



Registry Operator Monthly Report

June 2023

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Monthly Progress Report for June 2023

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As required by the Department of Commerce/Registry Services, LLC ("Registry Services") Contract, this report provides an overview of Registry Services' activity during the reporting month.

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Section 1: Summary of Major Events

Contractor and Policy Update

Contracted Parties

The ICANN77 Policy Forum, held in Washington, D.C., from 12 to 15 June 2023, was a well-attended event, despite being the shorter of the three annual ICANN meetings. The location of the meeting in the U.S. capital attracted many participants from different regions and stakeholder groups, who engaged in productive discussions on various policy issues.

One of the highlights of the meeting was the positive feedback from the community on the proposed amendments to the Registry Agreement (RA) and the Registrar Accreditation Agreement (RAA) to strengthen the obligations to help mitigate DNS Abuse. These amendments, which were developed through a collaborative process between ICANN org and the Contracted Parties House (CPH), aim to enhance the expectations of ICANN contracted parties to disrupt and mitigate DNS abuse and provide a clear path for enforcement by ICANN Contractual Compliance. The amendments represent an important step in the community's efforts to combat DNS abuse and ensure that all contracted parties fulfil their contractual obligations in this regard.

Another key takeaway from the meeting was the progress of the Generic Names Supporting Organization (GNSO) and the ICANN Board on the next round of new gTLDs. Both parties continued their coordination to address outstanding issues related to the implementation of the policy recommendations from the GNSO New gTLD Subsequent Procedures Policy Development Process (PDP).

ccNSO

During ICANN77, the ccNSO held various sessions, which included Tech Day, eight ccNSO Members Meeting sessions, and a ccNSO Council session. The ccNSO Council adopted the Board Report regarding the proposed policy on the mechanism for the review of the specific decisions related to the delegation, transfer, revocation, and retirement of country code top-level domains (ccTLDs). As a next step, the Board Report will be submitted to the ICANN Board for adoption. The ccNSO Council also adopted the timelines for the Customer Standing Committee selection, the ICANN Board Seat 12 nomination process, and the ccNSO Council election. Moreover, the ccNSO Council agreed on the distribution of the ccNSO Council roles and responsibilities for the year ahead as part of its succession planning process and adopted the ccNSO Activity Portfolio for 1 July 2023 to 30 June 2025 as proposed by the ccNSO Council Triage Committee. Additional topics for discussion included results from a ccNSO Council 360-degree feedback process. The aim was to improve the overall quality of the ccNSO Council through peer review of ccNSO councilors whose terms end by October 2023 and March 2024. Furthermore, the ccNSO Council discussed rebalancing the ICANN NomCom and a potential

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ccNSO submission regarding the Public Technical Identifiers Bylaws amendments. Finally, the ccNSO Council agreed on next steps regarding the ccNSO and Universal Acceptance. To learn more, visit the ccNSO Council workspace.

Additionally, During ICANN77, the ccNSO Meetings Program Committee (MPC) organized a session on ccTLD registration trends. Following an introduction of global registration trends for ccTLDs for the period of 2019–2023, ccTLDs from different regions explored highlights from the registration trends for their respective ccTLDs and shared what they believe are the main drivers of these trends. The ccTLDs also reflected on what the future looks like in terms of domain name registration trends.

The ccNSO Council Triage Committee confirmed with the ccTLD community the ccNSO Purpose and Goal Statement and the ccNSO Activity Portfolio for the period of 1 July 2023 to 30 June 2025, which the ccNSO Council then adopted. The ccNSO Council Triage Committee is dedicated to quickly reviewing incoming requests for input and making a suggestion to the ccNSO Council about how to react to the requests. To better balance this workload against the resources available, the mandate of the ccNSO Council Triage Committee also includes prioritization of the ccNSO Council work plan.

The fourth Country Code Policy Development Process (ccPDP4) Working Group presented its latest draft proposals during the ccNSO Policy Update Session and informed the ccTLD community on what to expect leading up to the ICANN78 Annual General Meeting (AGM) in October 2023. ccPDP4 defines the criteria, process, and procedures for selecting Internationalized Domain Name (IDN) ccTLDs associated with the country codes assigned to countries, territories, or other areas of geopolitical interest listed in the ISO 3166-1 standard. The policy proposals address not only the IDN ccTLD string selection process, but also variant management, confusing similarity, de-selection, and review mechanisms.

