



Registry Operator Monthly Report



December 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.

Table of Contents:

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

Section 1: Summary of Major Events

Technical and Operational Update

There were no operational changes during December 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 12,131 total locality names of which Neustar manages 9,770 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 on December 7, 2017. During this final meeting of 2017, Council members re-elected Shane Tews and Karen Rose as Chair and Vice Chair, respectively. Council members reviewed the work it did in 2017, including privacy and proxy and the a proposal to release one and two character domains. Members also looked ahead to 2018 and decided that the work of the Council can continue with once a quarter formal meeting with supplementary meetings if necessary. Council members voted to hold meetings in 2018 at 11:00 a.m. Eastern on March 22, June 14, September 20 and December 13. The meeting wrapped up with a presentation by Becky Burr, Neustar's Chief Privacy Officer, on what GDPR means for .US.

Marketing Update:

New campaign, "Thankful for .US," targeting families continued to run through the end of December. Paid efforts drove a total of 2.5K visits and accounted for half of total website traffic in the month of December. This is more than a 400% increase over LY which saw a total of 902 visits, with no paid media campaigns. The "Thankful for .US" campaign ran on three platforms: Facebook, Instagram & Programmatic Remessaging, with the goal of driving domain registrations for personalized family domains. Online conversions totaled 490 throughout the month of December with a 10% online conversion rate. Our top performing asset was a dedicated content piece, "Family Websites are More Personal and Accessible Than Facebook," (<http://www.about.us/blog/family-websites-are-more-personal-and-accessible-than-facebook>) which drove double the amount of conversions and website sessions than any other ad or channel (1,428 sessions and 146 conversions)! Facebook was the next top performing channel with a 16% conversion rate and contributing 49 total conversions.

Performance shows Facebook working best with older audience targets, "Families with Kids – Adult Children 18-26" and "Families with Kids – Preteen & Teen 8-18," while Instagram proved best for slightly younger segments, "Families with Kids – New Parents 0-2." This is in-line with the demographic differences between the platforms. Social media saw an 8% growth in Facebook followers (182 new page likes) with 179 total engagements (likes + comments + shares).

Press coverage in December includes:

- Tech.CO article, “The Benefits of Creating a Family Website” (<https://tech.co/benefits-creating-family-website-2017-12>)
 - Promotes the “Thankful for .US” campaign
- .US legacy site, Zoom.us, saw some extra promotion at the end of year for reaching “unicorn status,” (valuation of \$1 billion or more) in 2017:
 - 57 startups became unicorns this year and seven lost their horns (<https://www.recode.net/2017/12/20/16761708/2017-startups-funding-billion-valuation-company>)
 - The 3 Secrets Behind Zoom’s Triple-Digit Growth (<https://blog.drift.com/how-zoom-grew/?linkId=45307551>)

In addition to the “Thankful for .US” campaign, a second new article was written and posted in December, targeting small business owners and stressing the importance of a domain and branded email address, “Get a Branded Email Address for Your Business. It Matters.” (<http://www.about.us/blog/get-a-branded-email-address-for-your-business-it-matters?linkId=45819018>). This was posted to our about.us site and cross-promoted on Twitter and Facebook.

Top metrics for 2017:

- 85k website visits (vs. 9.5k in 2016)
- Organic search - Up 340% over LY
- Online conversion rate - 11%
- Online conversion clicks to registrar sites - 22,137
- Downloads of Toolkit PDFs - 842

Other Updates

New registrations in December 2017 were 70.7% lower than December 2016. Names under management in December 2017 were 1.3% lower than December 2016. The renewal rate in October 2017 (most current data available due to 45 day grace period) was lower year over year at 14.9% vs. 72.4% in October 2016.

Section 2: Performance Data

Service Level Agreement Measurements

Service Level Requirement	Requirement	Actual
Service Availability – SRS	99.900%	99.989%
Service Availability - Nameservers	100.000%	100.000%
Service Availability- Whois	99.950%	99.989%
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%	99.998% < 1,500ms
Processing Time - Nameserver Resolution	1,500 ms for 95%	99.846% < 1,500ms
Update Frequency - Nameserver	15 min. for 95%	99.999% < 15 mins
Update Frequency - Whois	15 min. for 95%	99.998% < 15 mins

Section 3: Monthly Transaction Statistics

Total Domains Under Management	2,160,739
Totals Nameservers Managed	241,327

Billable Transactions

Transaction Type	# of Transactions
Adds	29,836
Auto-Renews	6,329
Renews	55,479
Transfers	1,612
Deletions for Credit	1,468
Total	94,724

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

Command	# of Transactions
Check Contact	1,008,759
Create Contact	1,679,079
Delete Contact	75,367
Info Contact	5,751,367
Transfer Contact	0
Update Contact	3,840,520
Check Domain	66,412,636
Create Domain	1,709,323
Delete Domain	231,346
Info Domain	8,374,431
Renew Domain	60,079
Transfer Domain	24,307
Update Domain	644,632
Check Host	7,418,790
Create Host	58,596
Delete Host	102,691
Info Host	545,293
Update Host	31,971
Totals	97,969,187

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,594,234
Minimum Daily Transactions	2,192,438
Average Daily Transactions	3,160,296

Transaction Type	# of Transactions
Total Billable Transactions	94,724
Total number of Whois Queries	46,759,142
Total number of DNS Queries	114,202,567,676
Total EPP Transactions	97,969,187
Total Registry Transactions	114,347,390,729

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	8,559
Visits	4,833
Average Visit Length	56 Secs

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	151
Registrars in Ramp Up	58
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	2

Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during December 2017.

Date	Registrar	Domain Name	Complaint	Action
12/27/2017	GoDaddy.com, Inc.	asics-shoesoutlet.us	Invalid Contact Information	Registrar Accepted