



Registry Operator Monthly Report



September 2019

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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

There were no operational changes during September 2019.

Locality Update

The usTLD Locality space is monitored by Neustar to ensure adherence to policies and procedures. We now have 12,151 total usTLD Locality names. Of those, Neustar manages 9,759 as the Delegated Manager, and the remaining 2,392 are covered by external Delegated Manager Agreements. The Texas Regional Hostmaster contacted Neustar to terminate his usTLD Delegated Manager duties for the management of 324 delegated names which zone files confirm is over 850 Locality domain names. Communications and a migration plan are in process to ensure continuity of services for the affected registrants.

Policy Update:

September policy initiatives included the 3rd quarterly scheduled usTLD Stakeholder Council meeting and in addition, the first meeting of the council's Security sub-committee. The Security sub-committee is exploring the security policies of the usTLD in relation to other ccTLDs and the industry in general as increasing cybersecurity threats are realized. The sub-committee has a good inclusion from council members and the Stakeholder Chair and Neustar are developing a plan for guest attendees and speakers to provide subject matter expertise.

Marketing Update:

September Marketing efforts included the launch of new Google Domains dedicated landing page and marketing program. This is the first out-of-beta effort for Google Domain, and Neustar worked closely with the Google team to put together a promotional campaign to support .US domain registrations as part of their paid efforts.

- The new landing page can be viewed at: <https://domains.google/tld/us/>

Also, in September .US was promoted as a Silver level sponsor for CENTR's (Council of European National Top Level Domain Registries) 20th Anniversary efforts. This included the distribution of custom branded .US swag (custom multi-use charging cables) which was added commemorative gift bags and distributed throughout the year.

Search engine optimization efforts continue with a new educational article added to the website in September:

- What to Include in Your Business Plan: Essential Sections to Cover (<https://www.about.us/blog/what-to-include-in-your-business-plan-essential-sections-to-cover>)

This keyword rich blog post is ideal for our target small business audience, and offers valuable tips and insight into creating a business plan, as well as drives high-quality traffic to the about.us website supporting quality scores and searching rankings on the web.

Organic traffic referral to about.us is up 19% over previous year, with evergreen marketing pushing paid search and social media efforts as our top performing channels. The .US small business campaign continues to run on both Facebook and Instagram, targeting small business interests for users in the U.S. September garnered 150K total impressions and just over 1,000 clicks to the website. The 50x50 video case story is the best performing creative asset for both engagement and referrals. Facebook continues to be our top platform for engaging with small business users and driving brand awareness.

Other Updates

New registrations in September 2019 were 55.9% lower than September 2018. Names under management in September 2019 were 0.1% higher than September 2018. The renewal rate in July 2019 (most current data available due to 45 day grace period) was higher year over year at 57.30% vs. 52.3% in July 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

Section 3: Monthly Transaction Statistics

Total Domains Under Management	2,028,383
Totals Nameservers Managed	232,481

Billable Transactions

Transaction Type	# of Transactions
Adds	34,341
Auto-Renews	5,107
Renews	62,121
Transfers	2,054
Deletions for Credit	950
Total	104,573

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

Command	# of Transactions
Check Contact	1,652,125
Create Contact	1,175,646
Delete Contact	91,646
Info Contact	2,907,743
Transfer Contact	0
Update Contact	2,108,431
Check Domain	40,902,491
Create Domain	9,135,111
Delete Domain	58,527
Info Domain	3,495,320
Renew Domain	95,902
Transfer Domain	51,980
Update Domain	844,730
Check Host	6,228,767
Create Host	160,052
Delete Host	239,097
Info Host	2,536,465
Update Host	55,602
Totals	71,739,635

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	2,911,753
Minimum Daily Transactions	1,886,637
Average Daily Transactions	2,391,321

Transaction Type	# of Transactions
Total Billable Transactions	104,573
Total number of Whois Queries	21,530,470
Total number of DNS Queries	65,025,753,590
Total EPP Transactions	71,739,635
Total Registry Transactions	65,119,128,268

Section 4: Monthly Registration Data

See attached spreadsheet.

Section 5: Website Statistics

URL: www.about.us	
Page Views	10,024
Visits	5,181
Average Visit Length	1 min 4 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	375
Changes to Delegated Managers	0
Updates to Locality Domains	68

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during September 2019.

Date	Registrar	Domain Name	Complaint	Action
9/18/2019	Fast Domain Inc.	corporateinc.us	Incorrect information	Customer needs to contact their RR
9/19/2019	GoDaddy.com, Inc.	ampedsoftware.us	False registration	Accepted by Registrar
9/27/2019	NameCheap, Inc.	aloy.us	Fake registration	Accepted by Registrar
9/27/2019	NameCheap, Inc.	aloy.us	Fake registration	Accepted by Registrar
9/29/2019	NameCheap, Inc.	treasurepuppies.us	Bad faith	Nexus