



Registry Operator Monthly Report

November 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

The annual .US Town Hall was held on November 13, 2025, featuring Graeme Bunton, Executive Director from NetBeacon who discussed industry-wide DNS Abuse mitigation in the industry and within the .US namespace.

Key updates included:

- **State of .US:** Growth in second-level registrations and stable locality namespace activity.
- **Nexus Compliance:** Continued enforcement through automated checks and audits.
- **DNS Abuse Management:** Ongoing monitoring and quarterly reports show reduced high-risk cases.
- **Marketing Initiatives:** Campaigns throughout 2025 drove awareness and registration growth.

The Town Hall reinforced the Administrator's commitment to security, transparency, and innovation in managing the .US domain.

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 November 2025.

Technical and Operational Update

There were no operational changes in production during November 2025.

Marketing Update

November saw a strong finish, marked by the successful annual .US Town Hall on November 13, 2025. The event featured Graeme Bunton, Executive Director of NetBeacon, as guest speaker and drew strong attendance, including new participants from the public. Strategic use of LinkedIn paid campaigns was particularly effective, expanding the event's reach and attracting a more diverse

audience. These efforts contributed to a notable increase in website sessions and engagement.

Performance Highlights

- Click-Thru Rate: 1.8%
- Website Sessions: 3,867 (+19% month-over-month)
- Blog Traffic: 6% of total website traffic; 30% of organic sessions

No significant changes were made to the paid channel mix this month; we continue to lean into AI Max and Performance Max, optimizing for efficiency and reach. These proven channels have supported our strong end-of-year performance.

Featured November Blogs

- How to Become an Entrepreneur: 7 Steps to Start a Successful Business [Read here](#)

A comprehensive guide to entrepreneurship, covering everything from developing the right mindset and skills to launching, scaling, and adapting a business. The article emphasizes continuous learning, networking, and resilience as keys to long-term success.

- What Is a Sales Funnel, and How Do You Build One That Works for Your Business? [Read here](#)

Explains the importance of the sales funnel in guiding potential customers from first contact to repeat purchase. Practical, actionable steps are provided to help businesses attract attention, offer value, and convert interest into long-term relationships.

Blogs continued to be a critical driver of organic engagement, accounting for 6% of total web traffic and 30% of organic sessions. While the percentage of total sessions from blog content was slightly lower than the previous month, the share of organic sessions held steady, reinforcing the value of high-quality educational content for the .US audience.

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): 52
- Brand Ambassadors Featured:
 - foto360.us – Affordable, high-quality photography and virtual tours for real estate and businesses (Belchertown, MA)
 - globalholidays.us – USA-based travel agency with over 22 years of experience
 - mindsparks.us – Interactive learning games fostering creativity for ages 4–10

- fusedigital.us – Multi-channel media and storytelling for brand engagement

Social content and ambassador programs continued their steady cadence, with ongoing optimizations but no major new campaigns or original photography in November. The focus remained on amplifying authentic .US stories and supporting community engagement.

Looking Ahead

December efforts will focus on wrapping up a successful year and laying the groundwork for the 2026 marketing roadmap. Strategic planning is underway to identify new content themes, ambassador opportunities, and paid channel optimizations for the coming year.

Summary

November marked a high-impact month for the .US namespace, highlighted by a well-attended Town Hall event and a strong uptick in website engagement. The combination of proven paid channels and targeted content continues to drive quality traffic and meaningful interactions. As we look to close out the year, our focus is on capturing these gains, leveraging insights from 2025, and positioning .US for continued growth and visibility in 2026.

Partnership Updates

13 events // approx 3,700 impressions

1. YCP Hacks (Pennsylvania)
2. SharkByte (Florida)
3. TigerHacks (Montana)
4. HackNJIT (New Jersey)
5. TAMU Datathon (Texas)
6. UB Hacking 202 (New York)
7. HackUTD (Texas)
8. Junction (Finland)
9. Emory Hacks (Atlanta)
10. DandyHacks (New York)
11. Technica (Maryland)
12. WHACK 2025 (Massachusetts)
13. Polihacks- CIS by Wolfram (Mexico)

Other Updates

New registrations in November 2025 were 65.85% lower than November 2024. Names under management in November 2025 were 4.41% lower than November 2024. The renewal rate in August 2025 (most current data available due to 45-day grace period) was lower year over year at 69.30% vs. 83.56% in August 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	2,175,340
Totals Nameservers Managed	204,817

Billable Transactions

Transaction Type	# of Transactions
Adds	26,793
Auto-Renews	5,407
Renews	67,933
Transfers	1,937
Deletions for Credit	765
Total	102,835

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	102,835
Total number of Whois Queries	105,009,536

Total number of DNS Queries	118,398,916,853
Total EPP Transactions	69,086,563
Total Registry Transactions	118,573,115,787

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	3,867
Click-Thru Rate	1.80%
Average Visit Length	1 min 7 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	2

Section 8: Nexus & WHOIS Compliance Statistics

The following third party complaints were received during November 2025.

Domain Name	Registrar	Date	Complaint
blackoutcoffee.us	Dynadot Inc	11/25/2025	Whois Complaint
blackoutcoffee.us	Dynadot Inc	11/25/2025	Nexus Complaint
terralex.us	NameCheap, Inc.	11/24/2025	Whois Complaint
azuregov-dns.us	MarkMonitor, Inc.	11/23/2025	Whois Complaint
azuregov-dns.us	MarkMonitor, Inc.	11/22/2025	Nexus Complaint
Nozar.us	NameCheap, Inc.	11/19/2025	Whois Complaint

rxwear.us	NameCheap, Inc.	11/18/2025	Whois Complaint
fugglier.us	Dynadot Inc	11/13/2025	Nexus Complaint
fugglier.us	Dynadot Inc	11/13/2025	Whois Complaint
fugglers.us	Dynadot Inc	11/13/2025	Nexus Complaint
fuggleroutlets.us	Dynadot Inc	11/13/2025	Nexus Complaint
fuggleroutlets.us	Dynadot Inc	11/13/2025	Nexus Complaint
Nozar.us	NameCheap, Inc.	11/13/2025	Whois Complaint
afterpartyla.us	Tucows Domains Inc.	45972	Whois Complaint
afterpartyla.us	Tucows Domains Inc.	45972	Whois Complaint
resident.us	GoDaddy.com, LLC	45967	Whois Complaint
hammafia.us	NameCheap, Inc.	45967	Whois Complaint

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	
November 2025 [.]us domain names reviewed (Nexus)	1,471
% of domain names pass primary investigation	91.43%

Definitions

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