



# Registry Operator Monthly Report

March 2023

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# Monthly Progress Report for March 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

ICANN held its 76th meeting in Cancun, Mexico (ICANN76) from 11-16 March 2023. GoDaddy Registry attended and participated from different perspectives to ensure engagement at all levels of industry discussions, gTLD Registry Operator, ccTLD Registry Operator, and Registrar. This was the first meeting under the leadership of interim ICANN President and CEO, Sally Costerton. It was also the first meeting where ICANN Board Chair, Tripti Sinha was able to make her presence known.

It was generally agreed by many participants that the change in leadership and several key developments meant that this meeting felt very positive and that, for the first time in many years, progress was being made.

DNS Abuse has been one of the most discussed topics in ICANN circles for many years. The Contracted Parties House (CPH), the RySG and RrSG, hosted a DNS Abuse Outreach Session which was well received and well attended. ICANN and the negotiation teams for the RySG and RrSG met several times to discuss the amendments being proposed to the RA and RAA, and significant progress has been made since the negotiations began in December 2022.

Manal Ismail is the Director of the International Technical Coordination Department at the National Telecommunications Regulatory Authority of Egypt and has been the Governmental Advisory Committee Chairperson (GAC) since 2017. ICANN76 was Manal's last meeting as Chairperson, and she will be replaced by Nicolas Caballero from the Paraguay ICT Ministry.

ICANN 76 was the second time that some of the ccNSO sessions included interpretation services into French, Spanish, Arabic and English. The interpretation services continue to be a pilot program that will last for one (1) additional meeting. Due to its perceived success, the program may extend further after the initial pilot program is reviewed during ICANN77 in Washington, DC.

Certain ccNSO policy work such as ccPDP3 (Review Mechanism) and ccPDP4 (IDN ccTLD String (de-)Selection) has been continually ongoing for several years. Part II of ccPDP3 was approved by the council and will be sent to vote by the ccNSO community where a quorum is needed for adoption.

The ccNSO scheduled meetings included Technical Sessions as well as the regular ccTLD News Sessions where one of the focused discussions included a session on the Digital Divide.

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### Locality Update

The usTLD Locality space is monitored by Registry Services to ensure adherence to usTLD policies and procedures. We now have 12,505 total usTLD Locality names. Of those, Registry Services manages 9,254 as the Delegated Manager, and the remaining 3251 are covered by external Delegated Manager Agreements.

There was not one Delegated Manager agreement executed this month.

### Technical and Operational Update

There were no operational changes during March 2023.

### Marketing Update

March .US marketing continued evergreen efforts across top performing channels including Facebook, Instagram, Twitter, YouTube and search engine marketing. Outreach strategy is a mix of paid and organic efforts focusing on driving consideration and conversions for up-and-coming small businesses owners and entrepreneurs driving traffic to the [www.about.us](http://www.about.us) website. Results for the March website efforts show a 16% increase in traffic to the site and 15% lift in conversions over the previous period.

Additionally, dedicated efforts for a direct to channel campaign wrapped up with key strategic partner, Namesilo. Co-branded ads were created to feature the Namesilo logo integrated with a .US branded ad, sending traffic to a dedicated landing page on the Namesilo website exclusively for .US domains: <https://www.namesilo.com/tld/us/>. This is a complementary strategy used to drive conversions. By streamlining the path to purchase and working directly with registrars, efforts convert at a higher rate. These initiatives are most effective when coupled with upper funnel engagement and consideration marketing to create a comprehensive approach for increasing awareness and brand recall. Highlights from the Namesilo campaign include:

Dates: Feb. 8 - March 7

Platforms: Facebook and Instagram

Landing Page: <https://www.namesilo.com/tld/us/>

Retail Price: \$2.29

Organic efforts supported paid media by driving engagement with the small business audience. A regular cadence of posts went out across Facebook and Instagram channels throughout the month of March:

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Total Posts (FB + IG): 84

Total Impressions: 71K

Website search engine optimization for the month included two new articles published to the website including a general interest article and a use-case story:

3/9 - How Investors Decide to Invest in Startups <https://www.about.us/blog/how-investors-decide-to-invest-in-startups> Tips and tricks article on how to get funding for a new business.

3/20 - Heritage Steel is Helping Us Rethink How We Shop for Cookware

<https://www.about.us/blog/heritage-steel-is-helping-us-rethink-how-we-shop-for-cookware>  
U.S. based cookware company focusing on quality made cookware manufactured in the USA.

50% of organic traffic for March was driven by blog views with an average time of :54 seconds per page. The most viewed blog continues to be, ""How to Identify a Trustworthy Website"" <https://www.about.us/blog/how-to-identify-a-trustworthy-website> .

Partnership efforts for the month of March continued with Techstars Startup Weekend and Major League Hacking activations.

Techstars Startup Weekend is a three-day program where aspiring entrepreneurs can experience startup life. In hundreds of cities around the world. March activations include 42 events worldwide with 1,880 attendees. All participants are offered a .US domain scholarship as part of the Registry Services portfolio sponsorship.

