



Registry Operator Monthly Report



November 2017

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**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.

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Section 1: Summary of Major Events

Technical and Operational Update

There were no operational changes during November 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 12,129 total locality names of which Neustar manages 9,768 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 did not meet during November 2017.

Marketing Update:

.US celebrated Veteran's Day in November with a dedicated content piece, "Giving Back: 3 Organizations Transforming Veterans' Lives," honoring the nation's veterans and highlighting efforts from three different .US veteran organizations dedicated to giving back and helping veterans access the resources they need:

- Veterans Advocacy Collective – www.veteranscollective.us
 - Founded by disabled combat veteran, Doug Cade, the Veterans Advocacy Collective Veterans Collective steps in to offer insight and provide grants to veterans until they can get VA assistance. According to the organization's website, its goal is to help veterans "Bridge the Gap between where they are and where they hope to be."
- Project Sanctuary – www.projectsanctuary.us
 - Founder and CEO Heather Ehle started Project Sanctuary to provide a safe space for families to talk about the impact of war on their lives. Her goal is to "support the troops" by supporting the entire family. Project Sanctuary offers everything from outdoor therapeutic family retreats to relieve stress and facilitate sharing, to classes for coping with PTSD, rebuilding marriages, and managing family finances.
- Combined Arms - www.combinedarms.us
 - Combined Arms brings together more than 140 unique resources and dozens of nonprofit organizations and government agencies with a goal to support organizations that provide military transition and community reintegration services, specifically for the Houston, TX area. Veterans simply create an online profile and fill out a needs assessment to get connected with organizations that offer career support, physical wellness, legal advice, mental wellness and more.

The article was published November 10th, and posted across social media channels on 11/11. Post reach totaled 3,500 and was the highest engaging post on Facebook throughout the month. Two

of the individual organizations reached out and thanked .US for the article feature and shared the post on their own social channels.

In addition to Veteran's Day, the "Thankful for .US" campaign kicked off at the end of the month to coincide with the Thanksgiving Holiday. "Thankful for .US" is a campaign focused on promoting the use of a .US domain for family websites as way to stay in touch, share stories, plan reunions and more. The campaign is running primarily on Facebook and Instagram and urges families to reserve their family domain for a lifetime of memories. A content piece was developed to support the messaging and help educate end-users on how and why they should get a domain. The article, "Family Websites are More Personal and Accessible Than Facebook," was published on 11/27 and is being promoted as sponsored content along with the paid ads. All paid efforts are scheduled to run through the end of the year.

Website traffic shows a decrease in month over month sessions which can be attributed to seasonality, however year over year traffic is up 400+% (5,221 sessions vs. 1,019 in 2016). Organic search alone is up over 230% from last year. Paid Search traffic remains strong as the highest converting channel for outbound registrar clicks. Paid search shows a 16% conversion rate vs. an average of 12% across other channels. The online toolkit saw a total of 81 downloads last month with the majority of downloads coming from direct and organic search. Efforts continue to drive SEO value through new and relevant content offerings and social media engagement to increase web traffic.

Other Updates

New registrations in November 2017 were 74.1% lower than November 2016. Names under management in November 2017 were 19.9% higher than November 2016. The renewal rate in September 2017 (most current data available due to 45 day grace period) was lower year over year at 44.8% vs. 71.6% in September 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 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%	99.984% < 1,500ms
Processing Time - Nameserver Resolution	1,500 ms for 95%	99.992% < 1,500ms
Update Frequency - Nameserver	15 min. for 95%	99.998% < 15 mins
Update Frequency - Whois	15 min. for 95%	99.984% < 15 mins

Section 3: Monthly Transaction Statistics

Total Domains Under Management	2,522,351
Totals Nameservers Managed	245,457

Billable Transactions

Transaction Type	# of Transactions
Adds	36,879
Auto-Renews	8,918
Renews	55,746
Transfers	1,793
Deletions for Credit	1,283
Total	104,319

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

Command	# of Transactions
Check Contact	940,819
Create Contact	1,613,046
Delete Contact	42,856
Info Contact	4,783,881
Transfer Contact	0
Update Contact	2,987,547
Check Domain	320,121,773
Create Domain	949,716
Delete Domain	474,108
Info Domain	5,939,150
Renew Domain	59,308
Transfer Domain	2,464
Update Domain	770,888
Check Host	5,707,364
Create Host	44,824
Delete Host	517,846
Info Host	750,609
Update Host	41,995
Totals	345,748,194

Daily EPP Domain Transactions	# of Transactions
Maximum Daily Transactions	3,078,950
Minimum Daily Transactions	57,307
Average Daily Transactions	2,113,399

Transaction Type	# of Transactions
Total Billable Transactions	104,319
Total number of Whois Queries	47,345,271
Total number of DNS Queries	82,921,780,638
Total EPP Transactions	345,748,194
Total Registry Transactions	83,314,978,422

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	9,097
Visits	5,221
Average Visit Length	58 Secs

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	151
Registrars in Ramp Up	19
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	3

Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during November 2017.

Date	Registrar	Domain Name	Complaint	Action
11/1/2017	PDR Ltd. d/b/a PublicDomainRegistry.com	mitsu.us	Nexus Violation	CSR Accepted
11/6/2017	Todaynic.com Inc.	bbs.us	Nexus Violation	CSR Accepted
11/7/2017	NameCheap, Inc.	footlockershop.us	Nexus Violation	CSR Accepted
11/8/2017	NameCheap, Inc.	themusicschool.us	Nexus Violation	CSR Accepted
11/14/2017	NameCheap, Inc.	latestmodapks.us	Nexus Violation	CSR Accepted
11/14/2017	NameCheap, Inc.	snapchatsneak.us	Nexus Violation	CSR Accepted
11/14/2017	NameCheap, Inc.	snapchatsneaker.us	Nexus Violation	CSR Accepted
11/14/2017	NameCheap, Inc.	yourfriendsnapchats.us	Nexus Violation	CSR Accepted
11/14/2017	NameCheap, Inc.	yourfriendsnapchat.us	Nexus Violation	CSR Accepted
11/14/2017	NameCheap, Inc.	sneakothersnapchats.us	Nexus Violation	CSR Accepted
11/24/2017	Name.com, Inc.	valentino--shoes.us	Nexus Violation	CSR Accepted
11/30/2017	GoDaddy.com Inc.	armanioutlet.us	Whois Inaccuracy	Registrar Accepted