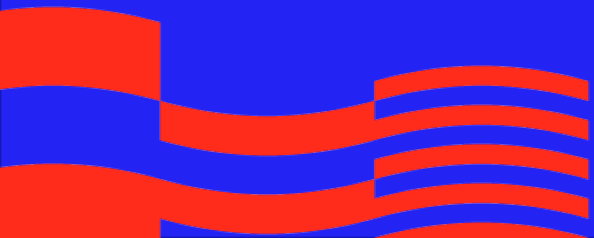


.US Town Hall.

November 2, 2023



TEAM - BUILD YOUR AMERICAN DREAM - BUILD

.US™

Send us your questions & input.

Questions and feedback received during this Town Hall will be raised during the Open Floor.

Q&A: Please submit questions using the Q&A function.



MODERATOR & PANELISTS.



Dustin Loup
Chair, .US Stakeholder Council



Crystal Peterson
Director, Registry Services



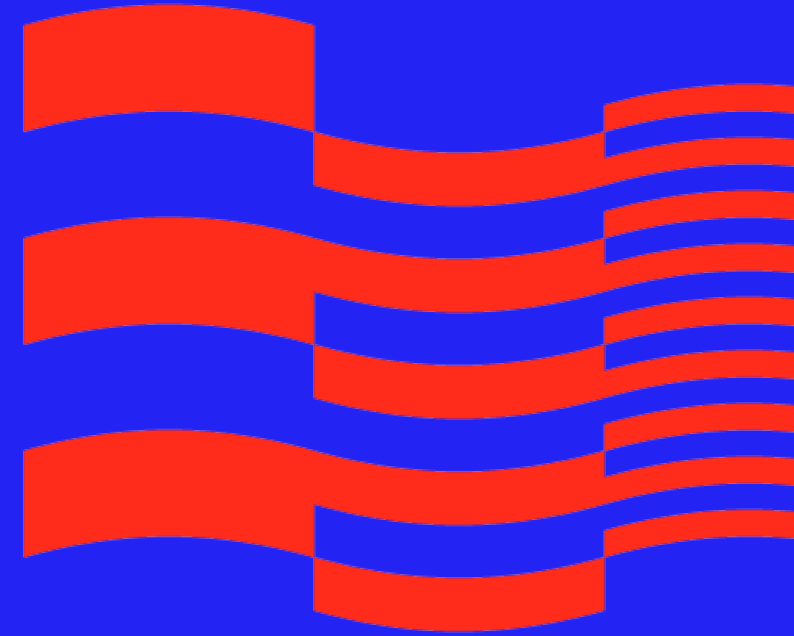
Kristin Johnson
*Council Secretariat,
Registry Services Global Marketing*



Guest Speaker: Don McMoran
*Western Regional Agricultural Stress
Assistance Program (WRASAP)*
FARMSTRESS.US

AGENDA.

- State of the Domain
- Marketing Review
- Guest Speaker: Don McMoran, Western Regional Agricultural Stress Assistance Program (WRASAP) farmstress.us
- Stakeholder Council Updates
- Q & A



DREAM - BUILD



civiccommons.us

DREAM - BUILD

STATE OF THE DOMAIN.

STATE OF THE DOMAIN.

