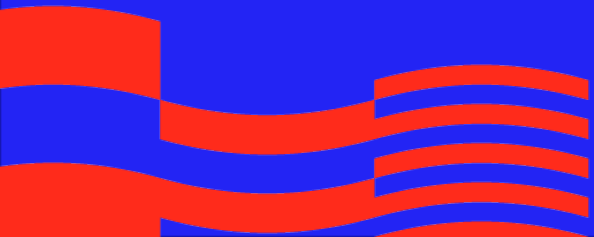


# .US Town Hall.

November 13, 2025

.US™

TEAM - BUILD YOUR AMERICAN DREAM - BUILD



# Send us your questions & input.

*Questions and feedback received during this Town Hall  
will be raised during the Open Floor.*

Q&A: Please submit questions using the CHAT  
function.



# MODERATOR & PANELISTS.



**Dustin Loup**

*Chair, .US Stakeholder Council*



**Crystal Peterson**

*Sr. Director, Registry Services*



**Kristin Johnson**

*Council Secretariat,  
Registry Services Global Marketing*

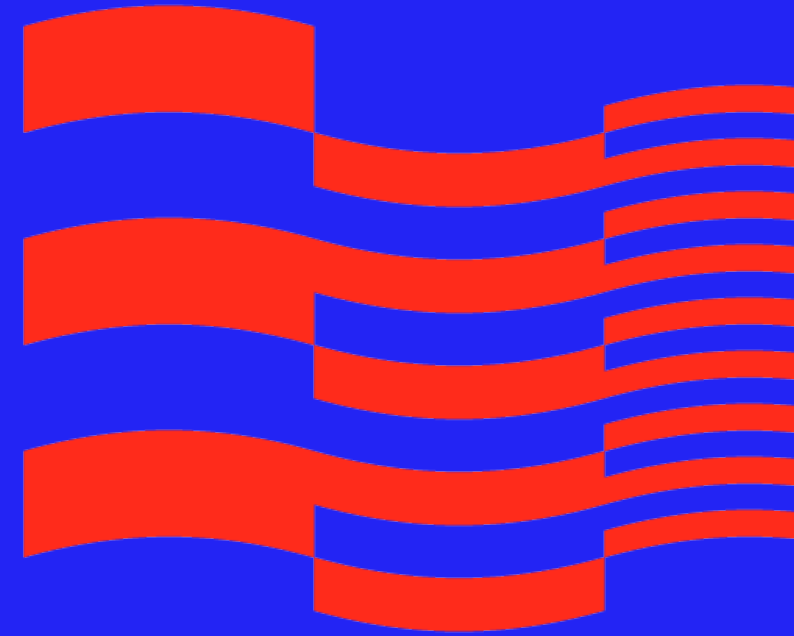


**Guest Speaker: Graeme Bunton**

*Executive Director, NetBeacon Institute*

# AGENDA.

- State of the Domain
- Marketing Review
- Guest Speaker: Graeme Bunton, NetBeacon Institute
- Stakeholder Council Updates
- Q & A





REAM - BUILD



dramaclub.us

YOUR AMERICAN DREAM

STATE OF THE DOMAIN.

DREAM - BUILD

# STATE OF THE DOMAIN.

Domains Under Management

2.4M

+4.5%

Growth Year Over Year

Locality Domains Under Management

12.8k

+2%

Growth Year Over Year

*\*Data as of 8/31/2025*

253

.US Accredited Registrars

180

.US Delegated Managers

Top 10 Registrars
GoDaddy.com LLC
NameSilo LLC
NameCheap Inc
Dynadot Inc
Squarespace Domains II LLC
Tucows Domains, Inc.
Network Solutions, LLC
OwnRegistrar Inc.
CSC Corporate Domains, Inc.
eNom, LLC

Top 10 Delegated Managers
US Locality
Beltane Web Services
Multiparadigm Corporation
SCTEL LLC
Pittsburgh Supercomputing Center
OARnet Network Operations Center
GBIS Holdings Inc.
Field Diagnostics
G4 Communications
A5.com LLC

