

**neustar**<sup>®</sup>

**Registry Operator Monthly Report**

**.US**<sup>™</sup>

**April 2017**

**Prepared: May 2017**

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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 or issues during April 2017.

### Locality Update

While Neustar has previously reported on names covered by DM and Registrant agreements, through our upgraded reporting we are able to begin to report on the total Locality space which, per our contract, is monitored by Neustar to ensure adherence to policies and procedures for the usTLD. We now have 12,115 total locality names of which Neustar manages 4,076 as the Delegated Manager. There are an additional 3,984 covered by Delegated Manager and Registrant agreements. Texas Regional Hostmaster refuses to sign the agreement on 324 names. We have 128 domains which are awaiting return of paperwork. We are issuing additional paperwork to the 3,598 locality names and/or Delegated Managers as part of our internal review.

### Policy Update:

The .US Stakeholder Council held its regularly scheduled meeting on April 20, 2017. Neustar's Director of Registry Services presented to the Council a comprehensive 12-month marketing strategy for .US. Several council members posed ideas for new marketing initiatives and expressed interest in contributing to the promotion of existing .US marketing campaigns. The Council decided to use the next meeting of the Council as a workshop to develop marketing ideas to compliment the campaigns developed by Neustar. The Council also discussed the membership rules for the Council including membership term lengths. The Council agreed to discuss membership at the next meeting. Neustar continues to develop its privacy services implementation plan and a plan for the release of 1 and 2 character domains.

### Marketing Update:

April Marketing focused on driving awareness through fresh, authoritative website content and online traffic supported by paid search efforts. Our efforts around SEO show an increase in organic traffic of almost 300% over last year with a big jump in referral traffic from whois.us and Tucowsdomains. A new blog was published end of month offering advice to small businesses for launching a website (<http://www.about.us/blog/getting-a-small-business-online-is-easier-than-you-think-here-s-what-you-should-know>). Content will be promoted on social media in early May to support National Small Business Week.

Total online traffic shows an average conversion rate of 11% (conversion is defined by any outbound link click on a registrar partner). Paid search accounts for just under 10% of total traffic and drove 47 conversions throughout April. Conversions from all channels totaled 783.

### Other Updates

New registrations in April 2017 were 130.4% higher than April 2016. Names under management in April 2017 were 51.4% higher than April 2016. The renewal rate in February 2017 (most current

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data available due to 45 day grace period) was higher year over year at 74.0% vs. 66.9% in February 2016.

## 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 min
Extended Planned Outage Duration - SRS	18 hours	0 min
Extended Planned Outage Duration - Nameservers	None	0 min
Extended Planned Outage Duration - Whois	18 hours	0 min
Processing Time - Add, Modify, Delete of all objects	3,000ms for 95%	99.998% < 3,000ms
Processing Time - Query Domain	1,500 ms for 95%	99.995% < 1,500ms
Processing Time - Whois Query	1,500 ms for 95%	99.999% < 1,500ms
Processing Time - Nameserver Resolution	1,500 ms for 95%	99.981% < 1,500ms
Update Frequency - Nameserver	15 min. for 95%	99.997% < 15 mins
Update Frequency - Whois	15 min. for 95%	99.999% < 15 mins

## Section 3: Monthly Transaction Statistics

<b>Total Domains Under Management</b>	<b>2,417,401</b>
<b>Totals Nameservers Managed</b>	<b>590,186</b>

### Billable Transactions

Transaction Type	# of Transactions
Adds	72,782
Auto-Renews	5,513
Renews	81,386
Transfers	2,789
Deletions for Credit	1,557
<b>Total</b>	<b>164,027</b>

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

Command	# of Transactions
Check Contact	72,824
Create Contact	240,646
Delete Contact	2,853
Info Contact	890,914
Transfer Contact	0
Update Contact	199,882
Check Domain	76,622,690
Create Domain	31,069,698
Delete Domain	39,612
Info Domain	5,516,198
Renew Domain	85,813
Transfer Domain	0
Update Domain	787,960
Check Host	355,446
Create Host	15,163
Delete Host	4,691
Info Host	885,017
Update Host	3,925
<b>Totals</b>	<b>116,793,332</b>

Daily EPP Transaction	# of Transactions
Maximum Daily Transactions	4,989,207
Minimum Daily Transactions	2,570,346
Average Daily Transactions	3,893,111

Transaction Type	# of Transactions
Total Billable Transactions	164,027
Total number of Whois Queries	321,829,866
Total number of DNS Queries	32,327,574,552
Total EPP Transactions	116,793,332
<b>Total Registry Transactions</b>	<b>32,766,361,777</b>

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## Section 4: Monthly Registration Data

See attached spreadsheet.

## Section 5: Website Statistics

URL: <a href="http://www.neustar.us">www.neustar.us</a>	
Page Views	12,909
Visits	6,941
Average Visit Length	48 Secs

## Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	153
Registrars in Ramp Up	16
Registrars in Pre-Ramp Up	0

## Section 7: .US Locality Statistics

Statistic	Count
Number of Delegated Managers	3,984
Changes to Delegated Managers	0
Updates to Locality Domains	0

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### Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during April 2017.

Date	Registrar	Domain Name	Complaint	Action
4/2/2017	Uniregistrar Corp	mycreditreports.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	casino-win.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	amazonshops.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	maxiderm.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	hotpennystock.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	freedebtrelief.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	verney.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	freenursingdegree.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	roguewarrior.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	navalbase.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	freenursingdegree.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	shop7.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	newcreditcards.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	miair.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	newcaronline.us	Invalid Contact Information	Email Sent to Registrar
4/2/2017	Uniregistrar Corp	mortgagehelp.us	Invalid Contact Information	Email Sent to Registrar
4/3/2017	NameCheap, Inc.	stspet-carrier.us	Invalid Contact Information	Invalid
4/6/2017	NameCheap, Inc.	mywebsitedesignca.us	Nexus Violation	Email Sent to Registrar
4/10/2017	eNom, LLC	cla.us	Invalid Contact Information	Email Sent to Registrar
4/17/2017	NameCheap, Inc.	outletsale.us	Invalid Contact Information	CSR Accepted
4/18/2017	NameCheap, Inc.	findstoreonline.us	Invalid Contact Information	Email Sent to Registrar
4/18/2017	NameCheap, Inc.	outletsale.us	Invalid Contact Information	Email Sent to Registrar
4/18/2017	eNom, LLC	katespadeoutletcity.us	Invalid Contact Information	Email Sent to Registrar
4/28/2017	1API GmbH	pradashoes.us	Invalid Contact Information	Email Sent to Registrar