Domains Under Management

2,094,879

+5%

Growth Year Over Year

Locality Domains Under Management

12,513

240

.US Accredited Registrars

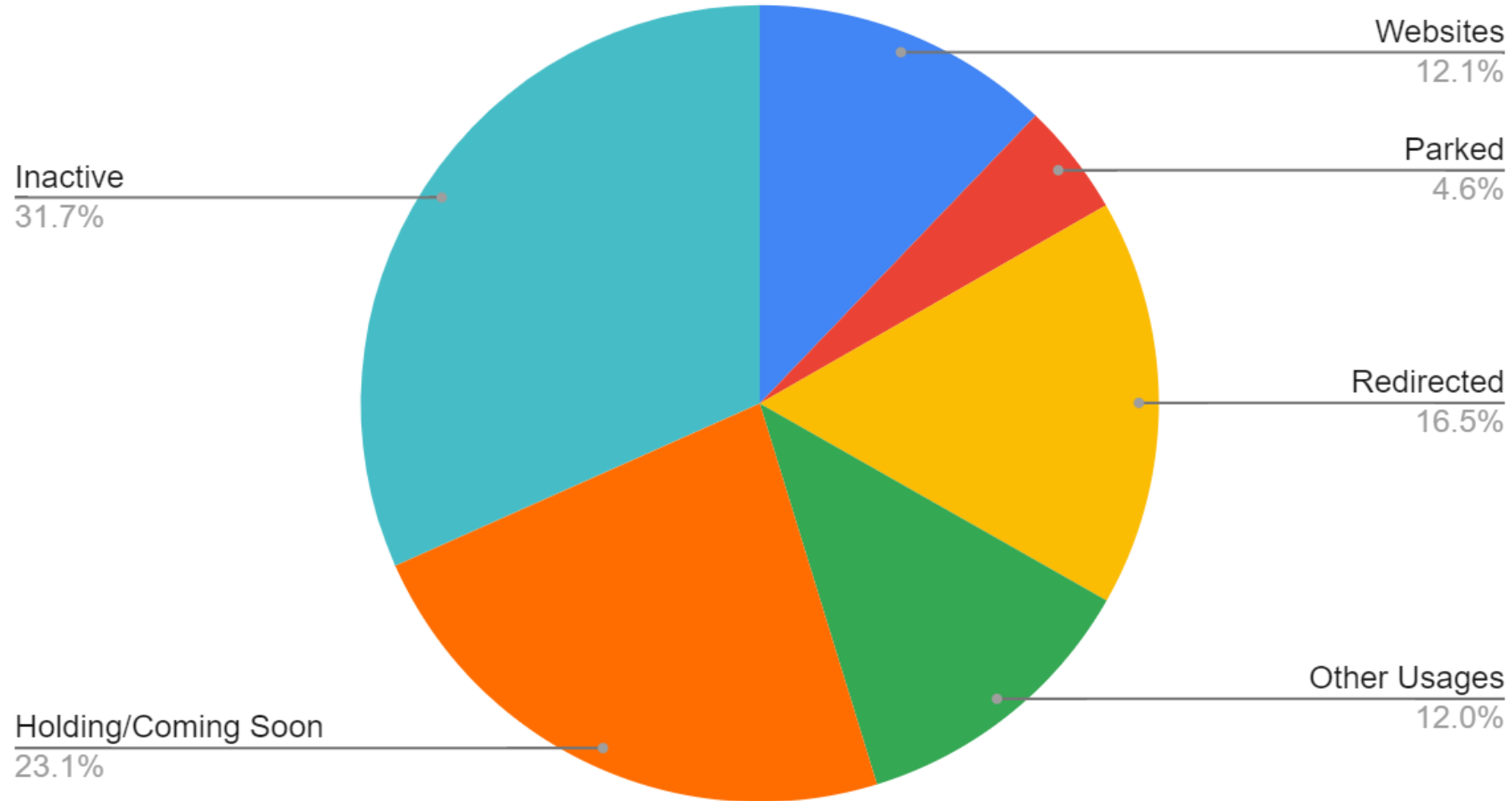
268

.US Delegated Managers

Top 10 Registrars
GoDaddy.com LLC
Namecheap Inc.
NameSilo LLC
Squarespace Domains II LLC
Dynadot LLC
Tucows Domains Inc
Sav.com LLC
Network Solutions LLC
OwnRegistrar Inc.
Communigal Communications Ltd

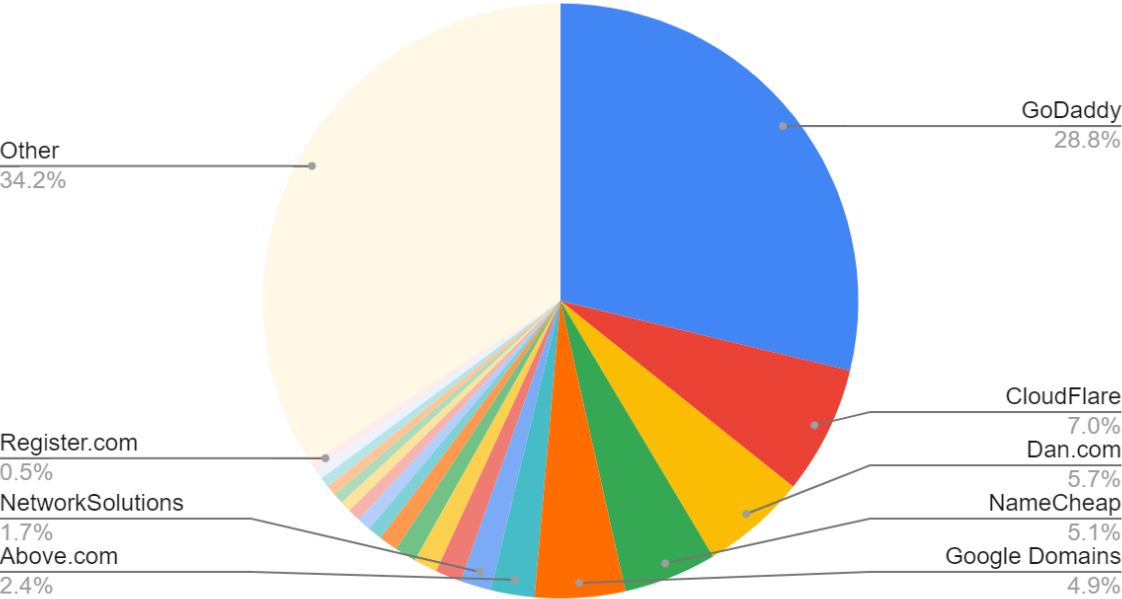
Top 10 Delegated Managers
US Locality
Beltane Web Services
Multiparadigm Corporation
SCTEL LLC
OARnet Network Operations
GBIS Holdings Inc.
Field Diagnostics
G4 Communications
A5.com LLC
Sonic.net