Major League Hacking Major is the official student hackathon league. Participants are all undergraduate students concentrating on computer science, engineering and coding. Each year, they power over 200 weekend-long invention competitions that inspire innovation, cultivate communities and teach computer science skills to more than 65,000 students around the world. March activations include:

Events – 5,

Attendees – 807

3/3 HackForCreators - The digital content creation industry has expanded exponentially, both in terms of the creators and the consumers. This weekend, build hacks that help boost the world of content creation and make it more accessible.

3/4 HackHound - Come together to develop new open source hacks, improve the existing open source projects or build interesting hacks using just open source software!

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3/24 HackThePlan - Develop and showcase innovative hacks that help party planners, event organizers, community builders and anyone else who loves bringing people together!

3/25 'Hack36 - Come together to develop new open source hacks, improve the existing open source projects or build interesting hacks using just open source software!

3/31 OpenHacks - Come together to develop new open source hacks, improve the existing open source projects or build interesting hacks using just open source software!

An example of some of the domains registered during the event include codeforces.us, create-with.us, accelr8.us, and beehacks.us.

### Other Updates

New registrations in March 2023 were 7.13%% higher than March 2022. Names under management in March 2023 were 28.69% lower than March 2022. The renewal rate in January 2023 (most current data available due to 45-day grace period) was lower year over year at 67.73 vs. 74.37% in January 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

<b>Total Domains Under Management</b>	<b>2,027,512</b>
<b>Totals Nameservers Managed</b>	<b>216,133</b>

#### Billable Transactions

Transaction Type	# of Transactions
Adds	51,337
Auto-Renews	5,894
Renews	81,912
Transfers	2,280
Deletions for Credit	1,492
<b>Total</b>	<b>142,915</b>

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

Command	# of Transactions
Check Contact	4,021,972
Create Contact	1,175,619
Delete Contact	204,601
Info Contact	3,544,464
Transfer Contact	0
Update Contact	365,673
Check Domain	42,984,423
Create Domain	18,514,497
Delete Domain	43,099

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Info Domain	9,362,660
Renew Domain	83,538
Transfer Domain	551,608
Update Domain	897,781
Check Host	14,872,874
Create Host	4,412,286
Delete Host	282,691
Info Host	1,104,449
Update Host	10,673
<b>Totals</b>	<b>102,432,908</b>

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,559,775
Minimum Daily Transactions	2,329,445
Average Daily Transactions	3,304,287

Transaction Type	# of Transactions
Total Billable Transactions	142,915
Total number of Whois Queries	178,668,941
Total number of DNS Queries	54,964,123,526
Total EPP Transactions	102,432,908
<b>Total Registry Transactions</b>	<b>55,245,368,290</b>

### Section 4: Monthly Registration Data

Spreadsheet provided.

### Section 5: Website Statistics

URL: www.about[.]us	
Page Views	11,651
Visits	6,828
Average Visit Length	0 min 46 sec



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### Section 6: Accredited Registrar Status

Registrar Status	Count
Operational Registrars	240
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	6

### Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during March 2023.

Domain Name	Registrar	Date	Complaint	Action	Comments
yourmemb1521.us	Tucows Domains Inc.	3/1/2023	Whois Complaint	Registrar Accepted	None
managesrvcsolveppalrt33.us	Register.com, Inc.	3/3/2023	Whois Complaint	Registrar Accepted	None
arbit-rum.us	PDR Ltd. d/b/a PublicDomainRegistry.com	3/4/2023	Whois Complaint	Registrar Accepted	First Reminder Sent
sharif.us	NameCheap, Inc.	3/11/2023	Whois Complaint	Registrar Accepted	None
aidone.us	Dynadot LLC	3/8/2023	Whois Complaint	Registrar Rejected	Final Reminder Sent
zaaf.us	Sav.com LLC	3/12/2023	Whois Complaint	Registrar Accepted	First Reminder Sent
ShroomBloom.us	Google LLC	3/22/2023	Whois Complaint	Registrar Accepted	None
Portloq.us	NameCheap, Inc.	3/24/2023	Whois Complaint	CSR Rejected	Email to CSR Sent



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stoll.us	eNom, LLC	3/26/2023	Whois Complaint	Registrar Rejected	None
dison.us	Domain.com, LLC	3/28/2023	Whois Complaint	Registrar Accepted	Final Reminder Sent
Cohane.us	Network Solutions, LLC	3/30/2023	Whois Complaint	Registrar Accepted	None
bxmail.us	eNom, LLC	3/31/2023	Whois Complaint	Registrar Rejected	None
asminternational.us	NameCheap, Inc.	3/31/2023	Whois Complaint	Registrar Accepted	First Reminder Sent
MAHP.US	NameSilo, LLC	3/31/2023	Whois Complaint	New	First Reminder Sent

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	
March 2023 [.]us domain names reviewed (Nexus)	2,299
% of domain names pass primary investigation	94.52%