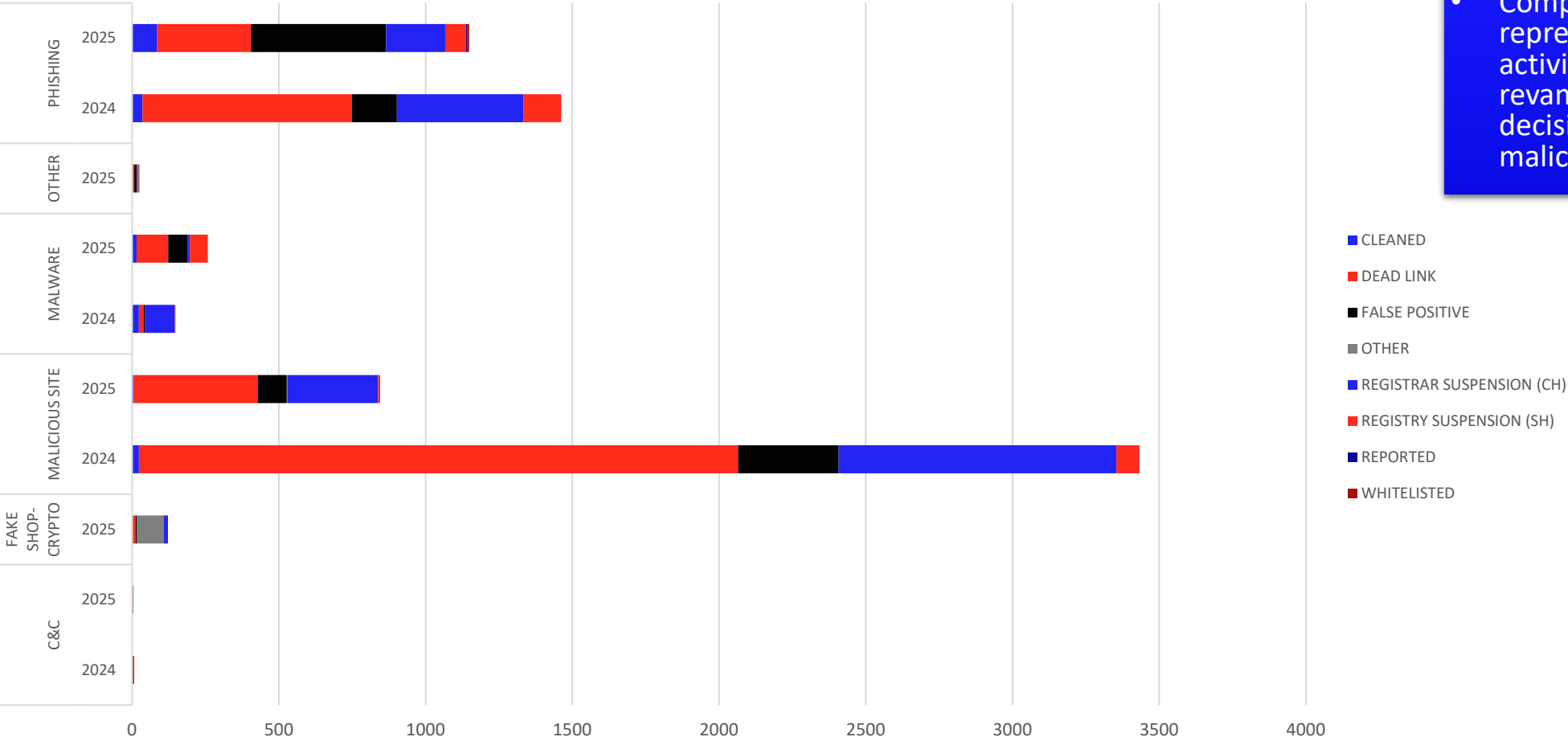
#10

All TLD Ranking  
Source: DomainState.com

# DNS ABUSES & MITIGATION

## YoY DNS Abuse Metrics (Reactive Investigations)

*\*as of 8/31/2025*



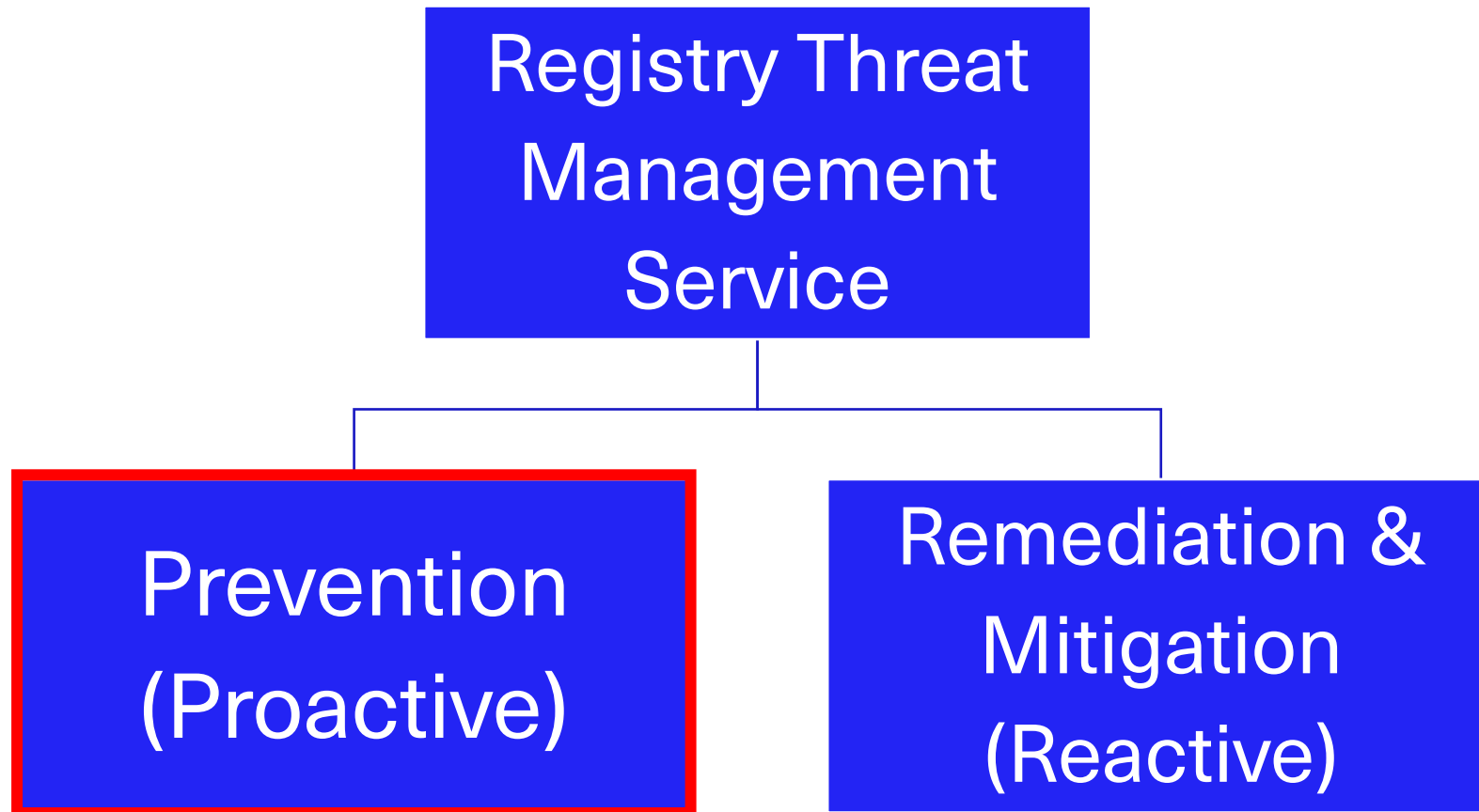
- Summary:**
- -52% YoY decrease in abusive alerts YTD thru 31 August
  - Internal analysis continues to refine metrics for registration to abusive use, type of abuse, and others
  - Compromised domains represent only <5% of abusive activity – Procedures revamped to make faster decisions for action for malicious domains

# Registry Threat Management Service (RTMS)

## Domain Abuse Solutions and Services

- GoDaddy Registry has designed and operates the Registry Threat Management Service (RTMS)
- The RTMS platform helps protect the usTLD through a centralized domain abuse threat detection, blocking, investigation and reporting system. Once threat activity is identified, alerts are generated within the platform
  - Each alert is investigated and/or actioned using the platform and supporting systems
  - The progress and results of which are tracked through the platform, with detailed audit logs
  - Alerts are also archived for future retrieval and review
- RTMS proactively scans and receives feeds from trusted industry security organizations to help keep malicious actors out of the registry namespace (e.g. Spamhaus/SURBL/Netcraft/and more)
- The RTMS team also review and process threat reports from third parties

# Threat Management Enhancements in 2025





# PROACTIVE DOMAIN ABUSE BLOCKING

## Combating DNS Abuse Before It Happens

Implementing capabilities to shift between reactive and proactive abuse prevention through AI-powered threat intelligence and cross-TLD pattern recognition.