(Source: Internal Reports & [ICANN77 Policy Outcomes Report](#))

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,512 total usTLD Locality names. Of those, Registry Services manages 9,257 as the Delegated Manager, and the remaining 3,255 are covered by external Delegated Manager Agreements.

There was not one Delegated Manager agreement executed this month.

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Technical and Operational Update

There were no operational changes during June 2023.

Marketing Update

June .US marketing efforts included a mix of awareness, engagement and consideration activities - continuing paid advertising efforts for bottom-of-the-funnel activity to drive conversions and support new registrations. Paid advertising efforts consist of targeted ads on Facebook and Instagram, YouTube pre-roll video ads and Google paid search text ads. The .US marketing strategy seeks to maximize return on paid investment by focusing on lower funnel activities which drive higher rates of conversion. Organic and native efforts around content, website optimization and community engagement on social media support awareness efforts to ensure each phase of the marketing funnel is engaged for small business owners and entrepreneurs. June paid advertising results are summarized below.

Website Sessions: 9,093

Impressions: 328K

YouTube Video Views: 37K

A new direct-to-channel paid campaign kicked off in June with partner Namesilo. This is a social media ad campaign testing traffic direct to the Namesilo .US landing page: <https://www.namesilo.com/tld/us/>. Namesilo is supporting the campaign with dedicated promotional pricing to drive increased registrations. Paid media for this effort is scheduled to run through August 18. Initial campaign results totaled 232K impressions for the first two weeks of the campaign (June 19 - 30).

Content and social media organic efforts to engage our community of entrepreneurs and small business owners build brand equity for .US and support brand recall at the point of purchase. Ensuring brand engagement remains authentic and offers value to users is of utmost importance for building credibility. To achieve this, the .US marketing strategy has invested in content and search engine optimization long-term for the .US brand and website www.about.us. In the month of June, a new blog was added to the website, with a keyword focus on ""e-commerce"" for retail businesses coming online:

Unlocking the Power of SEO: How Small Businesses Can Drive More Traffic to Their eCommerce Site (<https://www.about.us/blog/unlocking-the-power-of-seo-how-small-businesses-can-drive-more-traffic-to-their-ecommerce-site>)

Blog traffic accounted for 10% of total website traffic for the month of June and 50% of organic website traffic, demonstrating the value content provides in driving website visits long-term.

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In addition to content, Facebook and Twitter native channels remained active with a mix of posts that highlight .US brand ambassadors, showcase .US benefits, and engages the community with thoughtful and educational content. A summary of social activity is included below:

Total Posts (Facebook + Twitter): 76

Total Impressions: 149K

Brand Ambassadors Featured:

- kochstelle.us: Modern culinary cookware produced with high-quality materials.
- nxtmove.us: Next Move Real Estate provides Northern Alabama with exceptional customer service.
- parksproject.us: Empowering the next generation of Park Champions to preserve the parks we love and leave it better than we found it.
- commonmission.us: From national security to natural disasters, from energy to the environment, The Common Mission Project is working to show that students can help tackle today's toughest problems.
- wagamama.us: Asian-inspired menu has been created to soothe, nourish, sustain and inspire.

Rounding out marketing efforts are activations with strategic partners, Startup Weekend and Major League Hacking. Additionally, .US is proud to sponsor the LeanGap 2023 Summer Program which run June - August.

Startup Weekend: A three-day program where aspiring entrepreneurs can experience startup life through a 3-day pitch competition. Attendees include aspiring entrepreneurs, startup enthusiasts, business professionals, etc. in cities around the world. Program participants are offered .US domains as part of the Registry Services scholarship portfolio program.

- Events: 20
- Attendees: 3,430

Major League Hacking: A 3-day hackathon event geared towards students. Attendees include college undergraduates, developers, designers and engineers. Program participants are offered .US domains as part of the Registry Services scholarship portfolio program.

- Events: 2
 - o TechTogether - TechTogether, the United States' largest initiative to address gender inequities in the hackathon community. TechTogether is credited in part with increasing the representation of women and non-binary people in the hackathon community by 18% to 39% from 2019 to 2020.
 - o Web3Apps - Web3, DAOs, cryptos and Dap!

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- Attendees: 275

A sampling of some of the domains registered at these events: bridge2success.us, fixconnect.us, techbro.us, procureme.us

LeanGap - Leangap is an immersive startup incubator that empowers high school students to build their own scalable companies and non-profits. During one summer, Leangap helps students develop their ideas from concept to launch, with real customers and users. Leangap is their protocol for the real world. The program runs June - August 2023 and all participants are offered .US domain scholarships.

