



Registry Operator Monthly Report



January 2017

Prepared: February 2017

**Neustar, Inc.
21575 Ridgetop Circle
Sterling, VA 20166**

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 or issues during January 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 held its regularly scheduled meeting on January 26, 2017. The Council discussed chair and vice-chair nominations. Prior to the meeting, a communication was sent to each of the Council members stating that the current chair, Scott Harris, planned to step down from his role in 2017. Ms. Tews, the current vice-chair, indicated that she would be willing to step into the chair role and council member Karen Rose volunteered to serve as the vice-chair. The communication stated that if no more nominations were received by February 1, 2017, Ms. Tews and Ms. Rose would be confirmed as chair and vice-chair. No additional nominations were received at the January 26 meeting or in the days leading up to February 1.

Crystal Peterson, Neustar's Director of Business Development, presented the 2017 marketing overview for the .US TLD.

The Council discussed the comments received on two open policy issues: 1) the implementation of privacy services for .US; and 2) the premium names plan. ICA submitted comments that supported the privacy services plan. The ICA comments also supported the premium names plan in part. The ICA comments supported the premium names plan with regard to the proposed release of one and two-character domains but objected to the reclassification of currently authorized .US domains as ICA believes that although the .US proposal had proper protections proposed as part of its plan, the reclassification could be used by other domains as precedent to make a similar reclassification but without the protections proposed by Neustar. These comments had been previously distributed to the Council and the Secretariat provided a summary of the comments during the meeting. The Council discussed both comments and the Chair moved for a vote to recommend to Neustar that it finalize both policy plans and submit them to the Department of Commerce for its consideration.

The Council voted to recommend to Neustar that it forward its privacy service plan to the Department of Commerce. The Council voted to recommend that Neustar forward its premium names plan to the Department of Commerce with regard to the release of one and two-character

domains, but not with regard to the proposed reclassification of currently authorized .US domains. The Secretariat stated that Neustar would review the premium names plan again in light of the Council's recommendation.

Marketing Update:

January marketing efforts focused on driving engagement for the "This is .US" campaign across Facebook, Pinterest and Programmatic targeted ads. We saw incredibly strong results on the Facebook platform where our follower base nearly doubled over a one-month timespan and we engaged more than 8,000 users through comments, clicks and shares.

Highlights:

- Over 5 million total impressions
- 1,222 Total Pins saved (Pinterest)
- 17,000 Website visits
- 860 Total online conversions (Registrar link clicks)

Search engine marketing continues to bring in leads from Google searches with a total of 530 new visits in January. Paid traffic is averaging a 25% conversion rate for leads to outbound registrars. This demonstrates a highly engaged and quality audience. We continue to work on improving the website and January included additional mobile optimizations to the layout and user interface design to ensure visitors can easily access content and navigate the site from any device. Menu navigation has been changed to a responsive design and content layout has been optimized for a cleaner display.

Notable press in January is a .us domain sold to Barack Obama for his "organizing for action" initiative – www.OFA.us (<http://domainnamewire.com/2017/01/04/end-user-domain-sales-133000-one-barack-obama/>). This domain serves, not as a redirect, but a main site for OFA organizers.

Other Updates

New registrations in January 2017 were 221% higher than January 2016. Names under management in January 2017 were 39.9% higher than January 2016. The renewal rate in November 2016 (most current data available due to 45 day grace period) was higher year over year at 71.8% vs. 65.6% in November 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%	99.994% < 1,500ms
Processing Time - Whois Query	1,500 ms for 95%	100.00% < 1,500ms
Processing Time - Nameserver Resolution	1,500 ms for 95%	99.974% < 1,500ms
Update Frequency - Nameserver	15 min. for 95%	99.998% < 15 mins
Update Frequency - Whois	15 min. for 95%	100.00% < 15 mins

Section 3: Monthly Transaction Statistics

Total Domains Under Management	2,231,082
Totals Nameservers Managed	588,008

Billable Transactions

Transaction Type	# of Transactions
Adds	88,607
Auto-Renews	5,467
Renews	64,438
Transfers	2,100
Deletions for Credit	1,500
Total	162,112

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

Command	# of Transactions
Check Contact	70,309
Create Contact	360,317
Delete Contact	2,938
Info Contact	1,917,025
Transfer Contact	0
Update Contact	177,682
Check Domain	93,765,105
Create Domain	17,767,965
Delete Domain	33,719
Info Domain	5,545,107
Renew Domain	68,908
Transfer Domain	0
Update Domain	628,842
Check Host	490,006
Create Host	64,461
Delete Host	4,381
Info Host	655,509
Update Host	138,022
Totals	121,690,296

Daily EPP Transaction	# of Transactions
Maximum Daily Transactions	4,676,079
Minimum Daily Transactions	2,473,712
Average Daily Transactions	3,925,493

Transaction Type	# of Transactions
Total Billable Transactions	162,112
Total number of Whois Queries	319,958,149
Total number of DNS Queries	37,282,065,926
Total EPP Transactions	121,690,296
Total Registry Transactions	37,723,876,483

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.neustar.us	
Page Views	4,789
Visits	17,234
Average Visit Length	33 Secs

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	153
Registrars in Ramp Up	1
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

Monthly Progress Report for January 2017



Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during January 2017.

Date	Registrar	Domain Name	Complaint	Action
1/5/2017	eNom, Inc.	summit-pe.us	Invalid Contact Information	CSR Accepted
1/5/2017	Mesh Digital Limited	quantumpe.us	Invalid Contact Information	CSR Accepted
1/5/2017	eNom, Inc.	dumontpe.us	Invalid Contact Information	CSR Accepted
1/5/2017	eNom, Inc.	paragonpe.us	Invalid Contact Information	CSR Accepted
1/12/2017	Todaynic.com, Inc.	wwwdafa888com.us	Invalid Contact Information	CSR Accepted
1/17/2017	PDR Ltd. d/b/a PublicDomainRegistry.com	c2conline.us	Invalid Contact Information	CSR Accepted
1/17/2017	PDR Ltd. d/b/a PublicDomainRegistry.com	iphonescoop.us	Invalid Contact Information	CSR Accepted
1/18/2017	GoDaddy.com, Inc.	examcollection.us	Invalid Contact Information	Registrar Accepted
1/25/2017	GoDaddy.com, Inc.	stephencurry2mvpshoes.us	Invalid Contact Information	Registrar Accepted
1/26/2017	GoDaddy.com, Inc.	berghain.us	Invalid Contact Information	Registrar Accepted
1/28/2017	NameCheap, Inc.	Hewillnotdevide.us	Invalid Contact Information	Email Sent to Registrar
1/30/2017	NameCheap, Inc.	JerseyChinaBizWholesale.us	Invalid Contact Information	Email Sent to Registrar
1/31/2017	TLD Registrar Solutions Ltd.	best-headphones.us	Invalid Contact Information	Email Sent to Registrar