



Registry Operator Monthly Report



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

The usTLD migrated to Neustar's upgraded Shared Registry System, Narwhal, on September 26, 2017. The migration and maintenance window occurred on a Tuesday, during non-business hours in the United States. This is outside of the contracted standard of all maintenance windows to occur on a weekend to accommodate Registrar customer preferences to ensure the most successful circumstances both pre- and post-launch. The maintenance outage to migrate the TLD occurred from 02:00 UTC (10:00pm EDT) to 11:00 UTC (7:00am EDT). All domains, contacts and hosts were moved to the upgraded platform. In keeping with Neustar policy regarding old "trash" registry data, only contacts that were associated with a domain were moved. This was communicated and approved by all Registrars prior to the migration. The old contact data was not deleted or lost and any Registrar may access their "trash" contacts via a Support Ticket to .US Support. To date, no .US Accredited Registrar has requested to include their "trash" contact data into the migrated TLD data. Post migration, there were zero (0) Registrar support tickets opened in relation to the migration or assistance needed.

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 did not meet during September 2017. Neustar and Council members prepared for the third annual .US Stakeholder Town Hall which will be held on October 5.

Marketing Update:

September efforts focused on driving attendance for the .US annual Town Hall meeting on October 5th. A sponsored post went live on Circle ID the last week of September to help drive awareness and the content was picked up and retweeted by community influencers. PR efforts to engage the domainer community also went out to ensure interested parties were aware of policy discussions and could attend to ask questions. A total of five articles were posted covering the event:

- Circle ID - "Join Neustar's Town Hall Meeting and Help Shape the Future Of .US"
- DNJournal – ".US Fans Invited to Attend Neustar's Annual Online Town Hall Meeting Devoted to America's ccTLD October 5th"
- DomainPulse – "Neustar Wants Your Help Shaping the Future of .US"
- OnlineDomain – "Join the .US town hall meeting and help shape the future of the .US extension"
- WN Editorial – "Neustar To Host Live Town Hall Forum For .US"

In addition to PR coverage, the Town Hall was also promoted heavily on .US owned social channels, Facebook and Twitter. All attendees received email confirmation and reminder follow-ups the day prior to, and day of, the Town Hall meeting.

Outside of Town Hall promotional efforts, social engagement was a priority focus throughout September. Content was posted and shared with a total reach of over 200k from 13 different posts across social media. Top performing posts consisted of educational based content with tips for Small Business owners. Partner support included a promotional blog posted to name.com supporting a sale on .US domains, “Bottoms Rupp | Save on .US domains.”

SEM continues to perform well driving a total of 340 visits and 62 conversions in September and remains our second highest converting channel after referral traffic with an 18% conversion rate (up 10% from last month). Organic search is also strong, showing a 400% increase from last year with a total of 936 visits.

Other Updates

New registrations in September 2017 were 40.3% lower than September 2016. Names under management in September 2017 were 42.8% higher than September 2016. The renewal rate in July 2017 (most current data available due to 45 day grace period) was lower year over year at 67.15% vs. 71.85% 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	8 hours
Planned Outage Duration - Nameservers	None	0 min
Planned Outage Duration - Whois	8 hours	8 hours
Extended Planned Outage Duration - SRS	18 hours	1 hour
Extended Planned Outage Duration - Nameservers	None	0 min
Extended Planned Outage Duration - Whois	18 hours	1 hour
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%	100% < 1,500ms
Processing Time - Nameserver Resolution	1,500 ms for 95%	99.992% < 1,500ms
Update Frequency - Nameserver	15 min. for 95%	99.999% < 15 mins
Update Frequency - Whois	15 min. for 95%	100% < 15 mins

Section 3: Monthly Transaction Statistics

Total Domains Under Management	2,537,081
Totals Nameservers Managed	686,635

Billable Transactions

Transaction Type	# of Transactions
Adds	48,416
Auto-Renews	5,961
Renews	59,821
Transfers	1,794
Deletions for Credit	1,733
Total	117,725

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

Command	# of Transactions
Check Contact	804,982
Create Contact	1,426,521
Delete Contact	14,757
Info Contact	2,659,711
Transfer Contact	0
Update Contact	1,471,106
Check Domain	267,936,683
Create Domain	134,779
Delete Domain	22,315
Info Domain	749,503
Renew Domain	10,188
Transfer Domain	0
Update Domain	138,939
Check Host	5,643,557
Create Host	78,630
Delete Host	39,921
Info Host	479,407
Update Host	24,787
Totals	281,635,786

Daily EPP Transaction	# of Transactions
Maximum Daily Transactions	8,123,825**
Minimum Daily Transactions	189,256**
Average Daily Transactions	9,387,859

Transaction Type	# of Transactions
Total Billable Transactions	117,725
Total number of Whois Queries	2,296,193
Total number of DNS Queries	143,420,310,682
Total EPP Transactions	281,635,786
Total Registry Transactions	143,704,360,386

** Please note that Minimum and Maximum Daily EPP Transactions are through September 26, 2017 02:00 UTC. Daily transaction reports from the upgraded SRS reporting system are being updated and more information will be provided in the next .US Monthly Report.

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	9,576
Visits	4,970
Average Visit Length	70 Secs

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	149
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	0

Section 8: WHOIS Complaint Statistics

The following Whois complaints were received during September 2017.

Date	Registrar	Domain Name	Complaint**	Action
9/1/2017	NameCheap, Inc.	OhlalaWatches.us	Inaccurate WHOIS information	Invalid
9/3/2017	Web Commerce Communications, Ltd.	application-online.us	Inaccurate WHOIS information	CSR Accepted
9/4/2017	NameCheap, Inc.	kdms.us	Inaccurate WHOIS information	CSR Accepted
9/5/2017	Key-Systems GmbH	Connect.us	Inaccurate WHOIS information	Registrar Accepted
9/6/2017	PDR Ltd. d/b/a PublicDomainRegistry.com	beatswirelessheadphones.us	Inaccurate WHOIS information	Email Sent to Registrar
9/6/2017	PDR Ltd. d/b/a PublicDomainRegistry.com	drdrebeatswireless.us	Inaccurate WHOIS information	Invalid
9/6/2017	PDR Ltd. d/b/a PublicDomainRegistry.com	drdrebeatswireless.us	Inaccurate WHOIS information	Email Sent to Registrar
9/11/2017	eNom, LLC	federaloib.us	Inaccurate WHOIS information	Email Sent to Registrar
9/19/2017	NameCheap, Inc.	sneakotherssnapchats.us	Inaccurate WHOIS information	Email Sent to Registrar
9/19/2017	NameCheap, Inc.	yourfriendsnapchat.us	Inaccurate WHOIS information	Email Sent to Registrar
9/19/2017	NameCheap, Inc.	snapchatsneaker.us	Inaccurate WHOIS information	Email Sent to Registrar
9/19/2017	NameCheap, Inc.	snapchatsneak.us	Inaccurate WHOIS information	CSR Accepted
9/19/2017	NameCheap, Inc.	yourfriendsnapchats.us	Inaccurate WHOIS information	Email Sent to Registrar