# The Challenge - Current State of DNS Abuse Detection

## Reactive Approach Challenges

- Abuse detected only after abusive activity
- Response times can expose users to risk
- A system that relies solely on reactive approaches creates a "whack-a-mole" cycle of enforcement

## Cross-TLD Pattern Research Results

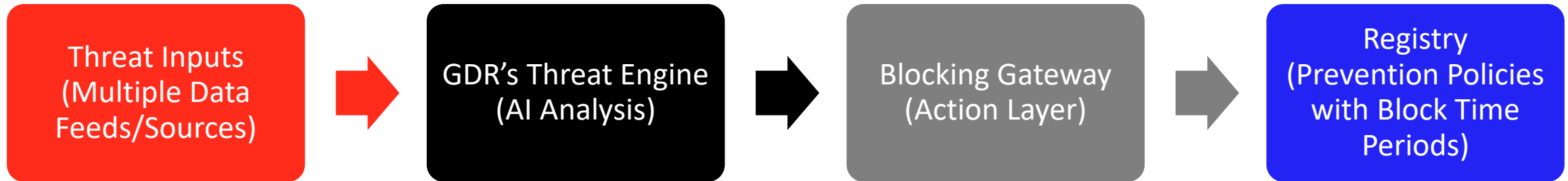
- Attackers often pivot between TLDs
- Weaknesses in cross-industry oversight enables exploitation of systems for DNS abuse
- Third parties weaponize TLD abuse

## The Solution

**Proactive Intelligence-Driven Prevention:** Temporarily block domains identified as potential for malicious intent before registration using cross-TLD abuse patterns, AI analysis, and real-time threat intelligence to prevent DNS abuse with a TLD and protect the broader DNS ecosystem.

# System Architecture - Multi-Layer Threat Analysis and Prevention

## Data Flow



## System Components

### Historic Alert Integration (Threat Management Platform)

- Historical abuse records across GoDaddy TLDs provide baseline understanding of attack patterns

### Threat Intelligence Feeds

- Real-time global abuse data integration with multiple providers

### Cross-TLD Analysis

- Zone file analysis and bulk registration pattern detection across the TLD ecosystem

### AI Threat Engine

- Fuzzy matching, ML behavioural analysis, and risk scoring with layered decision criteria

### Blocking Gateway

- Interface providing automated blocking and appeals management



# Impact Goals - Measurable Outcomes for TLD Security

## Key Success Indicators

- ✓ Disruption of cross-TLD abuse migration
- ✓ Improved TLD reputation metrics
- ✓ Reduced downstream harm to users and brands
- ✓ Enhanced confidence with industry partners in abuse prevention within the TLD

# Benefits for the TLD Community - Raising Standards in DNS Security

## Abuse Migration Disruption

Break the cycle of attackers moving between TLDs after enforcement occurs.

**Expected Outcome:** *Cross-TLD intelligence sharing prevents “Registry TLD shopping”*

## Enhanced Industry Reputation

Proactive measures improve overall trust in TLD operations

**Expected Outcome:** *Reduced negative publicity and security incidents*

## Cost-Effective Prevention

Preventing abuse can cost less than reactive cleanup and damage control

**Expected Outcome:** *Lower operational overheads for abuse responses*

## Collaborative Framework

Share threat intelligence and best practices across registry operators (and registrars)