Other Updates

New registrations in June 2023 were 0.85%% higher than June 2022. Names under management in June 2023 were 4.1% higher than June 2022. The renewal rate in March 2023 (most current data available due to 45-day grace period) was lower year over year at 52.83% vs. 70.78% in March 2022.

Section 2: Performance Data

Service Level Agreement Measurements

Service Level Requirement	Requirement	Actual
Service Availability – SRS	99.900%	100%
Service Availability - Nameservers	100.000%	100%
Service Availability- Whois	99.950%	100%
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

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Processing Time - Whois Query	1,500 ms for 95%	100% < 1,500ms
Processing Time - Nameserver Resolution	1,500 ms for 95%	100% < 1,500ms
Update Frequency - Nameserver	15 min. for 95%	100% < 15 mins
Update Frequency - Whois	15 min. for 95%	100% < 15 mins

Section 3: Monthly Transaction Statistics

Total Domains Under Management	2,005,628
Totals Nameservers Managed	12,212

Billable Transactions

Transaction Type	# of Transactions
Adds	38,177
Auto-Renews	9,707
Renews	83,156
Transfers	2,954
Deletions for Credit	874
Total	134,868

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

Command	# of Transactions
Check Contact	6,010,521
Create Contact	3,637,238
Delete Contact	223,251
Info Contact	21,166,039
Transfer Contact	0
Update Contact	386,354
Check Domain	30,072,767
Create Domain	14,281,349
Delete Domain	93,904

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Info Domain	7,732,162
Renew Domain	76,334
Transfer Domain	419,940
Update Domain	610,979
Check Host	9,496,360
Create Host	446,393
Delete Host	147,914
Info Host	873,109
Update Host	21,207
Totals	95,695,821

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,815,346
Minimum Daily Transactions	1,897,292
Average Daily Transactions	3,189,860

Transaction Type	# of Transactions
Total Billable Transactions	134,868
Total number of Whois Queries	1,969,177
Total number of DNS Queries	16,065,670,455
Total EPP Transactions	95,695,821
Total Registry Transactions	16,163,470,321

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	15,673
Visits	9,093
Average Visit Length	0 min 24 sec

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Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	241
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	268
Changes to Delegated Managers	0
Updates to Locality Domains	24

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during June 2023.

Domain Name	Registrar	Date	Complaint	Action	Comments
VoxCraft.us	NameCheap, Inc.	6/29/2023	WHOIS	Registrar Accepted	None
wendelgroup.us	Cloudflare, Inc.	6/28/2023	Nexus	CSR Rejected	None
tamuedu.us	Tucows Domains Inc.	6/28/2023	WHOIS	Registrar Accepted	None
davisreedinc.us	NameCheap, Inc.	6/27/2023	WHOIS	Registrar Accepted	None
intustvopic.us	NameSilo, LLC	6/18/2023	WHOIS	CSR Rejected	None
safulfillment.us	Web Commerce Communications Limited dba WebNic.cc	6/15/2023	WHOIS	Registrar Accepted	None
safulfillment.us	Web Commerce Communications Limited dba WebNic.cc	6/15/2023	WHOIS	CSR Accepted	None
david.us	GrepApps Technology Inc.	6/9/2023	Nexus	CSR Rejected	None



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queernews.us	PDR Ltd. d/b/a PublicDomainRegistry.com	6/8/2023	WHOIS	Registrar Accepted	None
ezup.us	NameCheap, Inc.	6/7/2023	Nexus	CSR Accepted	None
totely.us	Google LLC	6/6/2023	WHOIS	Registrar Accepted	None
cash.us	GoDaddy Online Services Cayman Islands Ltd.	6/6/2023	WHOIS	CSR Rejected	None
council.us	GoDaddy.com, LLC	6/4/2023	Nexus	CSR Accepted	None
digitalscientists.us	Tucows Domains Inc.	6/2/2023	WHOIS	CSR Rejected	None
rangetech.us	Tucows Domains Inc.	6/1/2023	WHOIS	Registrar Rejected	None
aryainnmarshalltx.us	NameCheap, Inc.	6/1/2023	WHOIS	Registrar Accepted	None

Registry Services, LLC conducts regular spot-checks for Nexus compliance each month. These checks are in addition to investigating specific validation requests from third parties through the complaint tool.

Description	
June 2023 [.]us domain names reviewed (Nexus)	1,375
% of domain names pass primary investigation	92.1%