



## **Registry Operator Monthly Report**



**February 2017**

**Prepared: March 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 February 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 129 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 did not hold a meeting in February. Neustar continues to develop its privacy services implementation plan and a plan for the release of 1 and 2 character domains.

### Marketing Update:

February efforts focused on demand gen opportunities for the website. Optimizations to our ongoing SEM campaign resulted in 490 web referrals with an average conversion rate of 19% (conversion as defined here is any outbound link click to a registrar site after searching a domain name). SEM visits are down slightly to last month as we wrapped up the “This is Us” campaign and are focusing on bottom of the funnel keywords related to “domain purchase” and “domain registration.” We are still seeing strong overall traffic to the site after our re-launch in December with sessions up significantly from last year - 6,857 vs. 558 in 2016. We are continuing to reach a new audience with 88% of web visits from new users in February. Top viewed pages on the website include:

- Homepage
- /ThisIsUs (wedding campaign)
- Policies and Governance

Looking to drive SEO value going forward with an integrated content strategy. The first blog in our monthly series was published on February 17 and dedicated to “couplepreneurs” - “How Couplepreneurs Make Each Other Better” <http://www.about.us/blog/how-couplepreneurs-make-each-other-better>.

### Other Updates

New registrations in February 2017 were 132.7% higher than February 2016. Names under management in February 2017 were 42.7% higher than February 2016. The renewal rate in December 2016 (most current data available due to 45 day grace period) was higher year over year at 71.7% vs. 66.2% in December 2015.

**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%	99.999% < 1,500ms
Processing Time - Whois Query	1,500 ms for 95%	99.999% < 1,500ms
Processing Time - Nameserver Resolution	1,500 ms for 95%	99.147% < 1,500ms
Update Frequency - Nameserver	15 min. for 95%	99.192% < 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>2,277,167</b>
<b>Totals Nameservers Managed</b>	<b>588,519</b>

**Billable Transactions**

Transaction Type	# of Transactions
Adds	72,757
Auto-Renews	3,927
Renews	62,934
Transfers	1,882
Deletions for Credit	1,563
<b>Total</b>	<b>143,063</b>

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

Command	# of Transactions
Check Contact	79,896
Create Contact	306,891
Delete Contact	2,488
Info Contact	2,873,649
Transfer Contact	0
Update Contact	211,675
Check Domain	80,060,163
Create Domain	20,232,942
Delete Domain	29,970
Info Domain	5,630,461
Renew Domain	170,484
Transfer Domain	0
Update Domain	797,928
Check Host	377,362
Create Host	14,406
Delete Host	3,874
Info Host	1,143,535
Update Host	1,538
<b>Totals</b>	<b>111,937,262</b>

Daily EPP Transaction	# of Transactions
Maximum Daily Transactions	4,591,001
Minimum Daily Transactions	2,886,868
Average Daily Transactions	3,997,759

Transaction Type	# of Transactions
Total Billable Transactions	143,063
Total number of Whois Queries	286,174,268
Total number of DNS Queries	32,293,122,899
Total EPP Transactions	111,937,262
<b>Total Registry Transactions</b>	<b>32,691,377,492</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	4,783
Visits	1,324
Average Visit Length	200 Secs

## Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	153
Registrars in Ramp Up	17
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

### Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during February 2017.

Date	Registrar	Domain Name	Complaint	Action
2/7/2017	1API GmbH	atttimewarner.us	Invalid Contact Information	CSR Accepted
2/8/2017	PDR Ltd. d/b/a PublicDomainRegistry.com	drdrebeatswireless.us	Invalid Contact Information	Email sent to Registrar
2/9/2017	US Locality	islamorada.fl.us	Update Contact Information	CSR Rejected
2/11/2017	1&1 Internet SE	hewillnotdivide.us	Nexus Violation	Registrar Accepted
2/15/2017	OnlineNIC, Inc. d/b/a China- channel.com	comregboard.us	Invalid Contact Information	Email sent to Registrar
2/18/2017	Tucows Domains Inc.	informatika.us	Invalid Contact Information	Email sent to Registrar
2/23/2017	NameCheap, Inc.	eniatev.us	Invalid Contact Information	Invalid