USAGE

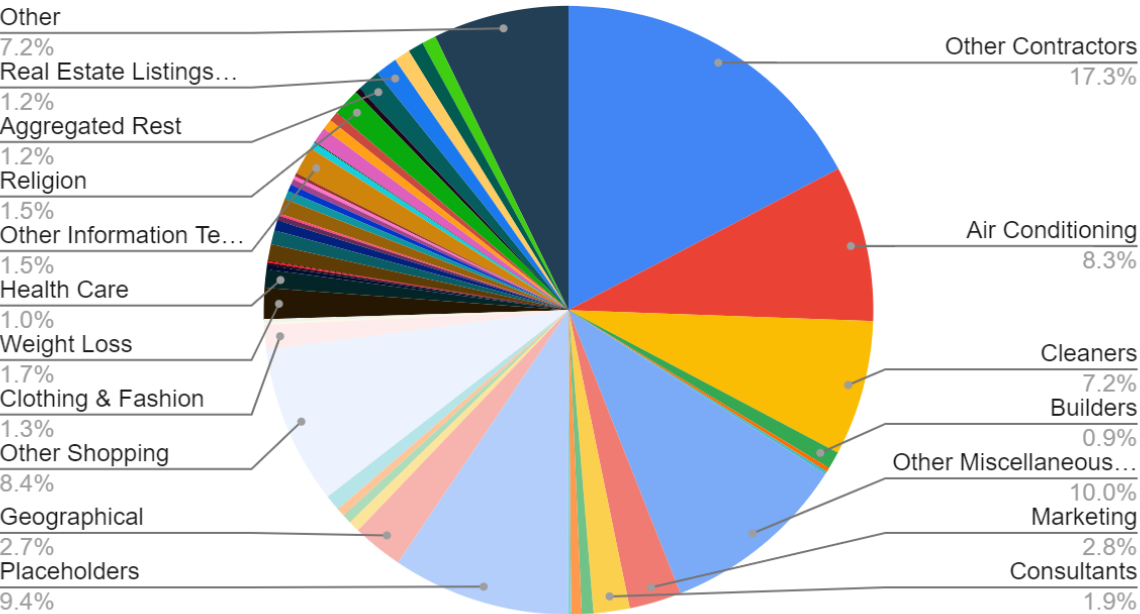


USAGE

Top Hosting Companies



.US Site Categorization



DOMAIN TOP KEYWORDS



.US WEBSITE TOP KEYWORDS



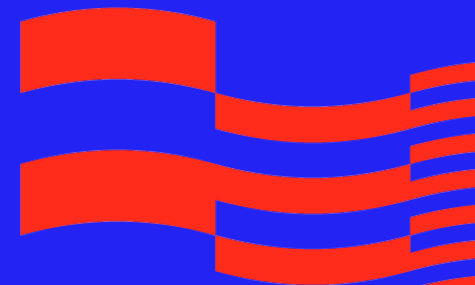
REAM - BUILD



heritagesteel.us

REAM - BUILD

MARKETING REVIEW.



STUDENTS IN STEM

Conrad Challenge

The Conrad Challenge brings science and technology studies to life through a student-driven, project-based approach. Giving students between the ages of 13-18 the chance to become entrepreneurs and apply innovation, science and technology to solve problems with global impact. Guided by teachers and industry experts, the competition becomes a master class in collaboration, creativity, critical thinking and communication.

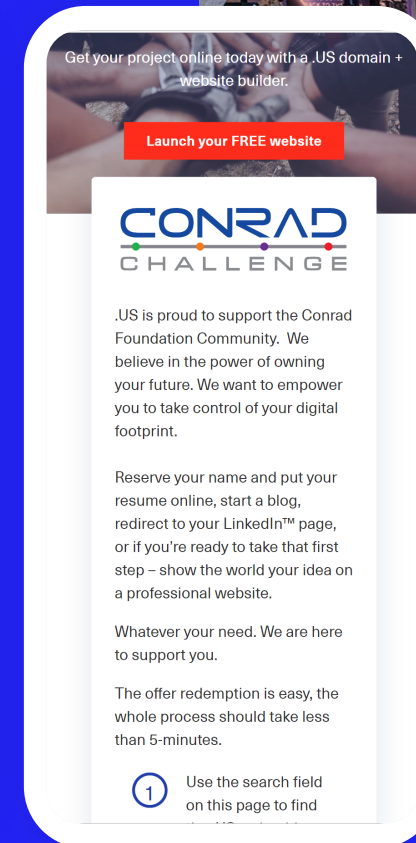
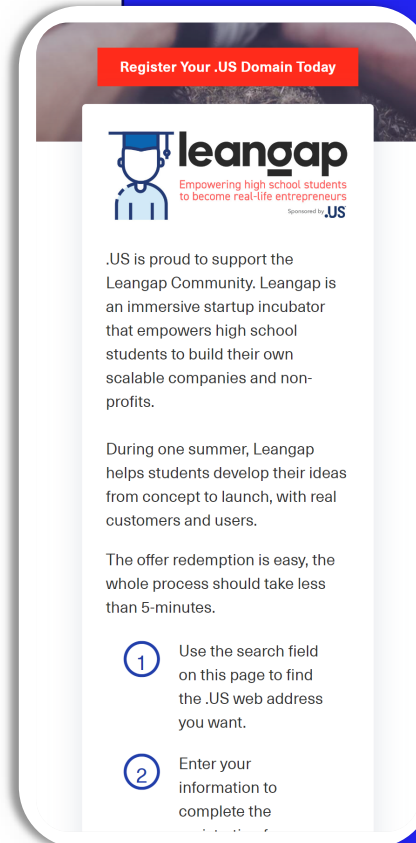
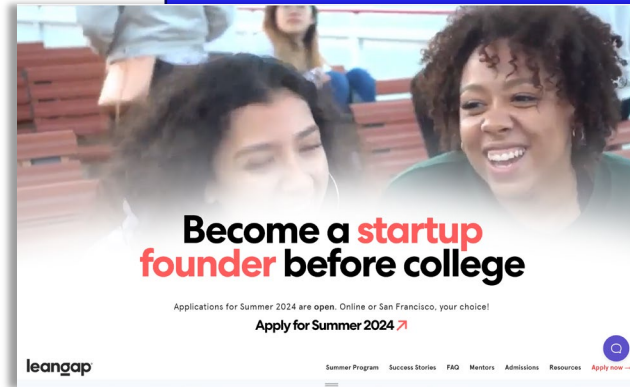
- **Dates:** August 2023 – April 2024
- **Total Students:** ~ 3,000

