a problem. Certain characters and accents etc. look similar to others. They have had issues with that in Bulgarian. The issue we've seen is mostly around getting IDNs to work with software. We've seen reports and surveys that report this is a problem with support.

**CPeterson:** We want this type of discussion throughout our deliberation process.

**DLoup:** In preparation for our Q1 meeting, can we get Registry Services to summarize questions and concerns and come back with a set of questions you would like Stakeholder Services to consider on this topic for clear direction on our role and parameters for a working group.

**ADeacon:** On other topics. At the start of the year, I raised issue that .US is in the news quite a lot, negatively. Policy issues raised in the news are also a topic I wanted to put that out there for discussion.

**MNeylon:** I am on policy group from .IE, and we have a standing topic about abuse. Taking certain types of approaches, DNS abuse should be a standing topic on the agenda. .IE has a number of things that are quite helpful.

**CPeterson:** It's a topic to continue to explore. We want to be sure we're in the full framework of our industry and how this also relates to the wider industry of domain names. .US isn't the only extension being targeted in the news. How do we help mitigate DNS abuse which will in turn benefit and improve .US.

**ADeacon:** I want to help improve issues with .US as it states in our Stakeholder responsibilities. Any improvements for .US would be welcome and result in better PR. It may be good for the broader DNS community.

**BBurr:** We should have this topic as a standing meeting topic going forward.

**DLoup:** I agree.

**SChalmers:** What makes a .US name a premium domain? Is there a definition there?

**KNielsen:** Premium names are names which have a higher value than a standard name. It's a name that is so generic, many people would covet this name. For example, hotels.us. Lots of companies would want that for their brand. Also, the shorter the name, the higher the value the domain tends to have.

**CPeterson:** From a registry perspective, .US has a lot of secondary market appeal in sales. In secondary market, names are purchased and then flipped to sell for a higher value.

**DLoup:** Any other topics before we move forward?

**CPeterson:** From a Registry Services perspective is there any disagreement to delving into all three?

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**MNeylon:** We can have all three on the table.

**DLoup:** We'll have all three.

### *2024 Proposed Meeting Schedule*

- Q1: February 22, 2024 at 12:00 pm Eastern Time
- Q2: May 23, 2024 at 12:00 pm Eastern Time
- Q3: September 12, 2024 at 12:00 pm Eastern Time
- TOWN HALL: October 31, 2024 at 12:00 pm Eastern Time
- Q4: December 12, 2024 at 12:00 pm Eastern Time

**DLoup:** Conflict with February and need to move up one week (approved to move to February 15).

**MNeylon:** Q2 May conflicts with industry meetings (approved to move to May 16)

**CPeterson:** We will revise the schedule and come back to Council via email for a final approval.

## IV. Q4 Marketing Update

### *NASA International Space Apps Challenge*

**Overview:** An international hackathon for coders, scientists, designers, storytellers, makers, builders, technologists, and others in cities around the world.

**When:** Oct. 7-8, 2023

**Participation:**

- 57,900+ registered participants
- 150+ countries and territories
- 225 global events (virtual + in-person)

**Activation:**

- Domain scholarship for participants (good thru 10/31/23)
- Social media promotion
- Organic activation from local organizers

Sampling of domain registrations: [firefly-project.us](https://firefly-project.us), [science-interlinked.us](https://science-interlinked.us), [astroworlds.us](https://astroworlds.us), [biorangers.us](https://biorangers.us), and more!

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Biorangers.us is one of the 40 finalists for the program! Winners announced in January 2024.

### *Paid Advertising*

Paid media drives awareness building and brand recall for the .US domain. Advertising consists of direct consumer outreach targeted to up-and-coming small business owners across a variety of media platforms to reach customers across all stages of the purchasing funnel.

#### **Channels:**

- Facebook
- Instagram
- YouTube
- Paid Search

#### **Highlights:**

- Q4 efforts slow in consumer outreach as we lean into channel marketing and promotions. Evergreen campaigns continue through end of year with an increased focus on Paid Search to capture “in the moment” searches for domain registrations.
- Rates of conversion fairly comparable with social slightly ahead of paid search for the month due to increased focus on remessaging.

### *Social + Content*

**Content:** 5x articles published

- How to Launch a Cooking Blog that Stands Out
- Create a Captivating Podcast Website: Tips for Design, SEO, and Engagement
- Top SEO Techniques to Transform Your Website into a Revenue-Generating Online Business
- .US Annual Town Hall 2023: Join the Discussion on the .US Top-Level Domain
- INTERVIEW: Cultivating Resilience: WRASAP's Vital Support for Farmers and Farmworkers

#### **Highlights:**

- Social Media: (Facebook + Twitter)
  - Reach: 47.2K
  - Posts: 167 posts
- Blog traffic:
  - Accounts for 46% of total organic traffic to the website and 30% of overall traffic
  - Blog traffic almost twice as likely to convert to a registrar lead on site.

### *Partnerships*

**Overview:** Ongoing activations with key strategic partners supports brand equity for the .US TLD with entrepreneurial, tech and STEM audiences.

- **Startup Weekend**

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- Events – 37 (October)
- Includes Startup Wek
- Attendees – 6,504 (October)
- **Major League Hacking**
  - Events – 10 (October)
    - Includes Global Hack October
  - Attendees – 7,014
    - Hack Morelos 12va Edicion
    - KnightHacks
    - Hack WashU
    - DubHacks
    - I-Hack
    - HackHarvard
    - Girls Hoo Hack
    - Technica Hacks
    - HackNC 2023
    - GreatUniHack

## V. AOB & Closing