



Registry Operator Monthly Report



December 2019

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Monthly Progress Report for December 2019

As required by the Department of Commerce/Registry Services, LLC (“Neustar”) 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 December 2019.

Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,192 total usTLD Locality names. Of those, Neustar manages 9,805 as the Delegated Manager, and the remaining 2,387 are covered by external Delegated Manager Agreements. The Texas Regional Hostmaster contacted Neustar and terminated his usTLD Delegated Manager duties for the management of 324 delegated names which zone files confirm is over 850 Locality domain names. Neustar continues to work through the migration plan to ensure policies, services and domain names have no degradation during the migrations. In addition, Neustar have conducted an audit of the US Locality namespace for misidentified Delegated Managers and are currently re-contacting 81 Delegated Managers for execution of the agreement for their delegations.

Policy Update

The usTLD Stakeholder Council conducted their 4th quarterly meeting in December on December 12, 2019. Topics for discussion included a recap of the ICANN Montreal meeting, updates on the council Security and Locality sub-committees and approval of the 2020 Meeting Plan.

Marketing Update

December 2019 marketing continued with our dedicated Vetpreneur efforts, including weekly podcast placement on ""Veteran on the Move,"" as well as social media advertising. Neustar arranged a custom offer for the Veteran podcast promotion which included a domain and website builder fulfilled through our partner Porkbun. A special landing page was set-up at about.us/podcast to push traffic to the about.us site and create a call to action for listeners. Launching in November, the podcast drove over 13K visits to the about.us site. The promotion included 15 second and 60 second DJ read mid-roll spots weekly for November and December. .US received a total of 19 weekly ad placements, along with social media call-outs and brand spots on the Veteran on the Move channels. Social media efforts contributed an additional 500 visits on top of this. These positive results demonstrate the value alignment with the .US brand and Vetpreneur community. Neustar is looking to increase .US efforts to support the Veteran community into 2020 and beyond.

In addition to wrapping up efforts for our Vetpreneur campaign, ongoing campaigns for the target SMB audience continued through the end of the year with Facebook and Instagram advertising as well as paid search.

A new blog was published on the website to engage and support our small business audience with top-of-mind gift giving tips, "Affordable Gift Ideas (for Employees and Clients) that Won't

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Break Santa’s Bank." Blogs continue to generate valuable traffic for the about.us site, support search engine optimization goals, and drive social media engagement with our online community.

Total traffic for December is up 87% from the prior year with a 25% increase in blog visits. A total of 86% of all blog traffic comes from organic search, demonstrating the intrinsic value fresh, quality content provides for .US brand visibility.

Other Updates

New registrations in December 2019 were 60.3% lower than December 2018. Names under management in December 2019 were 6.3% lower than December 2018. The renewal rate in October 2019 (most current data available due to 45 day grace period) was lower year over year at 37.4% vs. 63.2% in October 2018.

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
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

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Section 3: Monthly Transaction Statistics

Total Domains Under Management	1,958,561
Totals Nameservers Managed	225,755

Billable Transactions

Transaction Type	# of Transactions
Adds	24,313
Auto-Renews	5,878
Renews	59,469
Transfers	1,868
Deletions for Credit	755
Total	92,283

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

Command	# of Transactions
Check Contact	1,598,351
Create Contact	1,600,174
Delete Contact	86,615
Info Contact	3,371,389
Transfer Contact	0
Update Contact	2,149,969
Check Domain	37,337,574
Create Domain	14,687,236
Delete Domain	91,744
Info Domain	3,382,135
Renew Domain	108,848
Transfer Domain	64,955
Update Domain	603,049
Check Host	6,026,933
Create Host	142,448
Delete Host	136,630
Info Host	2,691,314
Update Host	59,521
Totals	74,138,885

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Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	3,959,126
Minimum Daily Transactions	1,876,965
Average Daily Transactions	2,391,576

Transaction Type	# of Transactions
Total Billable Transactions	92,283
Total number of Whois Queries	27,816,282
Total number of DNS Queries	65,474,972,637
Total EPP Transactions	74,138,885
Total Registry Transactions	65,577,020,087

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	16,768
Visits	10,006
Average Visit Length	25 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	223
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: .US Locality Statistics

Statistic	Count
Number of Delegated Managers	456
Changes to Delegated Managers	0
Updates to Locality Domains	53

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Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during December 2019.

Date	Registrar	Domain Name	Complaint	Action
12/2/2019	asperous.us	Dynadot LLC	Phishing	Accepted by CS
12/2/2019	garcoconstruction.us	NameCheap, Inc.	Invalid registration	Invalid
12/3/2019	wdvlk.us	NameCheap, Inc.	Phishing	Invalid
12/9/2019	wrhzap.us	NameCheap, Inc.	Invalid registration	Invalid
12/19/2019	bnymellonwealth.us	NameCheap, Inc.	Trademark complaint	Rejected by CS
12/27/2019	dntr.us	PDR Ltd. d/b/a PublicDomainRegistry.com	Invalid registration	Invalid