Lean Gap

Leapgap is an-intensive startup incubator that empowers and supports high school students to build their own real, scalable companies and non-profits. Every year, they receive more than 1,000 applications from over 20 countries.

- **Dates:** June – August
- **Total Students:** 80

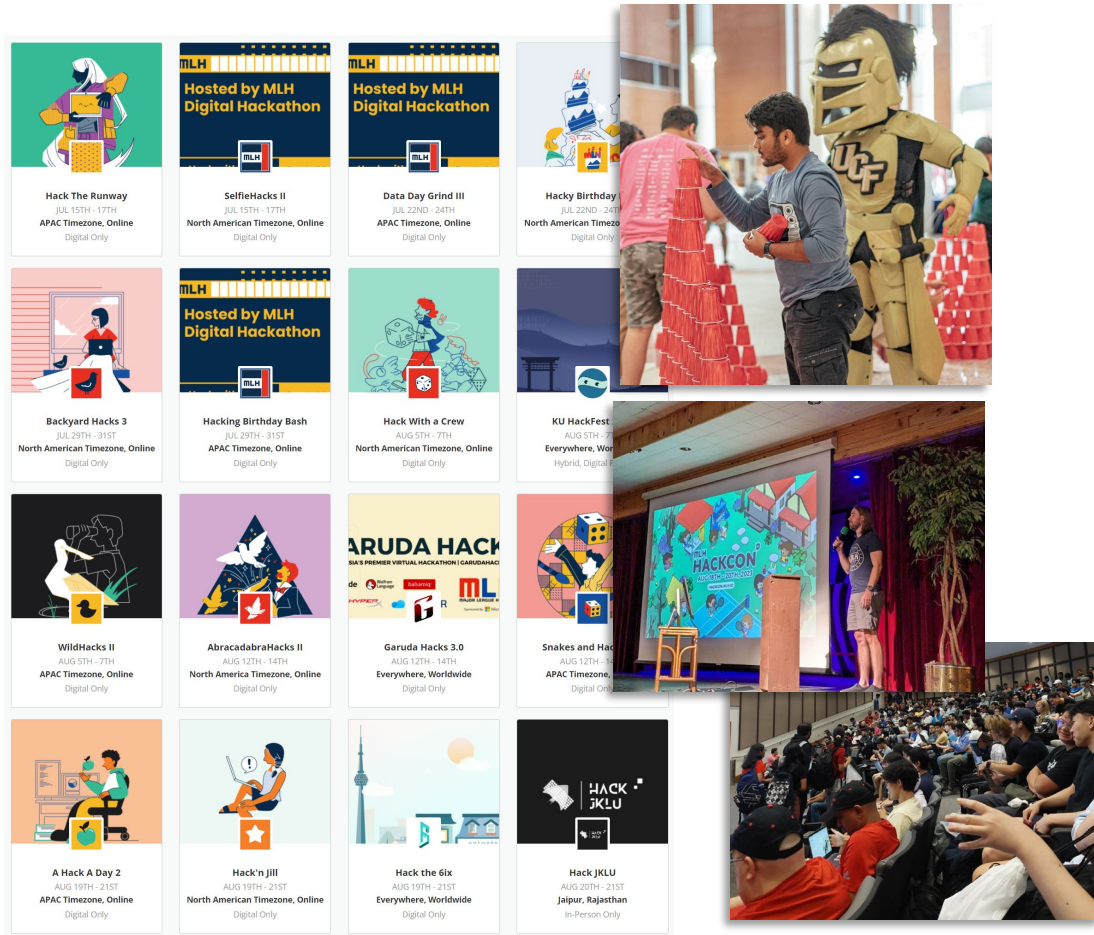
Example of domain registrations: *fixconnect.us*, *cosmiccruises.us*, *paramountlearning.us*, *rocketbunny.us*



