.US™

Registry Operator Monthly Report

June 2022
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Monthly Progress Report for June 2022

Dept of Commerce Contract No: 1331L519C13350044

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.

Table of Contents

Section 1: Summary of Major Events

Contractor and Policy Update

Registry Services LLC, attended in-person to ICANN 74, held June 13-16 at The Hague, Netherlands. The last time ICANN held an in-person Policy Forum was in Marrakech from 24-27 June 2019. In June 2019, were 1,186 in-person attendees, which isn't significantly higher than the 878 in-person attendees at The Hague. The big change is in the number of sessions with 173 being conducted in Marrakech and only 105 in The Hague.

A quick review of the Summary Report from the Marrakech meeting identified DNS Abuse as the new hot topic gaining community attention while the intensity surrounding GDPR seemed to be waning. DNS Abuse continues to be the topic that has considerable attention. There seems to be a push from some parts of the community, including the GAC and a GNSO Council DNS Abuse Small Team, to solve the problem of DNS Abuse through contract amendment changes for ICANN contracted parties rather than a policy development process.

During ICANN74, the ccNSO held various sessions including Tech Day, ccNSO Members Meetings, and ccNSO Council sessions. The ccNSO Council held a session to adopt its work plan for fiscal years 2022–2024, which details the expected duration of ccNSO policy development processes (ccPDPs) and ccNSO administrative tasks. In addition, the ccNSO Council appointed new leadership teams for the ccNSO Internet Governance Liaison Committee and ccNSO Meetings Program Committee. The ccNSO Council also adopted the timelines for the ICANN Board Seat 11 nomination process and the upcoming ccNSO Council elections. (*Source: ccNSO Policy Outcome Report, July 2022*)

The usTLD Stakeholder Council met for the Q2 meeting on June 9, 2022, at 12:00 pm Eastern Time The agenda included a marketing update about the 20-year celebration of .US in the second level with a comprehensive integrated marketing campaign. Global activation included registrar partner promotions, flash sales, paid media awareness activities and dedicated content. There were also updates from a Security & Policy standpoint including Registry Services sharing its continuation of discussions with the NTIA regarding Accountable WHOIS and its approval process.

Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,480 total usTLD Locality names. Of those, Registry Services manages 9,371 as the Delegated Manager, and the remaining 3,109 are covered by external Delegated Manager Agreements.

There were 0 Delegated Manager agreements executed this month, had there been any, they would be existing Delegated Managers.

Technical and Operational Update

There were no operational changes during June 2022.

Marketing Update

June marketing continued with our steady drumbeat of content and targeted paid advertising outreach. Social media, including Facebook and Instagram are the main channels leveraged for reaching the small business audience. Creative optimization includes rotating in new ads to keep the messaging and visuals fresh and drive interest for retargeting website visitors. Facebook serves as the platform to engage our target audience and drive consideration for [.]us registrations. To complement our engagement efforts, paid search is an integral component of our overarching strategy. Paid Search re-engages with users at the point of purchase, when people are ready to register their domains. This conversion level marketing tactic supports overall registration growth for [.]us domains, and is our top performing marketing channel for website leads. Additionally, awareness level efforts include a paid YouTube preroll video campaign based on domain keyword searches and SMB and entrepreneurial interests. Video content is a growing market opportunity as more time is spend watching online videos across the web every day. YouTube is the second largest search engine after Google and ensuring [.]us has placement on this platform allows increased reach to support brand affinity and recall.

New content for June includes a business marketing blog added to the website:

Proven tactics for marketing your local business - https://www.about[.]us/blog/proven-tactics-for-marketing-your-local-business/622 This article focuses on four main marketing pillars including SEO, social media marketing, newsletter communication and paid search.

Helpful business tips and small business resource content continue to be the top-performing articles for driving organic traffic to the about[.]us website. This keyword-rich content indexes well in Google and provides viewers with a positive and quality brand experience of [.]us. Total year-over-year traffic is up 40% to the about[.]us website with blog traffic averaging one minute and 26 seconds on site (vs. 49 seconds for the sitewide average). Efforts for content will continue throughout the year to drive long-term search engine optimization for [.]us brand awareness in the SMB market.

