



Registry Operator Monthly Report

October 2025

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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

Registry Services representatives attended ICANN84, held in Dublin, Ireland in October 2025, to engage in global discussions on Internet governance and Domain Name System (DNS) policy. Participation included active involvement in ccNSO sessions, featuring presentations during Tech Day on proactive DNS Abuse mitigation efforts and collaboration with NTIA in GAC sessions addressing DNS Abuse and Associated Domains.

Attendance ensured continued Administrator presence in critical Internet governance forums, reinforcing the U.S. commitment to a secure, stable, and interoperable global DNS. Insights gained will inform domestic policy alignment and strengthen international coordination efforts.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,534 total usTLD Locality names. Of those, Registry Services manages 5,276 as the Delegated Manager, and the remaining 7,258 are covered by external Delegated Manager Agreements.

There was one (1) Delegated Manager agreements executed in October 2025.

Technical and Operational Update

There were no operational changes in production during October 2025.

Marketing Update

October's marketing efforts were firmly centered on promotion for the upcoming .US Town Hall. A highlight of these activities was securing Graeme Bunton of NetBeacon as the featured guest speaker, who will share critical insights on trust and accountability in the digital ecosystem. To drive awareness and registrations, we launched a multi-channel campaign: two dedicated posts on Facebook and X, a featured article on Circle ID ([see announcement](#)), and targeted outreach via email to previous attendees and the about.us lead lists. Additionally, we introduced a focused LinkedIn campaign aimed at internet policy professionals and domain industry stakeholders, seeking to expand the Town Hall's reach to new audiences. All other core marketing activities, including paid media, social engagement, content, and brand ambassador programs, continued in tandem, with a unified focus on Town Hall promotion.

October saw a modest increase in overall website sessions, with engagement holding steady. The ongoing use of Google's AI Max for Search remains instrumental in maintaining efficient, high-performing paid media campaigns, especially as we prioritized Town Hall-related outreach.

Performance Highlights

- Click-Thru Rate: 1.93%
- Website Sessions: 3,263 (up 3% month-over-month)
- Blog Traffic: 7% of total website traffic; 26% of organic sessions

No significant changes were made to the paid channel mix in October. The focus remained on leveraging AI Max performance and maximizing reach for the Town Hall event. AI-driven optimizations continue to ensure strong cost efficiency and sustained engagement.

Featured October Blogs

- Voice Search Optimization: Preparing Your Website for Alexa, Siri, and Beyond [Read here](#). Voice search reshapes how consumers find local businesses, rewarding natural, conversational website content and accurate local information. The article provides actionable steps for small businesses to capitalize on this shift and increase their online visibility.
- What is Entrepreneurship? The Complete Guide for Entrepreneurs & Business Strategies [Read here](#)

This comprehensive guide explores the mindset, skills, and strategies that drive entrepreneurial success, from vision and risk-taking to practical business operations.

Blogs accounted for 7% of total web traffic and 30% of organic sessions, maintaining their status as the third most viewed organic destination on the site. This underscores the sustained value of high-quality, educational content for users actively researching .US domains.

Social & Brand Ambassadors

Social content remained consistent, with continued optimization and ongoing exposure for our .US brand ambassadors. No new original photography was introduced this month, but ambassador features maintained steady reach and engagement.

- Total Number of Posts (Facebook + X): 50
- Brand Ambassadors Featured:
 - thirteenthfloor.us – Contemporary art and clothing by Billy Ludwig in Akron, Ohio
 - rosenandco.us – Philadelphia-based home fragrance company
 - pressworks.us – Ohio-based print and creative agency
 - significantdevelopments.us – Business strategy and capacity-building consultancy

Looking Ahead

November will see continued promotion for the .US Town Hall, with renewed email outreach and paid social campaigns in the first half of the month. We are also preparing for our final photo shoot of 2025, which will spotlight a .US business and generate fresh content for end-of-year and 2026 marketing initiatives.