GLOBAL PARTNERSHIPS

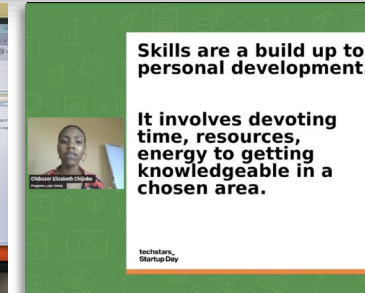
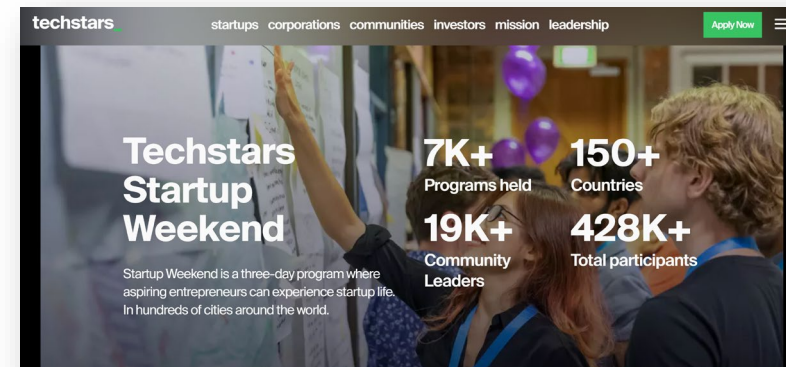
Major League Hacking

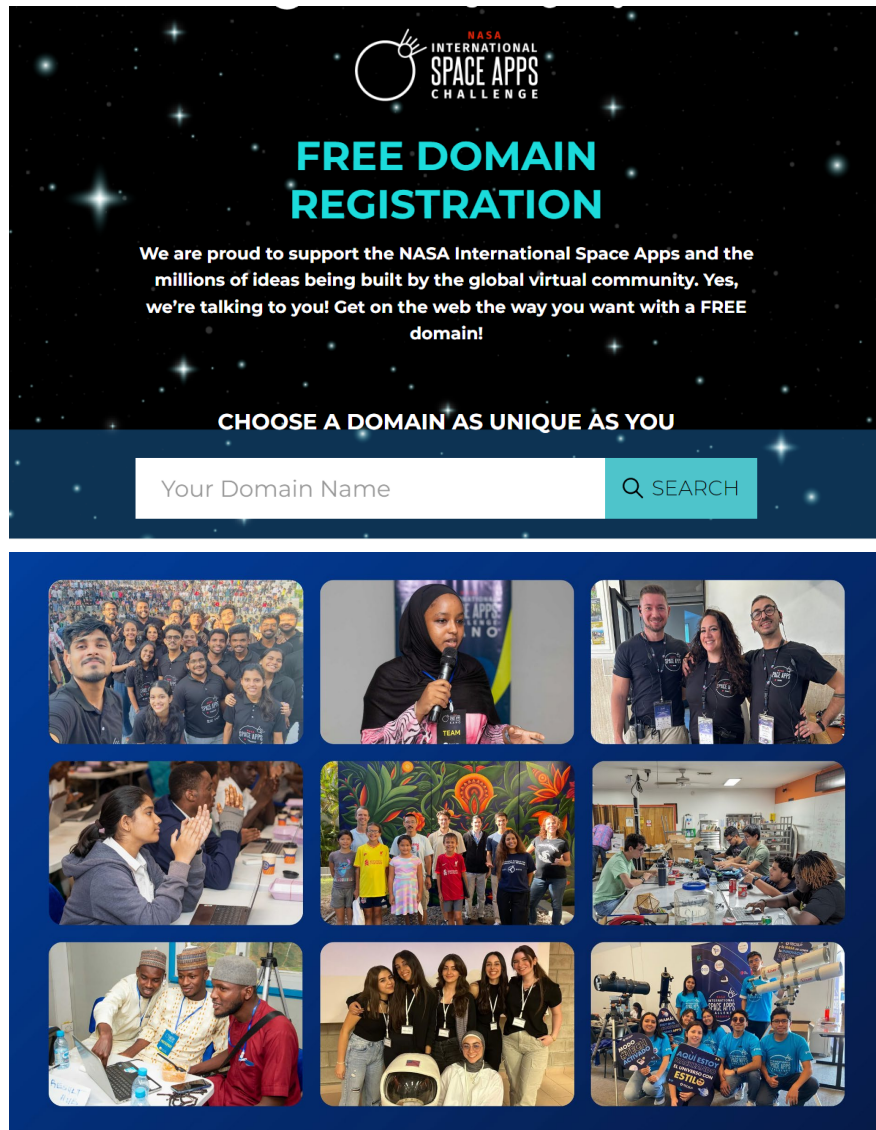
(Undergraduate Student Hackathon League)



Startup Weekend

(University Students & Entrepreneurs)