Other Updates

New registrations in June 2022 were 25.58% higher than June 2021. Names under management in June 2022 were 9.87% higher than June 2021. The renewal rate in April 2022 (most current data available due to 45-day grace period) was lower year over year at 76.69% vs. 81.02% in April 2021.

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	**1,927,171**
Totals Nameservers Managed	**218,058**

Billable Transactions

Transaction Type	# of Transactions
Adds	37,856
Auto-Renews	29,099
Renews	86,110
Transfers	1,834

Deletions for Credit	2,560
Total	**157,459**

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

Command	# of Transactions
Check Contact	1,069,614
Create Contact	1,038,563
Delete Contact	239,249
Info Contact	24,500,170
Transfer Contact	0
Update Contact	2,761,843
Check Domain	40,049,623
Create Domain	20,717,523
Delete Domain	39,814
Info Domain	4,144,109
Renew Domain	69,268
Transfer Domain	110,024
Update Domain	791,248
Check Host	10,961,534
Create Host	9,670,798
Delete Host	186,859
Info Host	1,871,932
Update Host	19,433
Totals	**118,241,604**

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	6,710,292
Minimum Daily Transactions	3,367,665
Average Daily Transactions	4,222,914

Transaction Type	# of Transactions
Total Billable Transactions	157,459
Total number of Whois Queries	148,465,341

Total number of DNS Queries	55,782,447,682
Total EPP Transactions	118,241,604
Total Registry Transactions	**56,049,312,086**

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	21,101
Visits	11,506
Average Visit Length	0 min 49 sec

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	224
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	27

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during June 2022.

Domain Name	Registrar	Date	Complaint	Action	Comments
impulsewhite[.]us	NameCheap, Inc.	6/25/2022	WHOIS	Invalid	
pinkbook[.]us	GoDaddy.com, LLC	6/24/2022	WHOIS	CSR Accepted	WHOIS Inaccuracy Audit Ongoing
acc-payable[.]us	NameCheap, Inc.	6/20/2022	WHOIS	Invalid	
yieldghana[.]us	GoDaddy.com, LLC	6/18/2022	WHOIS	Registrar Accepted	Domain Deleted
fering[.]us	Dynadot LLC	6/16/2022	WHOIS	Registrar Rejected	
5rbf4qd-upsz[.]us	NameCheap, Inc.	6/16/2022	WHOIS	Invalid	
eags[.]us	NameCheap, Inc.	6/14/2022	WHOIS	CSR Accepted	WHOIS Inaccuracy Audit Ongoing
crucish[.]us	Sav.com LLC	6/14/2022	WHOIS	CSR Rejected	
upronwinch[.]us	NameCheap, Inc.	6/13/2022	WHOIS	Invalid	
milessaintbernardpuppies[.]us	NameCheap, Inc.	6/12/2022	WHOIS	Invalid	

truistfec[.]us	NameCheap, Inc.	6/10/2022	WHOIS	Invalid	
bookcases[.]us	Register.com, Inc.	6/8/2022	WHOIS	CSR Accepted	Domain Deleted
legal[.]us	GoDaddy.com, LLC	6/7/2022	WHOIS	CSR Rejected	
Mortgages[.]us	Tucows Domains Inc.	6/7/2022	WHOIS	Registrar Accepted	
phoenixmanagement[.]us	PDR Ltd. d/b/a PublicDomainRegistry.com	6/3/2022	WHOIS	Registrar Accepted	
bereanbible[.]us	GoDaddy.com, LLC	6/3/2022	WHOIS	Registrar Rejected	
gallagherctx[.]us	NameCheap, Inc.	6/2/2022	WHOIS	Registrar Accepted	
Tonyasuzette[.]us	Fast Domain Inc.	6/2/2022	WHOIS	Registrar Rejected	

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 2022 [.]us domain names reviewed (Nexus)	1,036
% of domain names pass primary investigation	89.19%