



## **Registry Operator Monthly Report**



**September 2018**

**Prepared: October 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.

## Table of Contents:

<b>Section 1: Summary of Major Events .....</b>	<b>3</b>
<b>Section 2: Performance Data .....</b>	<b>5</b>
<b>Section 3: Monthly Transaction Statistics .....</b>	<b>5</b>
<b>Section 4: Monthly Registration Data.....</b>	<b>7</b>
<b>Section 5: Website Statistics.....</b>	<b>7</b>
<b>Section 6: Accredited Registrar Status .....</b>	<b>7</b>
<b>Section 7: .US Locality Statistics .....</b>	<b>7</b>
<b>Section 8: WHOIS Complaint Statistics .....</b>	<b>8</b>

## Section 1: Summary of Major Events

### Technical and Operational Update

There were no operational changes during September 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. Neustar is currently contacting current Delegated Managers and reviewing the entire Locality space per contractual obligations to monitor the full zone file for accuracy. 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:

There was not a Neustar September Monthly Meeting. Change of IANA contact completed this month. .US Stakeholder Council Meeting held on September 20, 2018 at 11AM. Minutes to be uploaded to <https://about.us>.

### Marketing Update:

The "Story of .US" video advertising efforts launched the second half of September and are running on social media, YouTube and OTT (connected TV and streaming media devices), as part of an integrated marketing plan with paid effort through the end of October. Promoted video assets include the two minute mash-up compilation video, featuring 4 different .US users and businesses, as well as short 15 second branded teaser videos for each of the .US features, meant to drive traffic to the [www.about.us/whos-on-us](http://www.about.us/whos-on-us) page to learn more about the individual stories and the .US domain.

Complementary ads were created for re-messaging efforts in order to reach users after visiting the [www.about.us](http://www.about.us) site and encourage them to reserve their .US domain. To drive increased engagement, corresponding blog features are also being drafted and published for the .US video studies. The blogs will be released individually over the next two months revealing more in-depth looks at each of the businesses and sites. The first two blogs to be released are:

Cogeo.us - The Non-Profit Fundraising Dream Team You Need to Hire Now

Cesion.us - High Schoolers Launch Cesion Software, Promptly Win Award for New App

In addition to the video efforts, the 2018 .US Town Hall Webcast was also announced via a blog post and social media announcement. A dedicated landing page has been created to drive

## Monthly Progress Report for September 2018

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attendance and further promotion is planning throughout October to encourage sign-ups. The dedicated landing page can be found at [www.about.us/townhall](http://www.about.us/townhall)

SEM and Evergreen campaigns are both still active and driving highly qualified leads to the [www.about.us](http://www.about.us) website. SEM is our highest converting channel at a 10% online conversion rate and evergreen efforts are driving a 9% online conversion with an average of just over two minutes on the site. This demonstrates the high quality of traffic the campaign is successfully targeting.

### **Other Updates**

New registrations in September 2018 were 98.2% higher than September 2017. Names under management in September 2018 were 23.0% lower than September 2017. The renewal rate in July 2018 (most current data available due to 45 day grace period) was lower year over year at 52.3% vs. 67.2% in July 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**

<b>Total Domains Under Management</b>	<b>2,025,973</b>
<b>Totals Nameservers Managed</b>	<b>235,695</b>

**Billable Transactions**

Transaction Type	# of Transactions
Adds	77,618
Auto-Renews	5,244
Renews	61,563
Transfers	2,669
Deletions for Credit	1,282
<b>Total</b>	<b>148,376</b>

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

Command	# of Transactions
Check Contact	1,358,597
Create Contact	1,412,996
Delete Contact	164,739
Info Contact	3,285,432
Transfer Contact	0
Update Contact	2,084,824
Check Domain	63,847,401
Create Domain	2,774,169
Delete Domain	74,029
Info Domain	3,831,226
Renew Domain	74,518
Transfer Domain	56,009
Update Domain	769,515
Check Host	6,568,416
Create Host	45,956
Delete Host	219,128
Info Host	1,677,455
Update Host	49,217
<b>Totals</b>	<b>88,293,627</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,839,126
Minimum Daily Transactions	2,943,120
Average Daily Transactions	1,872,520

Transaction Type	# of Transactions
Total Billable Transactions	148,376
Total number of Whois Queries	32,205,033
Total number of DNS Queries	43,156,193,819
Total EPP Transactions	88,293,627
<b>Total Registry Transactions</b>	<b>43,276,840,855</b>

## Section 4: Monthly Registration Data

See attached spreadsheet.

## Section 5: Website Statistics

URL: www.about.us	
Page Views	11,103
Visits	6,387
Average Visit Length	52 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	374
Changes to Delegated Managers	0
Updates to Locality Domains	35

## Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during September 2018.

Date	Registrar	Domain Name	Complaint	Action
9/12/2018	PDR Ltd. d/b/a PublicDomainRegistry.com	asicscheap.us	Falsified Registration Data	Email Sent to Registrar
9/12/2018	NameCheap, Inc.	asics-sneakers.us	Falsified Registration Data	Email Sent to Registrar
9/12/2018	NameCheap, Inc.	asics-gelnimbus.us	Falsified Registration Data	Email Sent to Registrar
9/13/2018	NameCheap, Inc.	ofallon.mo.us	Nameserver Update Request Filed Inaccurately.	No action taken for accuracy compliant. Update completed.
9/29/2018	NameCheap, Inc.	dundermifflin.us	Suspected Nexus Violation	Domain Deleted