

**neustar**<sup>®</sup>

**Registry Operator Monthly Report**

**.US**<sup>™</sup>

**May 2018**

**Prepared: June 2018**

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# Monthly Progress Report for May 2018

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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 May 2018.

### Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,135 total locality names of which Neustar manages 9,752 as the Delegated Manager. There are an additional 2,383 covered by Delegated Manager and Registrant agreements. The Texas Regional Hostmaster continues a refusal to sign the Delegated Manager agreement for the management of 324 delegated names. Open communications have begun to terminate the Texas Delegated Manager agreement and shift the registrant relationships to Neustar's Delegated management.

### Policy Update:

Neustar met with the NTIA on Wednesday, May 30. The agenda included an industry update specifically around GDPR post May 25 and a focused topic on Security and .US. Nicolai Bezsonoff, Becky Burr and Judy Song were in attendance from Neustar. Vernita Harris and Susan Chalmers were in attendance from the NTIA.

In addition, the .US Stakeholder Council met on Thursday June 14, 2018 at 11:00 ET. Full minutes will be disclosed and provided to the Council for approval prior to the next meeting. Highlights of the meeting are included below.

There were 11 members in attendance. Crystal Peterson provided 1Q marketing updates. Dustin Phillips, our Stakeholder Council member, presented a brief update on his ' .US brand ambassador trip' across the United States. Becky Burr provided an industry update on GDPR as it related to .US. In addition, she provided an update on post- GDPR continued efforts and ongoing concerns.

Neustar also presented the formation of a sub-committee dedicated to the further enhancement of the Locality Space Delegated Manager Tool. Bryan Britt will lead the subcommittee as the representative from the Stakeholder Council and as a Delegated Manager supporting the Locality Space for 22 years. Judy Song Torreele will represent Neustar. Together, Neustar and Bryan will work to broaden the sub-committee to include other members of the Council and additional Delegate Managers. Next steps are to set up bi-weekly meetings and finalize requirements.

### Marketing Update:

National Small Business week wrapped on May 5th and the .US sponsored "Trip Across America" ran through the end of May. "Trip Across America" included 13 unique Twitter posts in support of .US or .US businesses and sites. Led by Dustin Phillips, Co-Executive Director at ICANNWiki, who served as .US Brand Ambassador driving from Washington state to Washington, DC in two-weeks and stopping at different .US business and leveraging .US sites, such as parks.us to navigate his journey. Two blog posts are forthcoming which will talk to his experience and details of the

trip. These will be exclusive to .US and will be posted on our blog and promoted on social channels.

Evergreen efforts for both paid search and promotional advertising continue to show strong results. Paid search is our second highest converting channel, after referral traffic, with a 17% average conversion rate vs. sitewide average of 12%. Paid promotional efforts show a 14% online conversion rate with Facebook as the strongest social platform.

Three new blogs were posted throughout May and Content continues to drive a highly engaged audience with more than double the average time spent on the website (2 minutes and 30 seconds vs. sitewide average of 1 minutes) and multiple page views. Continue to plan consistent posting throughout the year and leverage in paid efforts to maximize reach and awareness.

#### Content:

- How to Choose the Right Domain Name for Your Small Business
- 15 Free Online Resources to Market Your Small Business
- 10 Easy Ways to Improve Your SEO Rankings with Minimal Effort

#### Other Updates

New registrations in May 2018 were 21.2% lower than May 2017. Names under management in May 2018 were 20.6% lower than May 2017. The renewal rate in March 2018 (most current data available due to 45 day grace period) was lower year over year at 39.9% vs. 75.7% in March 2017.

**Section 2: Performance Data**

**Service Level Agreement Measurements**

Service Level Requirement	Requirement	Actual
Service Availability – SRS	99.900%	100.000%
Service Availability - Nameservers	100.000%	100.000%
Service Availability- Whois	99.950%	100.000%
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%	99.992% < 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**

<b>Total Domains Under Management</b>	<b>2,048,409</b>
<b>Totals Nameservers Managed</b>	<b>239,321</b>

**Billable Transactions**

Transaction Type	# of Transactions
Adds	50,708
Auto-Renews	5,394
Renews	74,478
Transfers	2,085
Deletions for Credit	1,490
<b>Total</b>	<b>134,155</b>

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

Command	# of Transactions
Check Contact	994,343
Create Contact	3,225,820
Delete Contact	45,956
Info Contact	4,696,902
Transfer Contact	0
Update Contact	2,563,206
Check Domain	72,562,588
Create Domain	5,234,235
Delete Domain	84,372
Info Domain	3,546,146
Renew Domain	81,109
Transfer Domain	47,348
Update Domain	750,603
Check Host	7,189,353
Create Host	62,856
Delete Host	218,201
Info Host	825,280
Update Host	29,840
<b>Totals</b>	<b>102,158,158</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,949,892
Minimum Daily Transactions	2,502,209
Average Daily Transactions	3,295,424

Transaction Type	# of Transactions
Total Billable Transactions	134,155
Total number of Whois Queries	34,339,365
Total number of DNS Queries	41,543,980,750
Total EPP Transactions	102,158,158
<b>Total Registry Transactions</b>	<b>41,680,612,428</b>

## Section 4: Monthly Registration Data

See attached spreadsheet.

## Section 5: Website Statistics

URL: www.about.us	
Page Views	7,673
Visits	4,023
Average Visit Length	54 Secs

## Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	158
Registrars in Ramp Up	58
Registrars in Pre-Ramp Up	0

## Section 7: .US Locality Statistics

Statistic	Count
Number of Delegated Managers	374
Changes to Delegated Managers	0
Updates to Locality Domains	18

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### Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during April 2018.

Date	Registrar	Domain Name	Complaint	Action
5/6/2018	eNom, Inc.	asiantractorparts.us	Invalid Contact Information	Registrar Rejected
5/12/2018	NameCheap, Inc.	Serverparts.us	Nexus Violation	Registrar Rejected
5/17/2018	GoDaddy.com, Inc.	Grabhere.us	Invalid Contact Information	Registrar Accepted
5/17/2018	NameCheap, Inc.	ohlala.us	Invalid Contact Information	Registrar Accepted
5/23/2018	NameCheap, Inc.	asicsgellyte.us	Contact Information Question	Email Sent to Registrar
5/23/2018	NameCheap, Inc.	asicsweb.us	Contact Information Question	Email Sent to Registrar
5/23/2018	NameCheap, Inc.	Globalchemlab.us	Invalid Contact Information	Email Sent to Registrar
5/28/2018	NameCheap, Inc.	Bostonterrierhomes.us	Invalid Contact Information	Email Sent to Registrar
5/29/2018	NameCheap, Inc.	C99cheats.us	Nexus Violation	Registrar Rejected