NASA INTERNATIONAL SPACE APPS CHALLENGE

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

When: Oct. 7-8, 2023

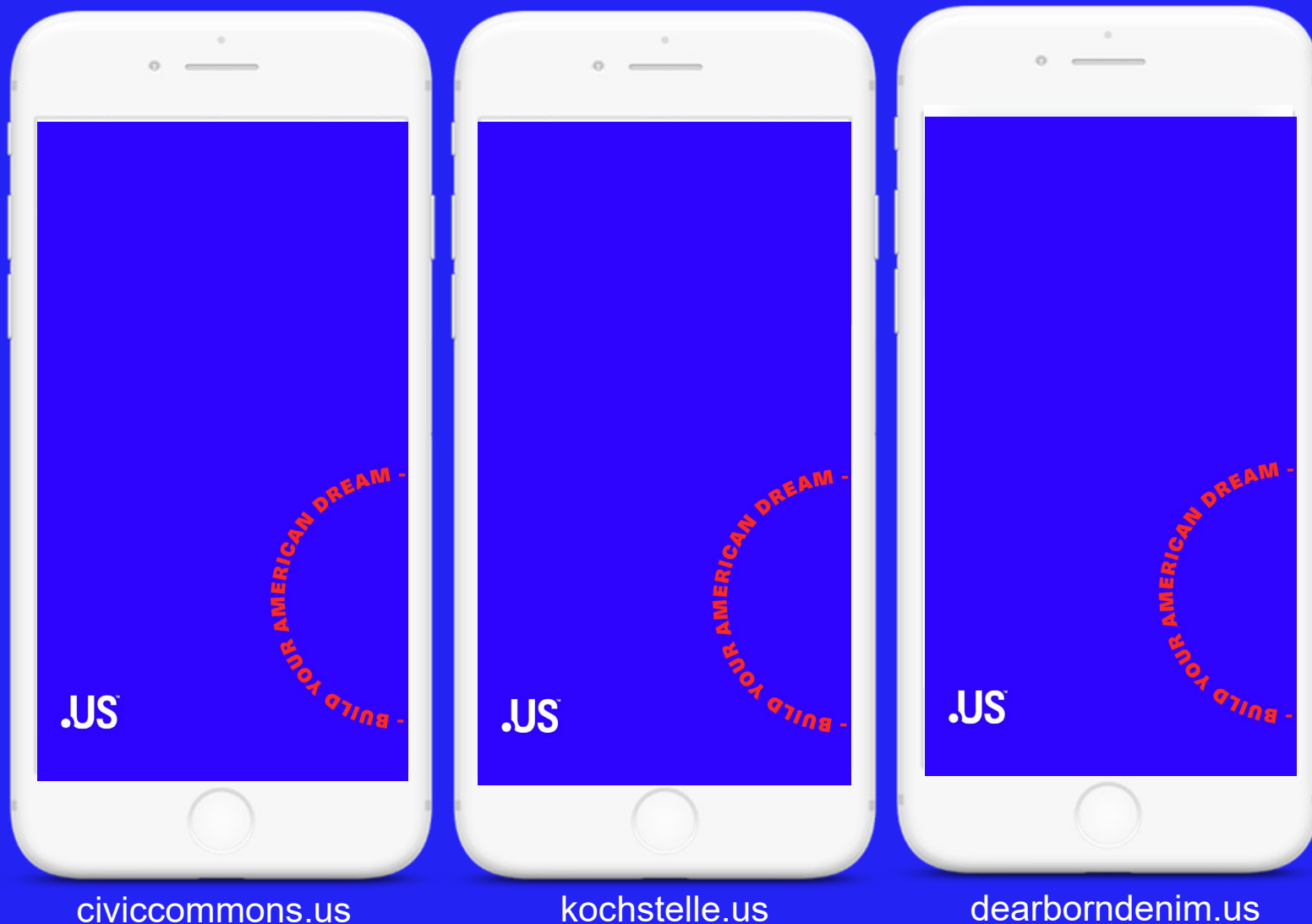
Participation:

- 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, science-interlinked.us, astroworlds.us, biorangers.us, and more!

WHO'S USING .US?



Dedicated outreach efforts to the .US community for brand ambassador features.

- **When:** Ongoing
- **Objective:** Drive awareness by highlighting adoption and user stories of successful small businesses and entrepreneurs building their homes .US domains.
- **Promotion:** Interviews, social media promotion, registrar features.

PAID ADVERTISING

Overview: Focus on reconnecting with Small Businesses. Launch of new assets on top performing platforms to drive engagement and brand awareness.

Audience: Small Businesses

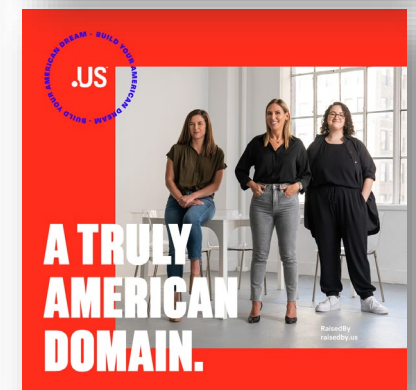
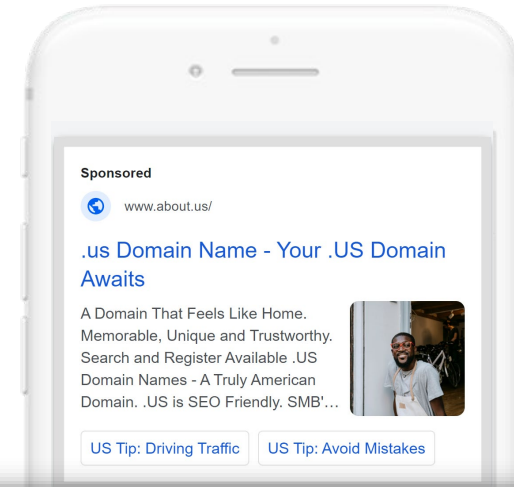
Geo: United States