**Expected Outcome:** *Industry-wide threat pattern recognition*

## Brand Protection Excellence

Proactive blocking enhances value proposition for brand owners

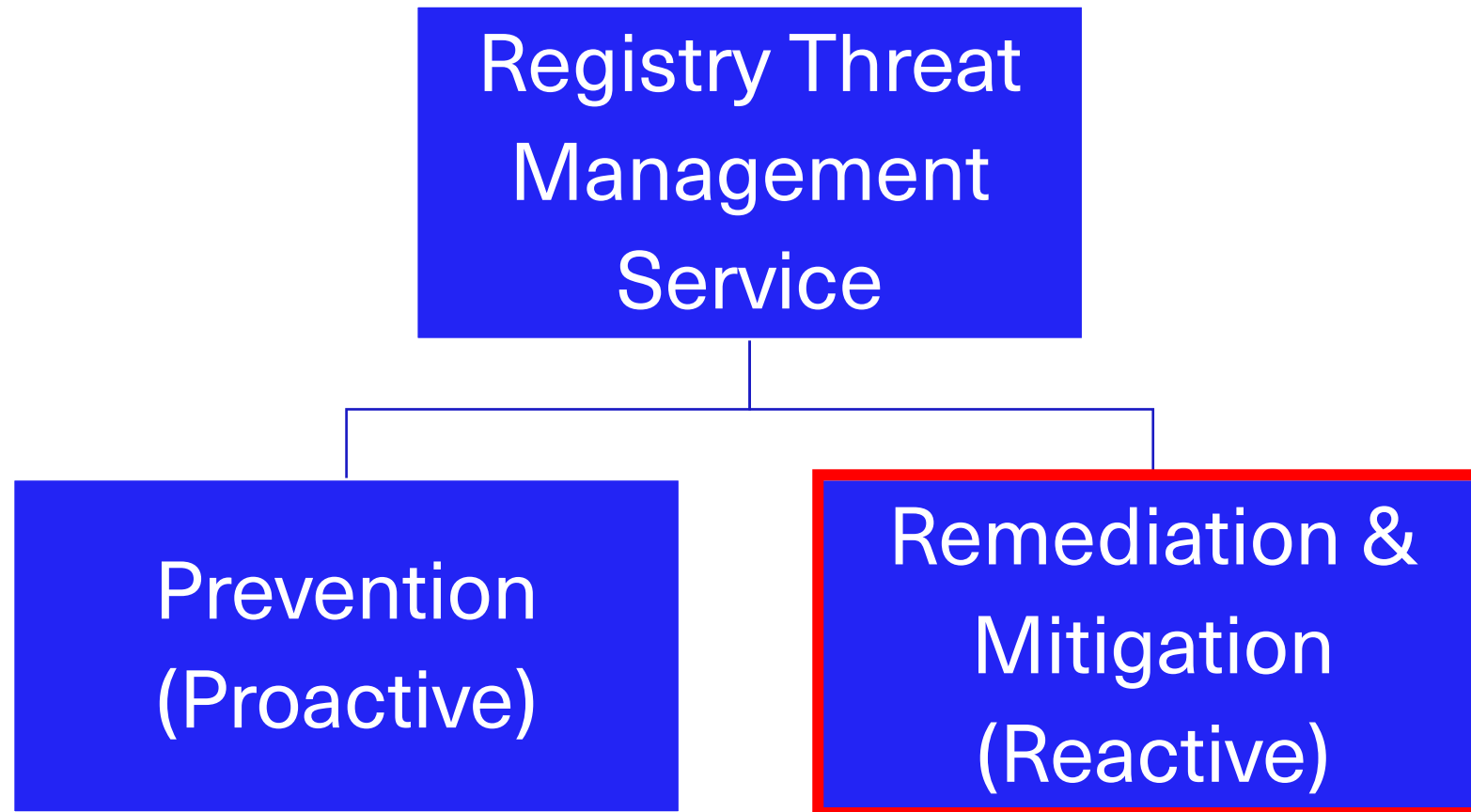
**Expected Outcome:** *Higher brand confidence in TLD security measures*

## Regulatory Compliance

Demonstrate proactive responsibility to regulatory bodies

**Expected Outcome:** *Reduced regulatory pressure and oversight*

# Threat Management Enhancements in 2025



# Domain Abuse Mitigation & Associated Domains

- With the standard investigation and mitigation procedures for abusive alerts, the teams have introduced a review of 'Associated Domains' within the usTLD.

## What are Associated Domains?

- We have defined associated domains as domain names that have the same owner/registrar. This could be found in several ways – among them are:
  - ✓ Review of WHOIS registrant data,
  - ✓ *Review of a user account of the domain registrant*
  - ✓ *Review of the same user data from other products (like SSL certs, websites, email, hosting, etc.)*

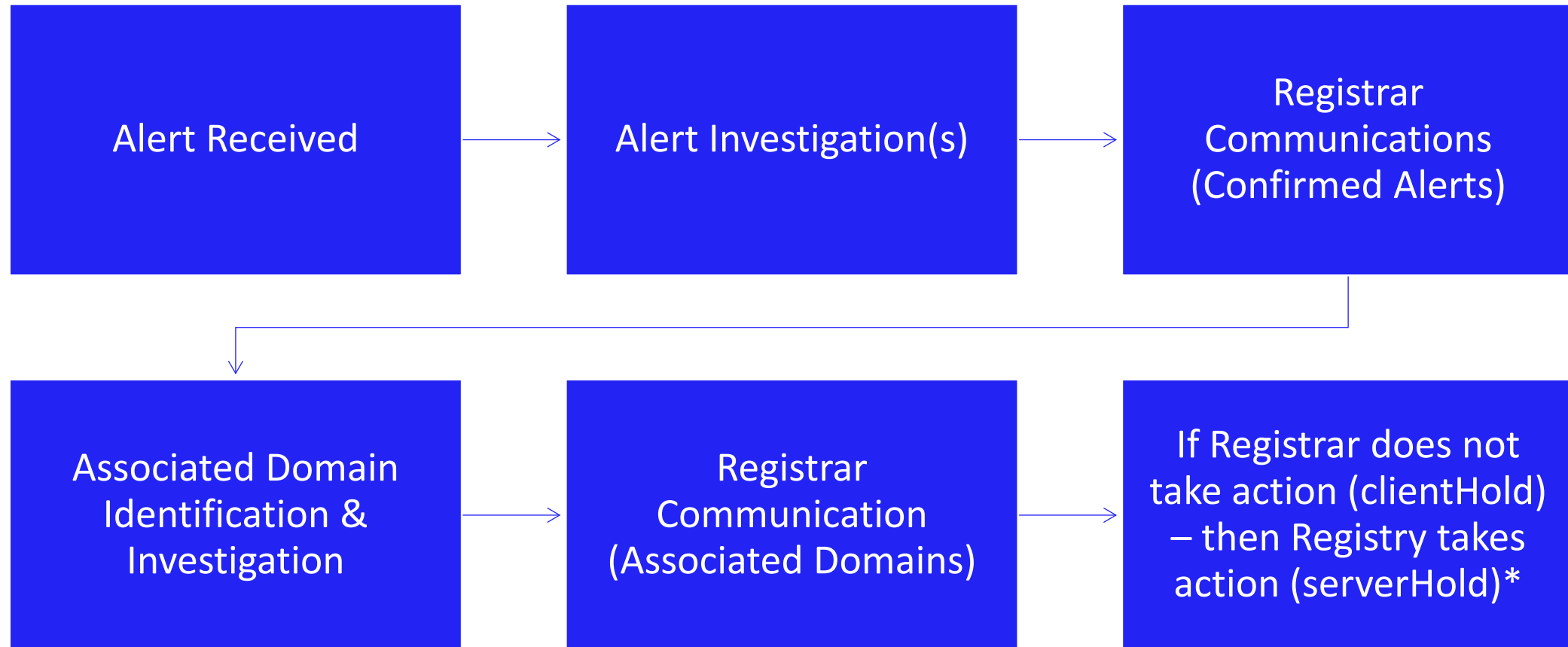
The usTLD Registry only has access to the first type of comparative data: WHOIS data.

