



Registry Operator Monthly Report

October 2023

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Monthly Progress Report for October 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.

Table of Contents

- Section 1: Summary of Major Events.....2**
- Section 2: Performance Data7**
- Section 3: Monthly Transaction Statistics.....8**
- Section 4: Monthly Registration Data9**
- Section 5: Website Statistics9**
- Section 6: Accredited Registrar Status.....10**
- Section 7: usTLD Locality Statistics10**
- Section 8: Nexus & WHOIS Compliance Statistics.....10**



Monthly Progress Report for October 2023

Section 1: Summary of Major Events

Contractor and Policy Update

The usTLD Registry team attended ICANN78 hosted in Hamburg, Germany from October 21-26, 2023. Registry Services, in its capacity as Administrator of the usTLD, participates in the ICANN process through the ccNSO Stakeholder Group.

ICANN 78 - Contracted Parties Update

ICANN78 served as ICANN's Annual General Meeting for 2023. During the meeting changes to the ICANN Board took effect, with Catherine Adeya replacing Avri Doria (Nominating Committee) and Chris Buckridge replacing Matthew Shears (GNSO).

Plenary sessions were largely focused on the future of multistakeholder governance and engagement, especially in light of new technologies and infrastructure evolution.

DNS Abuse continues to feature in discussions across the community. Amendments to the Registry Agreement and Registrar Accreditation Agreements related to DNS Abuse have not yet passed, but some community members are already looking to go further and are asking what is next and whether the role of ICANN can expand to address specific constituency concerns. ICANN confirms and maintains that it does not have authority to regulate content, as has always been the case, per its bylaws.

ICANN celebrated its 25th anniversary during ICANN78 with a special session to commemorate the achievements and impact of ICANN since its formation in 1998.

ICANN78 – ccNSO Update

During the 199th ccNSO Council session, several significant decisions and outcomes were reached. Firstly, the council approved the membership application of the Israel country code top-level domain (ccTLD) manager, bringing the total number of ccNSO members to 177. Additionally, the council appointed the leadership team of the ccNSO Universal Acceptance Committee (UAC) and added new members to the DNS Abuse Standing Committee (DASC), the Internet Governance Liaison Committee (IGLC), and the Strategic and Operational Planning Committee (SOPC).

Council members were updated on various topics, including the introduction of a ccNSO Statement of Interest procedure, the ICANN Board Seat 12 nomination process, and the upcoming ccNSO Council election. The council also evaluated the input received from the ICANN78 session on activities by the ICANN Registrant Program and its relevance to ccTLDs, with an option to explore mutually beneficial activities in the future.

Monthly Progress Report for October 2023

Additional topics discussed included, among others, input by the ccNSO on Recommendation 2.3 of the Cross-Community Working Group on Enhancing ICANN Accountability, the retirement procedure for ICANN Board-adopted recommendations from reviews, and ccNSO input regarding proposed Governance Principles for the Root Server System. The council also agreed on the next steps for nominating two candidates to the 2024 ICANN Leadership Program.

Highlights from the ccNSO Members Meeting included discussions on ccTLD Corporate Social Responsibility (CSR) approaches, the United Nations-led review of the WSIS, the 20th anniversary of the ccNSO, and updates on ccTLD-related aspects. The ccTLD News Session featured contributions on various ccTLD-related topics, including evolution, Internet governance, and security.

The ccNSO also highlighted specific achievements and activities within its working groups and committees:

- The ccNSO Guidelines Review Committee (GRC) explored continuous improvement perspectives through a new session format.
- The SOPC sought input from various stakeholders to fulfill its mandate regarding ICANN initiatives and activities.
- The DASC, a forum for discussing DNS abuse issues at a global level, held an internal working session to discuss its work plan and tools/measurement for the coming year.
- The IGLC facilitated discussions on Internet governance issues from a regional perspective.
- The ccNSO Tech Working Group organized Tech Day to discuss technical and operational registry topics.
- The TLD-OPS Standing Committee focused on incident response capabilities and explored future activities during ICANN78.

Joint sessions were held with the GNSO Council and the ICANN Board to discuss common interests and improve processes related to ICANN Bylaws changes, communication, and interaction within the ICANN community.

(Source: Internal Reports & [ICANN78 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 12,516 total usTLD Locality names. Of those, Registry Services manages 9,257 as the Delegated Manager, and the remaining 3,259 are covered by external Delegated Manager Agreements.

There were no Delegated Manager agreements executed this month.