Platforms:

- Facebook
- Instagram
- Search Engine Marketing
- YouTube



OLEANDSTEEN.US



.US

REGISTRAR COLLABORATION

The collage consists of several overlapping advertisements for .US domains. At the top left is a Dynadot logo. Below it is a woman at a laptop with a large '.US' logo overlay. To the right is a woman in a grey apron with the text 'A DOMAIN THAT FEELS LIKE HOME.' and 'For only \$2.29'. Further right is a woman carrying a child with the text 'BUILD YOUR AMERICAN DREAM' and 'GET ONLINE WITH .US' and 'For only \$2.29'. Below the apron woman is a search bar with the text 'Get a .US Domain Name from NameSilo' and 'enter domain name'. To the right of the search bar is a woman with the text 'BUILD YOUR AMERICAN DREAM' and 'Starting at 50% off'. At the bottom left is the text 'Connect with American Audience' and 'Establish your .US domain and start your journey to realize your American dream'. At the bottom right is the text 'Create the Local Connection' and 'The .US is the domain of choice for anyone with a dream to chase, an idea to share, a cause to champion, or a business to promote. Whoever you are, wherever you come from, the .US community is the online place to share your story, think globally and connect locally.'

Porkbun @Porkbun · Jul 3
Say "Happy Birthday, America" (and to .co!) with up to 90% off .US and .co domain names! 🇺🇸 Sale ends July 10.

porkbun.com/FourthOfJulyDe...
#FourthOfJuly #PorkbunDomains #US

NetIM @Netim_com · Jul 4
🇺🇸 Today is IndependenceDay 🇺🇸
Take a step back in time and celebrate the Declaration of Independence of 4th July 1776! Register your .US #domainname now!
🔍 Check the availability
netim.com/en/domain-name...
@AboutDotUS
#IndependenceDay #USA #DigitalMarketing #SEO

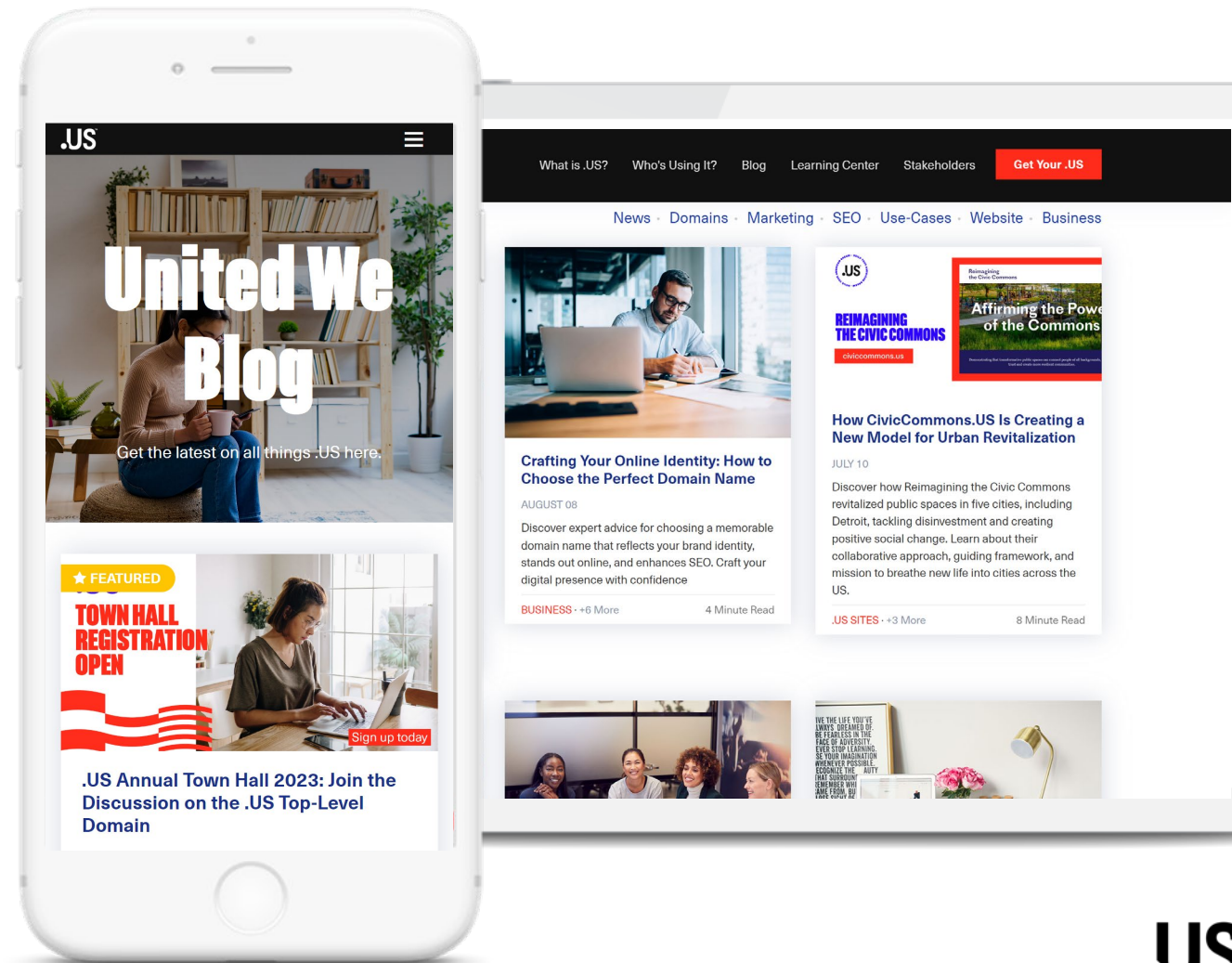
ConnectReseller @ConnectReseller · Jul 4
Hey digital pioneers! We've got an amazing offer that will make your online presence shine brighter.
It's time to rock the web with .US domains at \$1.49! Grab the American dream and give your clients the patriotic digital identity they deserve.
@GoDaddyRegistry #ConnectReseller

