



## **Registry Operator Monthly Report**



**August 2017**

**Prepared: September 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 August 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 12,124 total locality names of which Neustar manages 9,763 as the Delegated Manager. There are an additional 2,361 covered by Delegated Manager and Registrant agreements. Texas Regional Hostmaster refuses to sign the agreement on 324 names.

### Policy Update:

The .US Stakeholder Council met for its regularly scheduled meeting on August 24, 2017. The Council discussed ongoing efforts to increase membership and diversify the membership. Neustar also provided an update regarding its outreach and planning for the third annual .US Stakeholder Town Hall which will be held on October 5.

### Marketing Update:

August efforts focused on content optimization for about.us webpages and driving social engagement through Facebook and Twitter article sharing. Internal linking was added to blog posts to promote engagement and longer time on site. The average visit length increased 17 seconds from last month and organic search is especially strong with an average session duration of 00:01:33 and 2.07 pages per session. Facebook followers are up 25% in the last two months to 2,190 and 139 total engaged users through organic social posting (no paid media).

Paid search and referral traffic continue to drive the highest online conversion rates at 16% and 17% respectively. There were a total of 77 PDF downloads last month, without any paid promotion pushing to the Online Toolkit. This is a good indication of quality content and engaged users.

A new blog post was promoted last month, “How to Write Meta Tags Like a Pro.” This article focused on educating the audience on backed website techniques to help users increase visibility and site traffic to their website. Total blog traffic last month contributed 252 pageviews with a 64% bounce rate.

Press coverage included an in-depth article on Janine Pelosi, the head of marketing for Zoom Video Communications (zoom.us), and was featured on Tech.co, “How to Get Above the Noise and Gain Customers.”

### Other Updates

New registrations in August 2017 were 57.5% higher than August 2016. Names under management in August 2017 were 57.3% higher than August 2016. The renewal rate in June 2017

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(most current data available due to 45 day grace period) was higher year over year at 71.6% vs. 71.2% in June 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%	99.999% < 3,000ms
Processing Time - Query Domain	1,500 ms for 95%	99.990% < 1,500ms
Processing Time - Whois Query	1,500 ms for 95%	99.999% < 1,500ms
Processing Time - Nameserver Resolution	1,500 ms for 95%	99.976% < 1,500ms
Update Frequency - Nameserver	15 min. for 95%	99.992% < 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>2,534,119</b>
<b>Totals Nameservers Managed</b>	<b>591,870</b>

### Billable Transactions

Transaction Type	# of Transactions
Adds	61,717
Auto-Renews	6,239
Renews	62,950
Transfers	1,627
Deletions for Credit	1,444
<b>Total</b>	<b>133,977</b>

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

Command	# of Transactions
Check Contact	84,861
Create Contact	364,107
Delete Contact	3,465
Info Contact	1,802,058
Transfer Contact	0
Update Contact	305,743
Check Domain	77,243,321
Create Domain	37,437,758
Delete Domain	54,169
Info Domain	5,268,189
Renew Domain	67,333
Transfer Domain	0
Update Domain	664,761
Check Host	317,112
Create Host	14,387
Delete Host	6,015
Info Host	532,706
Update Host	2,578
<b>Totals</b>	<b>124,168,563</b>

Daily EPP Transaction	# of Transactions
Maximum Daily Transactions	4,532,545
Minimum Daily Transactions	3,399,477
Average Daily Transactions	4,005,438

Transaction Type	# of Transactions
Total Billable Transactions	133,977
Total number of Whois Queries	368,080,166
Total number of DNS Queries	54,347,702,734
Total EPP Transactions	124,168,563
<b>Total Registry Transactions</b>	<b>58,840,085,440</b>

## 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	9,650
Visits	5,397
Average Visit Length	77 Secs

## Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	150
Registrars in Ramp Up	18
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	4

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### Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during August 2017.

Date	Registrar	Domain Name	Complaint	Action
8/8/2017	NameCheap, Inc.	oportuncash.us	Invalid Contact Information	Email Sent to Registrar
8/11/2017	GMO Internet, Inc. d/b/a Onamae.com	parnassi.us	Invalid Contact Information	Email Sent to Registrar
8/14/2017	GoDaddy.com, Inc.	monktech.us	Invalid Contact Information	Registrar Accepted
8/14/2017	eNom, LLC	343.us	Inaccurate WHOIS Information	Invalid
8/14/2017	eNom, LLC	029.us	Inaccurate WHOIS Information	Email Sent to Registrar
8/14/2017	eNom, LLC	967.us	Inaccurate WHOIS Information	Registrar Accepted
8/15/2017	GoDaddy.com, Inc.	Connect.us	Nexus Violation	Registrar Accepted
8/15/2017	PDR Ltd. d/b/a PublicDomainRegistry.com	67studios.us	Invalid Contact Information	Email Sent to Registrar
8/16/2017	GoDaddy.com, Inc.	virginmoving.us	Invalid Contact Information	Registrar Accepted
8/16/2017	GoDaddy.com, Inc.	virginvanlines.us	Invalid Contact Information	Registrar Accepted
8/16/2017	GoDaddy.com, Inc.	convenient.us	Nexus Violation	Registrar Accepted
8/22/2017	US Locality	galt.k12.ca.us	Update Contact Information	Registrar Rejected
8/24/2017	NameCheap, Inc.	christabelscorgies.us	Invalid Contact Information	Email Sent to Registrar
8/26/2017	NameCheap, Inc.	atlanticlogisticsexpress.us	Invalid Contact Information	Email Sent to Registrar