# Domain Abuse Mitigation & Associated Domains

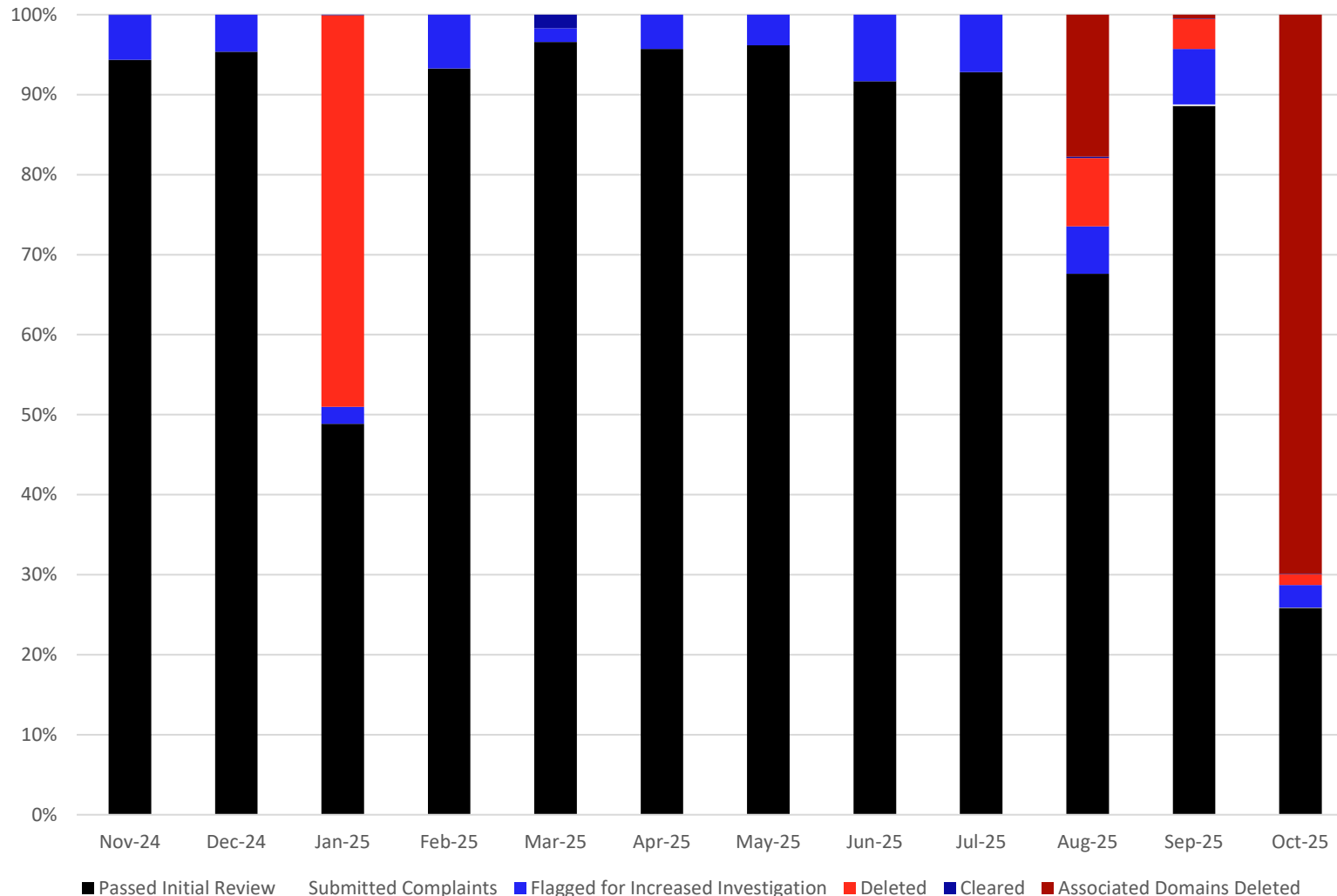
- The usTLD Registry is in a unique position to be able to review WHOIS contact data to support DNS Abuse mitigation efforts because the registry holds the authoritative database of all data points of registered domain names including contact data.
  - *.US does not allow Privacy/Proxy services, and does require Data Accuracy Verifications by Registrars, similar to gTLDs.*
- The Registry Trust & Safety (RTMS) teams review registration data to determine ‘associated domains’ by matching a confirmed abusive domain’s Registrant contact data to other registered domains within the database.
- Once the associated domains are identified, those domains are investigated for any abusive activities. If bad activity is found, then those associated domains are also managed in the same way as the initial domain name from investigation to communication to action. If no abusive activity is found, then the domain names are left alone and remain active.

The registry only communicates and/or takes action on confirmed abusive domain names -- whether that domain name is a “parent” or “associated domain”.