GoDaddyRegistry @GoDaddyRegistry · Jul 4
and now the .US flash sale is also on! 🇺🇸
Grab your .US domain at name.social/4th of July midnight on July 10, 2023!

INWX
Jul 4 · 🌐
Timeline photos

CONTENT ENGINE.

- Dedicated efforts for driving a steady drumbeat of content throughout the year.
 - Mix of educational, informational and user story content
 - SEO focus on keyword, high quality topical content
 - Cross-promotion of all articles across social channels to promote engagement
 - 14 Articles YTD



GUEST SPEAKER



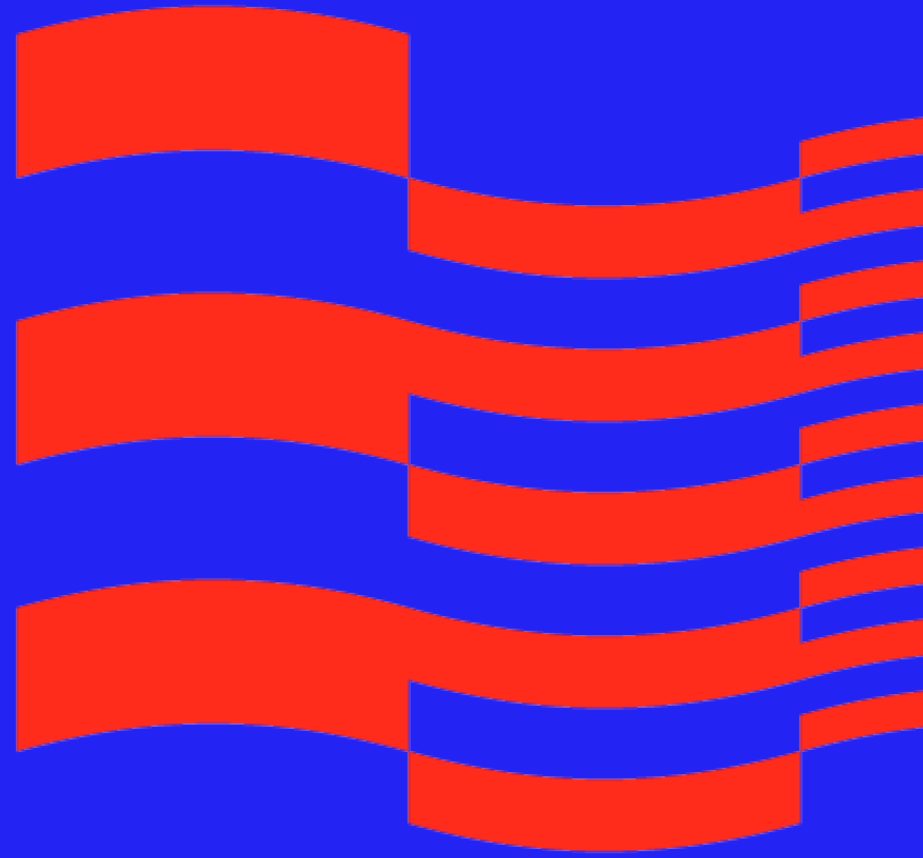
Don McMoran

Western Regional Agricultural Stress Assistance Program (WRASAP)

[FARMSTRESS.US](https://farmstress.us)



STAKEHOLDER COUNCIL UPDATES.



2024 CONSIDERATIONS

Potential future topics under review:

- **Premium Names.** To raise awareness and use of the usTLD, Registry Services would make available to the public at a premium price certain high-value, highly-visible, premium .US domain names (“.US Premium Domains”). Given the level of investment, buyers of high value premium domain names typically put these names to good use – building web properties that are heavily marketed and promoted.
- **Internationalized Domain Names (IDNs).** To keep the .US domain relevant in the current market and to continue to gain awareness within its own population and through the foreign investment market desiring a relationship with the United States, Registry Services proposes the launch of additional IDN language tables within the .US namespace.

**Input for other topics of consideration can be added to the Q&A and will be reviewed by the Stakeholder Council for consideration.*



Q&A

Chat with us: Submit any questions or feedback via the webinar chat.



BUILD YOUR AMERICAN DREAM - BUILD YOUR AMERICAN DREAM

.USTM

THANK YOU!