Monthly Progress Report for October 2023

Technical and Operational Update

There were no operational changes during October 2023.

Marketing Update

October .US marketing efforts shifted dollars from awareness into bottom-of-the-funnel conversion activities to amplify end-of-year sales and promotions from registrars. Our ongoing efforts in paid advertising were strategically tailored to drive conversions and support new registrations, leaning into upcoming Channel efforts. Paid advertising efforts consist of targeted ads on Facebook and Instagram, as well as Google paid search text ads. YouTube awareness efforts were pulled back in October and through the end of the year as more focus is put on Channel/retailer activities. Concurrently, organic and native initiatives revolving around content creation, website optimization, and community engagement across social media platforms continued, working to fill the marketing funnel and ensure small business owners and entrepreneurs are engaging with the .US brand. October paid advertising results are summarized below.

Website Sessions: 2,871

Website Conversions: 348

Impressions: 30K

Total website traffic down from the previous period due to the decrease in paid media awareness and consideration efforts for end of year. Organic traffic to about.us remained strong with little change over the previous period. The long-term investments Marketing has made in Search Engine Optimization for the website, ensure ongoing brand visibility and traffic from search. Paid media continues to support overall brand awareness and registration growth through highly targeted conversion campaigns in social and paid search. Ongoing optimizations for creative and targeting ensure campaigns drive towards brand objectives for continued growth.

In addition to paid media, content development for both organic social media as well as regular blog publications to the about.us website, serve to fuel long-term brand goals for awareness and community engagement. These purpose-driven initiatives focus on engaging the .US community of entrepreneurs and small business owners, cultivating .US brand equity and supporting brand recall at the point of purchase. Providing genuine and authentic brand connections, through curated blog posts, engaging social media content, and user-friendly web interactions drives brand trust and credibility, two important factors in the consumer decision-making process. The .US marketing strategy continues to invest in content and search engine



Monthly Progress Report for October 2023

optimization efforts to support long-term brand value across the .US audience, and drive increased brand visibility for the .US website, www.about.us, on search engines.

Content efforts for October focused on an educational content piece on SEO for small businesses, as well as a blog announcement promoting the annual .US Town Hall.

- **October 9: Top SEO Techniques to Transform Your Website into a Revenue-Generating Online Business**
 - Unveil the secrets of SEO success. Learn keyword research, content strategy, mobile optimization & more. Elevate your online business with expert insights.
- **October 12: .US Annual Town Hall 2023: Join the Discussion on the .US Top-Level Domain**
 - Join us on November 2, 2023, at 12p.m. ET for the .US Annual Town Hall. Discuss domain industry trends, policy considerations, and civic priorities.

Developing content around specific keywords and phrases, such as "SEO," supports quality rankings and search results across search engines. This boosts visibility of the about.us website when users go to Google and search terms with the word "SEO tips." Blog traffic accounted for 30% of total website traffic for the month of October and 52% of organic website traffic. More than one in every four users to the about.us website, discovered the site from an organic search, which demonstrates the value of quality content for long-term growth.

Social activation across Facebook and Twitter also remained active with a mix of posts aimed at engaging users, promoting the .US domain, and driving referrals to the www.about.us website. Content buckets for the month include: .US brand ambassadors, .US benefits and educational content targeted to SMB owners. A summary of social activity is included below:

Total Number of Posts (Facebook + Twitter): 81

Total Impressions: 23K

Brand Ambassadors Featured:

- **aerialeye.us** – Production agency with gear, expertise, and commitment to transform any client vision into video whether it be business promotion, product promotion, event based, or more.
- **clace.us** – Colorado Language Access and Cultural Experts bring in-depth knowledge to assure you reach new heights communicating your message across languages, platforms, modalities, and cultures.
- **3dcommunications.us** – Communication and speech experts for public speaking and leadership.
- **Greenheating.us** – R. H. Hydronics is a northern California installation and maintenance provider for responsible heating and cooling.

Monthly Progress Report for October 2023

Rounding out the October marketing efforts are strategic partnership activations with Startup Weekend and Major League Hacking. The Major League Hacking program was expanded in September to include activations across both North America and APAC. This greatly increased the partnership reach and exposure for .US as part of the Registry Services portfolio activation.