# Alert Mitigation & Associated Domain Workflow



# NEXUS COMPLIANCE

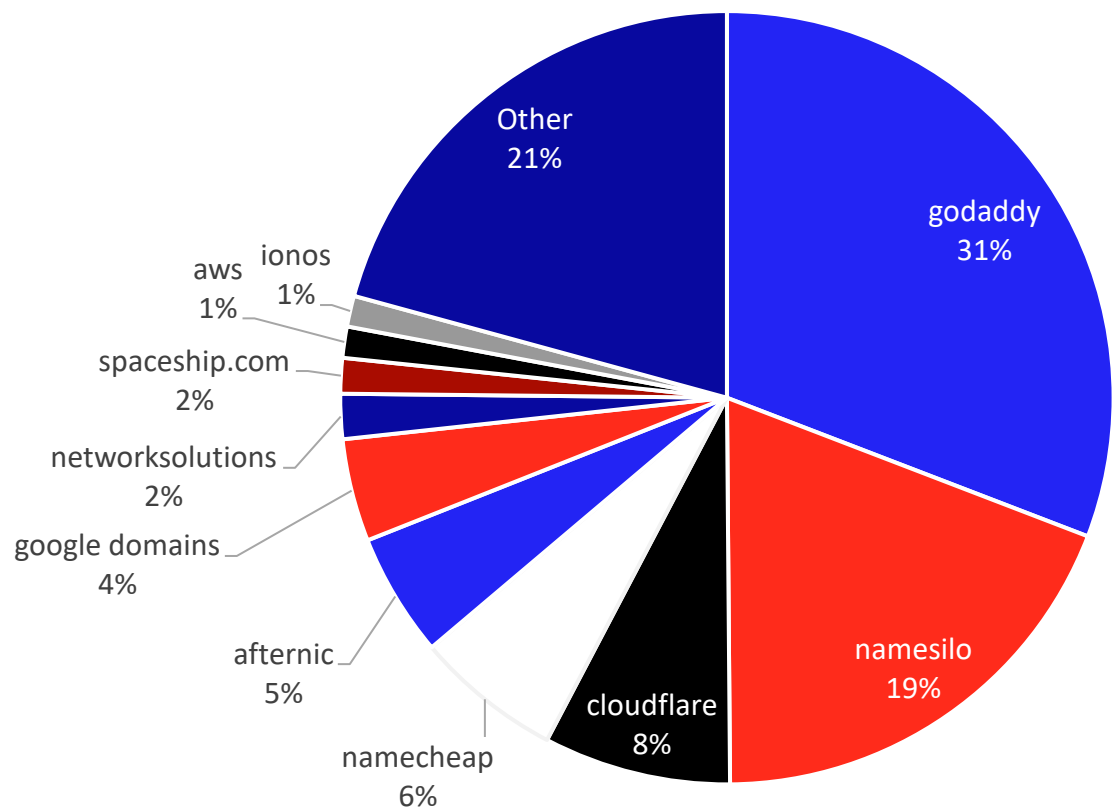


## Summary:

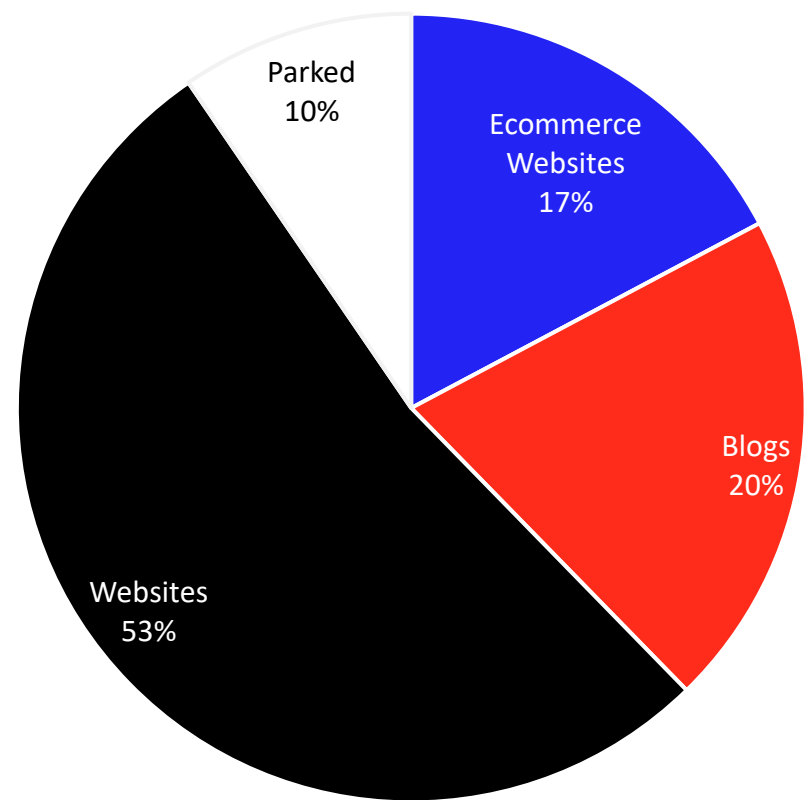
- Percentage of New Creates reviewed each month as spot checks; Larger batch of full domain database reviewed bi-annually
- Nexus enforcement results with the deletion of registrant's domains if non-compliant;
- Flagged Domain and all associated domains matching the non-compliant Nexus contact are deleted (follow-up deletions)

