

neustar[®]

Registry Operator Monthly Report

.US[™]

May 2019

Prepared: June 2019

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Monthly Progress Report for May 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 May 2019.

Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,136 total usTLD Locality names. Of those, Neustar manages 9,750 as the Delegated Manager, and the remaining 2,386 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. Neustar initiated an internal review of all Delegated Managers through the system to verify reported numbers and to communicate future updates to the enhanced Delegated Manager Tool.

Policy Update:

Neustar continued working with the NTIA and FDA on the Framework and Pilot plan as follow-up from April 2019's FDA Opioid Summit to help combat the illegal sale of opioids online. Language and communications have been reviewed by both Neustar and the NTIA to satisfaction and need review by the additional participating registries to finalize. Also in May, Neustar submit a high level strategy overview for communications with the Census Bureau regarding the upcoming census in 2020, which will be conducted solely online. The high level plan offers strategies for promotion of the Census by Neustar and the usTLD as well as safety messages to help Americans identify the official Census for inputting private personal information.

Neustar has also begun enhanced relationships with both the NMEC and IWF in terms of finding and eradicating CP and child exploitation online. Scans have begun of the usTLD zone with the intention of achieving 100% free zones from CP or domain names exploiting children.

We began ongoing monthly meetings with the usTLD Stakeholder Council Chair to ensure beneficial communications between Neustar and the Council. We expect to have increased visibility of the Stakeholder Council within the Internet community for policy reviews and also participation of members.

Marketing Update:

New marketing efforts in May include the launch of podcast advertising, targeting small business audience shows to spread awareness around the .US domain. Throughout the month, .US ran :60 second promotional spots on, Duct Tape Marketing, an educational show to support small business owners. The sponsorship included :60 second DJ read mid-roll spots, 6 social posts per episode with tags for @aboutdotus, the .US as a feature sponsor logo in podcast notes and weekly corresponding blog mentions. A dedicated landing page was built on the website, www.launchwith.us, which served as a call to action for users. A special offer was

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created that included a domain name and website builder which could be redeemed with the promo code on the .US landing page. At the end of May we saw a total of 80K downloads of the Duct Tape Marketing shows which is a tremendous value for a highly engaged and targeted audience for the usTLD.

The .US political campaign strong results continued in May. Creative was rotated to remain fresh and relevant to the audience. Goal of this campaign is to encourage use of .US domains for civic and political engagement. Current online conversion rates are averaging 18% which is the highest performance of any campaign outside of paid search efforts. Advertising is focused solely on the Facebook platform and is targeting by interest and group association - Group Associations | Conferences | Members of AAPC | Political Campaigns & Interests (non-bipartisan).

Ongoing efforts for SEO include a new blog posted to the website, ""What's a UTM Code and How Can it Transform Your Marketing"". The article focuses on tactical steps that can be implemented right away by small businesses owners to instantly increasing tracking and performance reporting on marketing efforts. This theme carries over from the podcast series sponsorship to create a complimentary experience for users visiting the website.

Website traffic is up 15% month over month, and 40% from the same time last year. Organic search alone has increased 75% from the same period last year, which is a testament to our ongoing SEO and content efforts.

Other Updates

New registrations in May 2019 were 29.7% lower than May 2018. Names under management in May 2019 were 2.6% higher than May 2018. The renewal rate in March 2019 (most current data available due to 45 day grace period) was higher year over year at 66.3% vs. 40.1% in March 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	2,101,424
Totals Nameservers Managed	238,182

Billable Transactions

Transaction Type	# of Transactions
Adds	35,698
Auto-Renews	5,030
Renews	74,144
Transfers	2,067
Deletions for Credit	1,111
Total	118,050

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

Command	# of Transactions
Check Contact	2,252,872
Create Contact	1,107,114
Delete Contact	21,459
Info Contact	2,625,623
Transfer Contact	0
Update Contact	2,927,911
Check Domain	44,076,076
Create Domain	6,163,977
Delete Domain	68,117

Info Domain	4,331,569
Renew Domain	118,646
Transfer Domain	41,678
Update Domain	732,247
Check Host	6,573,990
Create Host	89,578
Delete Host	220,881
Info Host	2,471,213
Update Host	56,162
Totals	73,879,113

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	2,931,002
Minimum Daily Transactions	1,727,644
Average Daily Transactions	2,383,197

Transaction Type	# of Transactions
Total Billable Transactions	118,050
Total number of Whois Queries	21,980,432
Total number of DNS Queries	47,981,647,136
Total EPP Transactions	73,879,113
Total Registry Transactions	48,077,624,731

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	13,604
Visits	7,689
Average Visit Length	45 sec

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	110

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during May 2018.

Date	Registrar	Domain Name	Complaint	Action
5/28/2019	NameCheap, Inc.	unknownmenu.us	Invalid	Not confirmed by submitter
5/25/2019	Domain People	patentandtrademarkoffices.us	Fraudulent registration data	Registrar Accepted
5/21/2019	US Locality	sac-city.k12.ca.us	Registrar Rejected	US Locality customer