Summary

October marked a pivotal month as we directed resources towards building attendance and visibility for the .US Town Hall, broadening outreach through new channels like LinkedIn and Circle ID. Website performance remained strong with incremental gains, and our AI-powered paid media approach continues to deliver high-quality, cost-effective results. Blog content remains a vital driver of organic engagement, reinforcing .US's value to both business owners and the broader internet community. Our ambassador and social programs continue to amplify authentic .US stories, laying the groundwork for deeper community engagement as we move toward the close of 2025.

Partnership Updates

13 events:

- HackHarvard (Massachusetts)
- Hack the Valley (Canada)
- NASA Space Apps Challenge Monterrey (Mexico)
- DivHacks 2025 (New York)
- HackNC 2025 (North Carolina)
- BostonHacks (Boston)
- Hack Knight (New York)
- DubHacks (Seattle)
- Knight Hacks VIII (Florida)
- EmberHacks (Canada)
- HackSMU VII (Texas)
- NewHacks 2025 (Canada)
- Rowdyhacks XI (Texas)

- Overall declining trend attributed to attendance and market softening
- 63% of total 2024 October registrations declining to 409 registrations in Oct 2025 (37% of total)
 - 53% year-over-year decline with a caveat that 36% of October 2024 registrations are through partnerships we no longer support

Other Updates

New registrations in October 2025 were 62.50% lower than October 2024. Names under management in October 2025 were 0.78% lower than October 2024. The renewal rate in July 2025 (most current data available due to 45-day grace period) was lower year over year at 39.19% vs. 40.63% in July 2024.

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
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	2,209,092
Totals Nameservers Managed	204,948

Billable Transactions

Transaction Type	# of Transactions
Adds	26,327
Auto-Renews	104,008
Renews	173,878
Transfers	1,930
Deletions for Credit	460
Total	306,603

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

Command	# of Transactions
Check Contact	4,367,923
Create Contact	661,461
Delete Contact	172,568
Info Contact	9,783,168
Transfer Contact	0
Update Contact	421,625

Check Domain	26,921,986
Create Domain	12,071,137
Delete Domain	64,572
Info Domain	9,728,194
Renew Domain	69,889
Transfer Domain	54,831
Update Domain	656,878
Check Host	1,427,790
Create Host	83,407
Delete Host	218,929
Info Host	2,373,771
Update Host	8,434
Totals	69,086,563

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,213,202
Minimum Daily Transactions	1,521,055
Average Daily Transactions	2,228,598

Transaction Type	# of Transactions
Total Billable Transactions	306,603
Total number of Whois Queries	89,775,720

Total number of DNS Queries	120,428,942,012
Total EPP Transactions	69,086,563
Total Registry Transactions	120,588,110,898

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	3,298
Click-Thru Rate	1.93%
Average Visit Length	1 min 39 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	253
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	203
Changes to Delegated Managers	1
Updates to Locality Domains	0

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during October 2025.

Domain Name	Registrar	Date	Complaint
cmcsheff.us	Devexpanse Ltd	10/31/2025	WHOIS
pct24x7.us	NameCheap, Inc.	10/29/2025	WHOIS
ricobusters.us	eNom, LLC	10/25/2025	WHOIS
Abbottlaw.us	GoDaddy.com, LLC	10/25/2025	WHOIS
alinshop.us	Paknic (Private) Limited	10/24/2025	NEXUS
zinn.us	NameCheap, Inc.	10/20/2025	NEXUS

Ky4trk.us	NameCheap, Inc.	10/17/2025	WHOIS
oguser.us	NameCheap, Inc.	10/15/2025	WHOIS
spaceapp2025.us	Porkbun	10/10/2025	WHOIS
napvp.us	GoDaddy.com, LLC	10/9/2025	WHOIS
townsends.us	NameCheap, Inc.	10/6/2025	WHOIS
americancontracting.us	GoDaddy.com, LLC	10/6/2025	WHOIS
zephyrion.us	NameCheap, Inc.	10/5/2025	WHOIS

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	
October 2025 [.]us domain names reviewed (Nexus)	1,471
% of domain names pass primary investigation	91.57%

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