

neustar[®]

Registry Operator Monthly Report

.US[™]

March 2019

Prepared: April 2019

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Monthly Progress Report for March 2018



As required by the Department of Commerce/Neustar Registry Agreements, this report provides an overview of Neustar Registry activity during the reporting month.

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Section 1: Summary of Major Events

Technical and Operational Update

There were no operational changes during March 2019.

Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,135 total usTLD Locality names. Of those, Neustar manages 9,750 as the Delegated Manager, and the remaining 2,385 are covered by external Delegated Manager Agreements. The Texas Regional Hostmaster contacted Neustar to terminate his usTLD Delegated Manager duties for the management of 324 delegated names which zone files confirm is over 850 Locality domain names. Communications and a migration plan are in process to ensure continuity of services for the affected registrants.

Policy Update:

In March, many efforts were focused on preparation for the FDA Online Opioid Summit and presentation. Following an in-person meeting with the FDA & NTIA in February, we engaged our policy teams in a proactive experimental scan of labels in the usTLD zone to identify any potential violations of the usTLD Acceptable Use Policy in terms of the illegal sale of online opioids. The string search yielded 500 results from which it was determined that 6 usTLD domain names were in violation of the AUP and were placed on serverHold. This served as the basis for a case study that was presented at the FDA Online Summit and posted on our about.us website (as noted in our Marketing update). Neustar participated in the FDA's Online Opioid Summit on April 2, 2019, and will have further detailed updates for that Summit in the following month's report.

In addition, the usTLD Stakeholder Council met for their quarterly meeting on March 21, 2019. This meeting saw the step-down of Shane Tews as the usTLD Stakeholder Council Chairwoman and the introduction of a new usTLD Stakeholder Council Chair - Dustin Phillips. We are excited to welcome Dustin to the Council and look forward to working closely with him. During the meeting, we also shared Neustar's intentions for 2019's policy review for security solutions for the usTLD in light of the increasing cyber-threats online. Council members asked that we, Neustar, ensure that we encouraged discussion and conversations about the topic from current Industry committees already in progress, which we plan to do as Neustar is also involved in those discussions. Follow-up will be to create a sub-committee to further engage and converse about usTLD Security policies. Lastly, the usTLD Locality Tool sub-committee was given an update on progress towards the enhanced tools Neustar is building for the usTLD Locality namespace. A Minimum Viable Product (MVP) is expected in Q2 with the ability for testing and feedback from the sub-committee and other usTLD stakeholders prior to finalization.

Marketing Update:

March efforts included preparation for the FDA Summit presentation including production and posting of a case study on the about.us site - Tackling the Opioid Crisis by Cutting off Online Sales in the usTLD, published on March 31, 2019.

The website shows an increase in traffic month over month with the biggest lift coming from our paid marketing campaign for both small business outreach and political candidates, accounting for 24% of total traffic for the month. Political candidate and advocacy campaigns are performing extremely well, with a 19% conversion rate on the about.us website, higher than any other source of traffic to the site.

The evergreen marketing efforts to small business also remained strong with a 10% online conversion rate and high engagement with the online toolkit with a total of 60 .US resource sheets downloaded from the site.

Paid search efforts continue to bring in high converting traffic although there was a slight drop off in March due to expansion of audience targets and keywords. The campaign has been reworked to focus on small business and brand key terms only. Organic search remains strong with comparable results to last month, driving 30% of overall traffic and up 160% from last year.

Other Updates

New registrations in March 2019 were 23.0% lower than March 2018. Names under management in March 2019 were 0.6% higher than March 2018. The renewal rate in January 2019 (most current data available due to 45 day grace period) was higher year over year at 66.9% vs. 47.6% in January 2018.

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	2,120,117
Totals Nameservers Managed	239,380

Billable Transactions

Transaction Type	# of Transactions
Adds	30,570
Auto-Renews	5,200
Renews	77,254
Transfers	2,356
Deletions for Credit	1,232
Total	116,612

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

Command	# of Transactions
Check Contact	1,332,345
Create Contact	986,552
Delete Contact	14,910
Info Contact	2,975,013
Transfer Contact	0
Update Contact	2,553,486
Check Domain	43,143,567
Create Domain	4,351,344
Delete Domain	46,967
Info Domain	4,627,799
Renew Domain	111,492
Transfer Domain	50,067
Update Domain	653,654
Check Host	6,437,555
Create Host	81,620

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Delete Host	218,016
Info Host	2,196,158
Update Host	76,846
Totals	69,857,391

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	2,768,337
Minimum Daily Transactions	1,715,472
Average Daily Transactions	2,253,464

Transaction Type	# of Transactions
Total Billable Transactions	116,612
Total number of Whois Queries	32,794,803
Total number of DNS Queries	46,743,201,989
Total EPP Transactions	69,857,391
Total Registry Transactions	46,845,970,795

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	13,315
Visits	8,176
Average Visit Length	45 Secs

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	221
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: .US Locality Statistics

Statistic	Count
Number of Delegated Managers	375
Changes to Delegated Managers	0
Updates to Locality Domains	85

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during March 2018.

Date	Registrar	Domain Name	Complaint	Action
3/2/2019	GoDaddy.com, Inc.	ptoffice.us	Invalid contact details	Registrar Rejected
3/5/2019	NameCheap, Inc.	birdfix.us	Spam complaint	Registrar Rejected
3/5/2019	NameSilo, LLC	Roosterforpresident.us	Invalid contact details	Not confirmed by complainant
3/6/2019	GoDaddy.com, Inc.	turismomedia.us	Invalid contact details	Registrar Rejected
3/6/2019	NameCheap, Inc.	passed998.us	Trademark violation	Nexus
3/6/2019	NameCheap, Inc.	mackageshop.us	Spam complaint	Nexus
3/8/2019	eNom, LLC	insurance.us	Data protected	Nexus
3/25/2019	NameCheap, Inc.	guccii.us	Invalid address	Not confirmed by complainant