



Registry Operator Monthly Report

September 2022

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Monthly Progress Report for September 2022

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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

Registry Services LLC, attended ICANN 75 September 17-22, Kuala Lumpur, Malaysia. ICANN75 serves as ICANN's AGM for 2022. This means there will be several changes to the ICANN Board (the Board) and other community groups.

Perhaps more significant will be end of Manal Ismail's term as Chair of the Governmental Advisory Committee (GAC) in March 2023. Manal has represented Egypt on the GAC for many years and has been Chair since 2017. At ICANN74 it was revealed that the GAC has had a recent turnover of up to 150 new members, so not only will Manal's calm and strong leadership be missed, but also her considerable knowledge and expertise on ICANN and issues of importance to the GAC.

There was a plenary session at ICANN75 to discuss Fragmentation of the Internet. As governments around the world consider or adopt legislation that seeks to regulate global resources like the domain name system (DNS), and as new technologies like Blockchain domains are driving new alternate root systems that bypass the traditional DNS, this is an important topic for the community to discuss because of the potential for fragmentation and the consequences for ICANN and the multistakeholder model.

The GNSO Council's DNS Abuse Small Team is expected to send a set of recommendations to the GNSO Council that respond to an ICANN Board request to contemplate what policy efforts, if any, the GNSO Council should consider undertaking to support efforts already underway in the different parts of the community to tackle DNS Abuse. The recommendations are expected to include, among other things, potentially initiating focused PDPs to develop mitigation mechanisms for maliciously registered names..

During ICANN75, the country code top-level domain (ccTLD) community and others with an interest in ccTLD-related matters discussed and received updates on topics relevant to ccTLD managers. The ccNSO held various sessions which included Tech Day, ccNSO Members Meetings, ccNSO working group and committee working sessions, and ccNSO Council sessions. The Domain Name System (DNS) Abuse Standing Committee (DASC) launched a survey among members of the ccNSO and the broader ccTLD community with the goal to better understand the ccTLD landscape regarding DNS abuse and to determine how to best serve ccTLDs.

With simultaneous interpretation available for a select number of ccNSO sessions for the first time, ICANN75 marked a milestone. The enhanced language support benefited the ccTLD community by deepening operational exchanges and advancing information-sharing in multiple languages. The simultaneous interpretation in English, French, and Spanish is part of a pilot project for the next three ICANN Public Meetings. (Source: ICANN75 Policy Outcomes Report)

The usTLD Stakeholder Council met for the Q3 meeting on September 9, 2022 at 12:00 pm Eastern Time. The meeting included a marketing update, updates and planning from the Stakeholder Council Chair and a Security & Policy update.



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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 12,490 total usTLD Locality names. Of those, Registry Services manages 9,381 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 September 2022.

Marketing Update

September marketing included a steady drumbeat of content publication, social media activation, paid advertising and partnership efforts. Evergreen ads continue to run across Facebook and Instagram to reach users during the consideration phase of the business startup journey, with paid search driving bottom of funnel conversions to the website. During the past year, the marketing and website team has been working on a brand and usability update to the about.us website to reflect the new brand identity, launched last July. Split testing was conducted on the new website design prior to launch to ensure no negative impact to the site traffic and user experience. Several issues were caught and mitigated prior to the new site launching, and overall accessibility and brand elements were improved across the site. The updated site includes the new brand elements such as updated color pallet, photography, new video features, and marketing content. The average session duration for users on the website has doubled over last month (August) and the bounce rate has decreased 30% to an overall bounce rate of 43%. Organic search traffic showing a 40% increase month over month.

One new article published to the website during September:

16 Key Legal Requirements for Launching a Small Business (<https://www.about.us/blog/16-key-legal-requirements-for-launching-a-small-business/932>)

Search engine keyword research shows high traffic for new businesses looking at legal requirements. Providing educational content to our small business audience on this topic drives brand equity as well as pulls new traffic to the website for entrepreneurs searching for information in the research phase of the startup cycle. Blog traffic is up 52% month over month with 80% of overall blog traffic coming from organic search.



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In addition to owned marketing throughout the month, paid ads continued across social, YouTube and SEM. Total September paid media includes:

- 347K Impressions
- 2,014 Clicks
- 13,948 Website Visits
- 819 Video Views
- 11% View Rate

Organic social media included 83 posts throughout the month on Facebook and Twitter with total impressions of 696K combined social reach. Facebook drives the majority of traffic to the site from the social channels while paid search efforts drive the most conversions. Paid search conversion rates for September were 7.5%.

Partnerships for Startup Weekend and Conrad Challenge were ongoing throughout the month of September.

Other Updates

New registrations in September 2022 were 7.00% higher than September 2021. Names under management in September 2022 were 12.03% higher than September 2021. The renewal rate in July 2022 (most current data available due to 45-day grace period) was higher year over year at 66.92% vs. 64.43% in July 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

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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	1,990,022
Totals Nameservers Managed	218,575

Billable Transactions

Transaction Type	# of Transactions
Adds	44,953
Auto-Renews	5,557
Renews	67,565
Transfers	1,621
Deletions for Credit	1,433
Total	121,129

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

Command	# of Transactions
Check Contact	1,145,491
Create Contact	1,111,105
Delete Contact	277,456
Info Contact	4,560,456
Transfer Contact	0
Update Contact	456,434

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Check Domain	43,954,176
Create Domain	35,946,910
Delete Domain	47,643
Info Domain	4,849,302
Renew Domain	81,468
Transfer Domain	176,946
Update Domain	834,764
Check Host	11,956,323
Create Host	13,042,954
Delete Host	146,555
Info Host	1,707,844
Update Host	24,547
Totals	120,320,374

Daily EPP Transactions	# of Transactions
Maximum Daily Transactions	4,495,222
Minimum Daily Transactions	2,465,844
Average Daily Transactions	3,655,456

Transaction Type	# of Transactions
Total Billable Transactions	121,129
Total number of Whois Queries	84,521,432
Total number of DNS Queries	49,454,777,121
Total EPP Transactions	120,320,374
Total Registry Transactions	49,659,740,056

Section 4: Monthly Registration Data

Spreadsheet provided.

Section 5: Website Statistics

URL: [www.about\[.\]us](http://www.about[.]us)



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Page Views	31148
Visits	13,948
Average Visit Length	0 min 33 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	25

Section 8: Nexus & WHOIS Compliance Statistics

The following WHOIS complaints were received during September 2022. There were 0 complaints submitted in September 2022.

Domain Name	Registrar	Date	Complaint	Action	Comments
deaaccessflooringsystems.us	GoDaddy.com, LLC	Whois Complaint	9/30/22 7:07 PM	None	
minjs.us	Porkbun	Whois Complaint	9/30/22 2:15 PM	None	
booyahadvertising.us	NameCheap, Inc.	Whois Complaint	9/30/22 3:46 AM	First Remidner Sent	



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arrowheadengineeredproducts.us	NameCheap, Inc.	Whois Complaint	9/28/22 7:37 PM	First Remidner Sent	
gd-ld.us	Sav.com LLC	Whois Complaint	9/27/22 3:30 PM	Final Remidner 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	
September 2022 [.]us domain names reviewed (Nexus)	1,583
% of domain names pass primary investigation	91.91%