



Registry Operator Monthly Report



October 2018

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Monthly Progress Report for October 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 October 2018.

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 9,754 as the Delegated Manager, and the remaining 2,381 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:

On October 17, 2018, Neustar held a Monthly call. Agenda items included: Pre ICANN summary, and marketing campaign updates. Attendees were Vernita Harris, Susan Chalmers, Becky Burr, Crystal Peterson, and Judy Song.

Marketing Update:

Strong results from October marketing efforts to promote the .US video micro-documentaries. Overall website traffic is up 15% from last month with the biggest growth coming from direct and organic search channels. Our advertising campaign is designed to drive awareness for the usTLD, and growth metrics in direct and organic search are indicative of new people actively searching the .US brand.

The website conversation rate remained comparable to last month, hovering just under 7% for all website traffic. However, due to the increased traffic to the site, we drove additional conversions throughout the month of October. Paid advertising efforts provided 1 million video impressions with 3,800 hours of total view time for the .US videos. The view-thru rate for two and a half minute mash-up video averaged 40% - that is to say that 40% of people who saw the Story of .US, watched

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it in its entirety to the very end (the average view-thru rate for a two and a half minute video is 5%).

Video advertising efforts are continuing through the end of November and the www.about.us website recently launched a video gallery to house and promote the video assets - www.about.us/whos-on-us.

In addition to the video marketing, an in-depth interview was completed with one of the featured .US businesses and posted to the about.us blog:

Business with a Bigger Purpose in Mind (interview with 3dudesphotobooth.us) - <https://www.about.us/blog/business-with-a-bigger-purpose-in-mind>

Paid search and evergreen Marketing efforts also continue to drive consistent traffic and website conversions with 470 visits and 36 conversions to registrar sites.

Excited to round out the month with our Spaceapps partnership for the 2018 NASA Space Apps Challenge. Space Apps is an international hackathon that occurs over 48 hours in cities around the world October 19-21. Coders, scientists, designers, storytellers, makers, builders, technologists, and everyone enthusiastic about curiosity come together to address challenges we face on Earth and in space! With more than 187 events and more than 25,000 people participating across six continents. Students and professionals, beginners and veterans around the United States of America will be given .US domain + website builders through PorkBun to launch their project online.U.S.

Other Updates

New registrations in October 2018 were 181.1% higher than October 2017. Names under management in October 2018 were 21.7% lower than October 2017. The renewal rate in August 2018 (most current data available due to 45 day grace period) was lower year over year at 56.9% vs. 64.1% in August 2017.

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	2,086,763
Totals Nameservers Managed	237,815

Billable Transactions

Transaction Type	# of Transactions
Adds	122,729
Auto-Renews	5,421
Renews	62,325
Transfers	2,684
Deletions for Credit	1,224
Total	194,383

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

Command	# of Transactions
Check Contact	3,282,856
Create Contact	1,432,407
Delete Contact	43,679
Info Contact	3,833,649
Transfer Contact	0
Update Contact	2,214,620
Check Domain	49,743,286
Create Domain	3,242,535
Delete Domain	59,869
Info Domain	4,127,922
Renew Domain	76,218
Transfer Domain	28,750
Update Domain	955,942
Check Host	6,542,908
Create Host	49,008
Delete Host	245,872
Info Host	1,843,392
Update Host	57,626
Totals	77,780,539

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,138,439
Minimum Daily Transactions	1,836,668
Average Daily Transactions	2,509,049

Transaction Type	# of Transactions
Total Billable Transactions	194,383
Total number of Whois Queries	34,157,910
Total number of DNS Queries	43,745,282,408
Total EPP Transactions	77,780,539
Total Registry Transactions	43,857,415,240

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	12,818
Visits	8,179
Average Visit Length	45 Secs

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	223
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	40

Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during October 2018.

Date	Registrar	Domain Name	Complaint	Action
10/1/2018	NameCheap, Inc.	airmaxoutletstore.us	Nexus violation	Nexus Investigation Initiated
10/4/2018	NameCheap, Inc.	cardwellcreative.us	Fraudulent site	Nexus Investigation Initiated
10/11/2018	Google LLC	globalbuilder.us	Invalid complaint	Not confirmed by submitter. No action
10/12/2018	NameCheap, Inc.	outletsshop.us	Nexus violation	Nexus Investigation Initiated
10/18/2018	GoDaddy.com, Inc.	mathe.us	Nexus violation	Registrar Accepted
10/26/2018	NameCheap, Inc.	vouloirgrou.us	Spam/Malicious	Nexus Investigation Initiated
10/26/2018	NameCheap, Inc.	uedciderpr.us	Spam/Malicious	Nexus Investigation Initiated
10/26/2018	NameCheap, Inc.	avp2.us	Nexus violation	Nexus Investigation Initiated
10/26/2018	NameCheap, Inc.	avp2.us	Nexus violation	Nexus Investigation Initiated
10/26/2018	NameCheap, Inc.	avp2.us	Nexus violation	Nexus Investigation Initiated
10/26/2018	NameCheap, Inc.	anaheimnationalinn.us	Fraudulent site	Registrar Accepted
10/27/2018	NameCheap, Inc.	quitterrais.us	Spam/Malicious	Email sent to Registrar
10/27/2018	NameCheap, Inc.	avp2.us	Nexus violation	Email sent to Registrar
10/30/2018	NameCheap, Inc.	um5ohw014e.us	Invalid fax number	Email sent to Registrar