# USAGE

Top Hosting Companies



Website Types

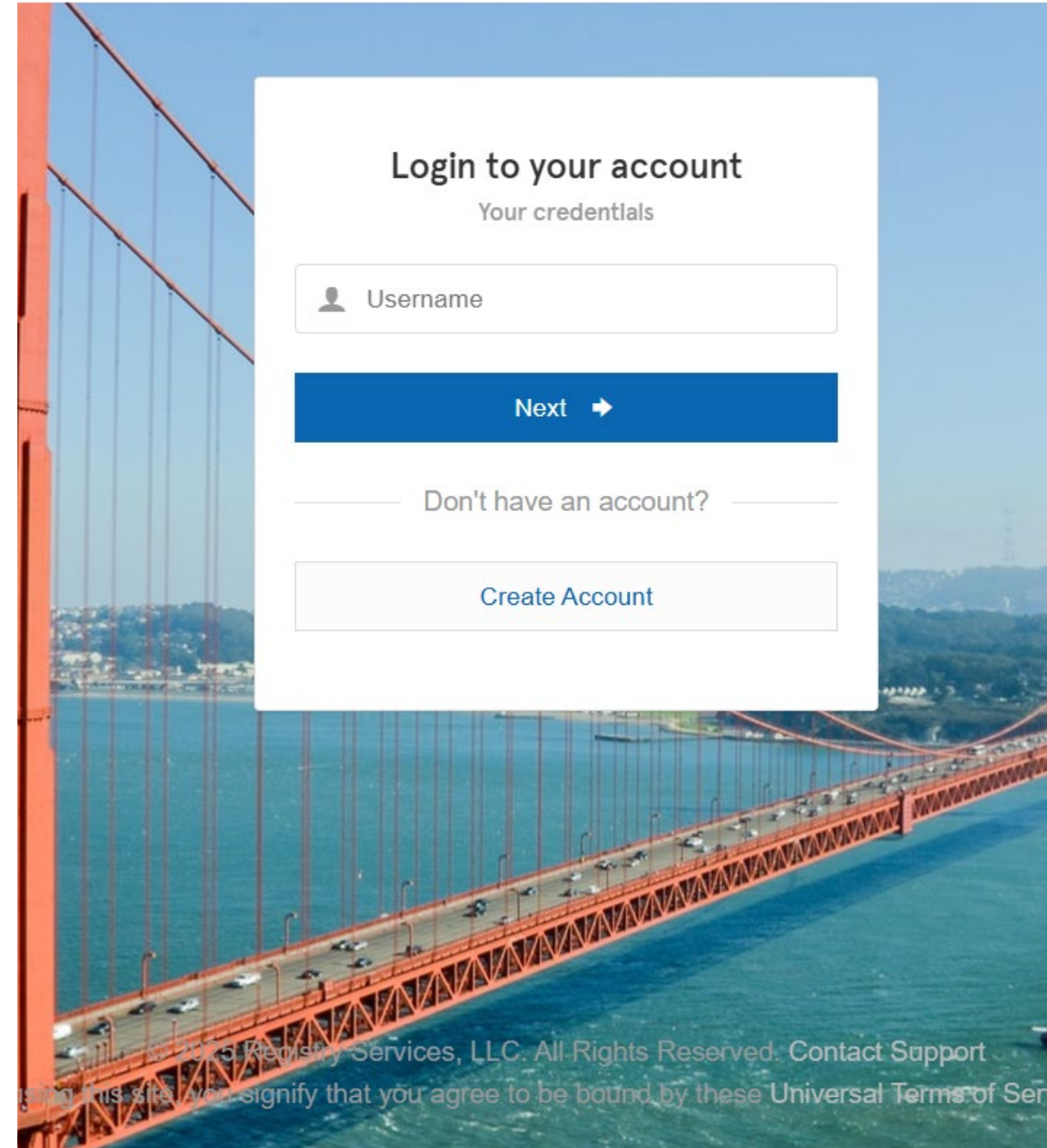




# usTLD LOCALITY UPDATES

## LOCALITY MANAGEMENT TOOL FOR REGISTRANTS

- Officially launched July 2025
- Delegated Managers and Registrants have more control for changes and updates to their 4th & 5th level locality domain names
- Managed historically with ‘paper’ contracts, the Locality Management Tool modernizes and updates the Locality namespace (as the most historic namespace in the usTLD – from 1995)



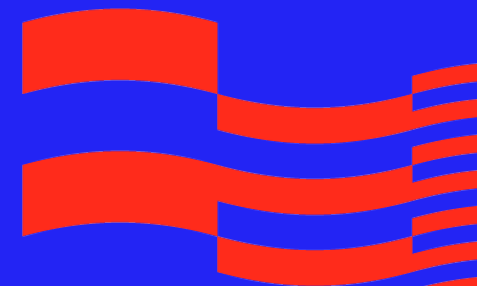
**DREAM - BUILD**

medicinehorse.us



**DREAM - BUILD**

**MARKETING REVIEW.**





# STUDENTS IN STEM

.US is committed to supporting students in STEM and local community groups to increase education and access to computer coding skills and crucial workforce and STEM experiences.

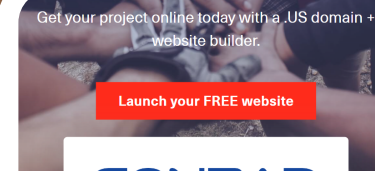
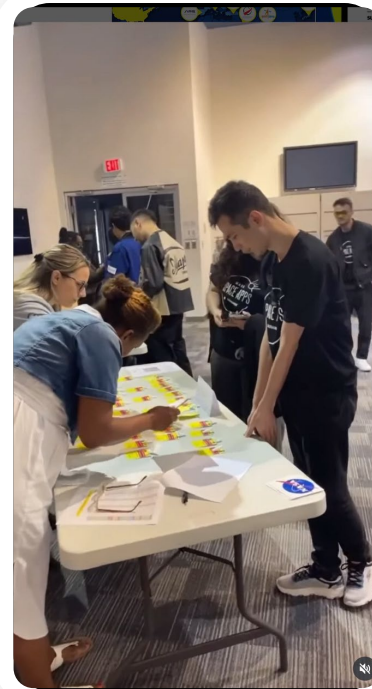
## Conrad Challenge

- Who: High School Students
- Scale: 800+ teams with an average of 3.5 student per team, reaching just over 3,000 students.

## NASA Space Apps

- Who: All ages (primarily collegiate)
- Scale: 373K+ Registrations across 185+ countries

Example of domain registrations: *exoplanet.us*, *hydrionspace.us*, *ecopioneers.us*, *apolroucc.us*, *cosmicvision.us*, *geopredict.us*, *agriwater.us*, *geoflare.us*, *savethelake.us*, *planetsbeyond.us*



**CONRAD**  
CHALLENGE

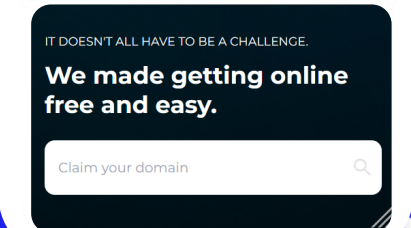
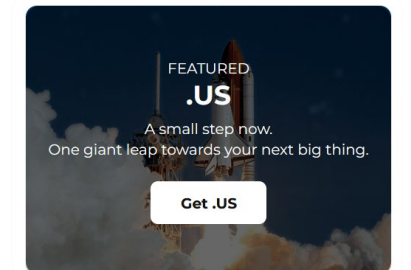
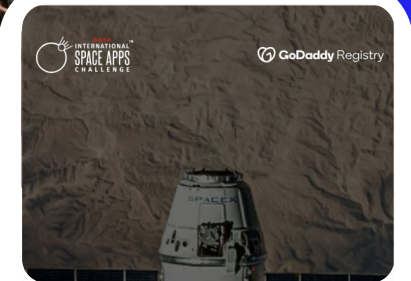
.US is proud to support the Conrad Foundation Community. We believe in the power of owning your future. We want to empower you to take control of your digital footprint.

Reserve your name and put your resume online, start a blog, redirect to your LinkedIn™ page, or if you're ready to take that first step – show the world your idea on a professional website.