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: 41
- Attendees: 6,504

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: 12
- Themes:

1. Hack Morelos
2. KnightHacks
3. Hack WashU
4. DubHacks
5. I-Hack
6. HackHarvard
7. Girls Hoo Hack
8. Technica Hacks
9. HackNC 2023
10. GreatUniHack
11. HackHive
12. Hack The Mountains 4.0

A sampling of domains registered throughout the month include: exospace.us, healthrisk.us, heartfeltmind.us, myfoodapp.us, technoagency.us, heartset.us, etc.

Lastly, October hosted the annual NASA Space Apps competition at the Space Center Houston. Each October, over the course of two days, Space Apps brings participants from around the world together at hundreds of in-person and virtual local events to solve challenges submitted by NASA experts, to build innovative solutions to challenges faced on Earth and in space.



Monthly Progress Report for October 2023

After the hackathon, project submissions are judged by space agency experts and winners are selected for one of 10 Global Awards. Since its inception in 2012, NASA’s International Space Apps Challenge has engaged 180,000+ registrants from 150+ countries/territories in using NASA’s open data portal.

Space Apps

- Date: October 6 - 8
- Attendees: 59,000

Other Updates

New registrations in October 2023 were 19.75% lower than October 2022. Names under management in October 2023 were 3.91% higher than October 2022. The renewal rate in July 2023 (most current data available due to 45-day grace period) was lower year over year at 50.98% vs. 66.92% in July 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
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



Monthly Progress Report for October 2023

Section 3: Monthly Transaction Statistics

Total Domains Under Management	2,067,366
Totals Nameservers Managed	214,194

Billable Transactions

Transaction Type	# of Transactions
Adds	43,767
Auto-Renews	104953
Renews	171,027
Transfers	2,507
Deletions for Credit	694
Total	322,948

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

Command	# of Transactions
Check Contact	3,610,341
Create Contact	1,207,008
Delete Contact	283,011
Info Contact	3,193,050
Transfer Contact	0
Update Contact	427886
Check Domain	32,962,807
Create Domain	35,748,563
Delete Domain	154,682
Info Domain	7,678,712
Renew Domain	67,963
Transfer Domain	335166
Update Domain	1,374,550
Check Host	2,753,412
Create Host	304,865

Monthly Progress Report for October 2023

Delete Host	241,910
Info Host	889,321
Update Host	9,092
Totals	91,242,339

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,223,379
Minimum Daily Transactions	1,878,672
Average Daily Transactions	2,943,301

Transaction Type	# of Transactions
Total Billable Transactions	322,948
Total number of Whois Queries	55,189,545
Total number of DNS Queries	62,460,078,813
Total EPP Transactions	91,242,339
Total Registry Transactions	62,606,833,645

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: www.about[.]us	
Page Views	20,214
Visits	2,871
Average Visit Length	1 min 44 sec

Monthly Progress Report for October 2023

Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	239
Registrars in Ramp Up	0
Registrars in Pre-Ramp Up	0

Section 7: usTLD Locality Statistics

Statistic	Count
Number of Delegated Managers	112
Changes to Delegated Managers	0
Updates to Locality Domains	24

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during October 2023.

Domain Name	Registrar	Date	Complaint
stand8.us	NameCheap, Inc.	10/31/2023	Nexus
simplesolutions.us	Squarespace Domains II LLC	10/28/2023	WHOIS
teslaglobal.us	Name.com, Inc.	10/20/2023	WHOIS
teslacoins.us	Name.com, Inc.	10/20/2023	WHOIS
tandyconsulting.us	NameCheap, Inc.	10/17/2023	WHOIS
laag.us	Google LLC	10/15/2023	WHOIS
bmoblockchain.us	GoDaddy.com, LLC	10/15/2023	WHOIS
aaun.us	Key-Systems GmbH	10/12/2023	WHOIS
klee.us	Fast Domain Inc.	10/11/2023	WHOIS
hitachikokusai.us	Network Solutions, LLC	10/10/2023	WHOIS
95percentgroup.us	NameCheap, Inc.	10/10/2023	WHOIS
crewview.us	eNom, LLC	10/9/2023	WHOIS
Dev.us	Dynadot Inc	10/7/2023	WHOIS
hwbcconsulting.us	GoDaddy.com, LLC	10/5/2023	WHOIS
cars.us	DNC Holdings, Inc.	10/5/2023	Nexus
primanest.us	Dynadot Inc	10/2/2023	WHOIS
nstg.us	Domain.com, LLC	10/1/2023	WHOIS



Monthly Progress Report for October 2023

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	
October 2023 [.]us domain names reviewed (Nexus)	993
% of domain names pass primary investigation	88.22%