Whatever your need. We are here to support you.

The offer redemption is easy, the whole process should take less than 5-minutes.

1 Use the search field on this page to find



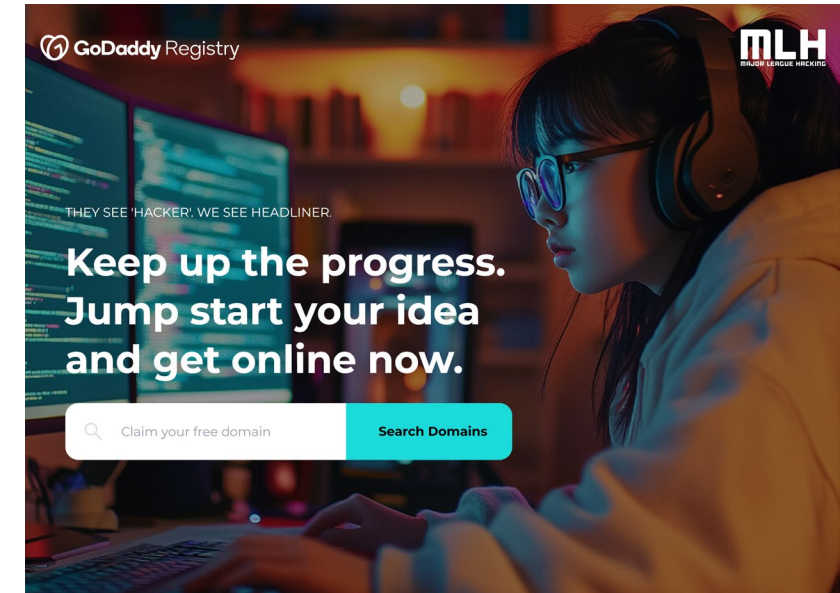
# GLOBAL PARTNERSHIPS

## Major League Hacking

- Who: Undergraduate Student Hackathon League
- Scale: 500K+ Developers around the world

Major League Hacking (MLH) is the official student hackathon league consisting of the next generation of technology leaders and entrepreneurs.

Each year, they power over 300 weekend-long invention competitions that focus on invention competitions that teach computer science skills for developers.



## Redemption Steps



### Search For a Domain

Use the search bar on this page to find a web address that best fits your project.



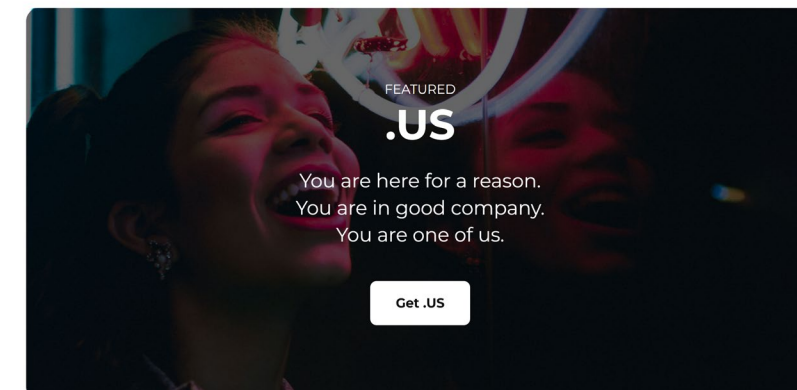
### Select Available Domain

Choose an available domain and click Get It.



### Complete the Form

Enter your information, including your Promo Code from your event organizer then click Get It.





# ICANN 82 Networking Event for Global ccTLD Community

**Date:** March 8-13, 2025

**Location:** Seattle, Washington

**About:** As a proud member of the Country Code Names Supporting Organization (ccNSO), .US hosted an exclusive networking event during ICANN 82, bringing together country code top-level domain (ccTLD) managers and leaders from around the world. The ccNSO plays a vital role in fostering collaboration, knowledge exchange, and skill-building among ccTLD operators—strengthening the global internet ecosystem.





# REAL STORIES, REAL IMPACT

juliemytrille.us



rosegose.us



medicinehorse.us



stelladallas.us



# PAID ADVERTISING

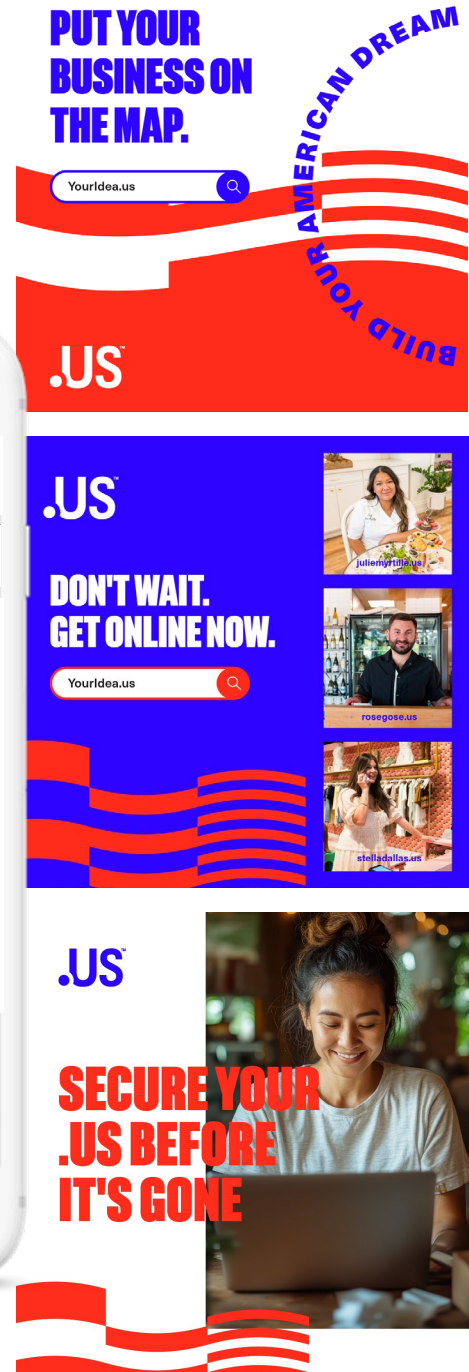
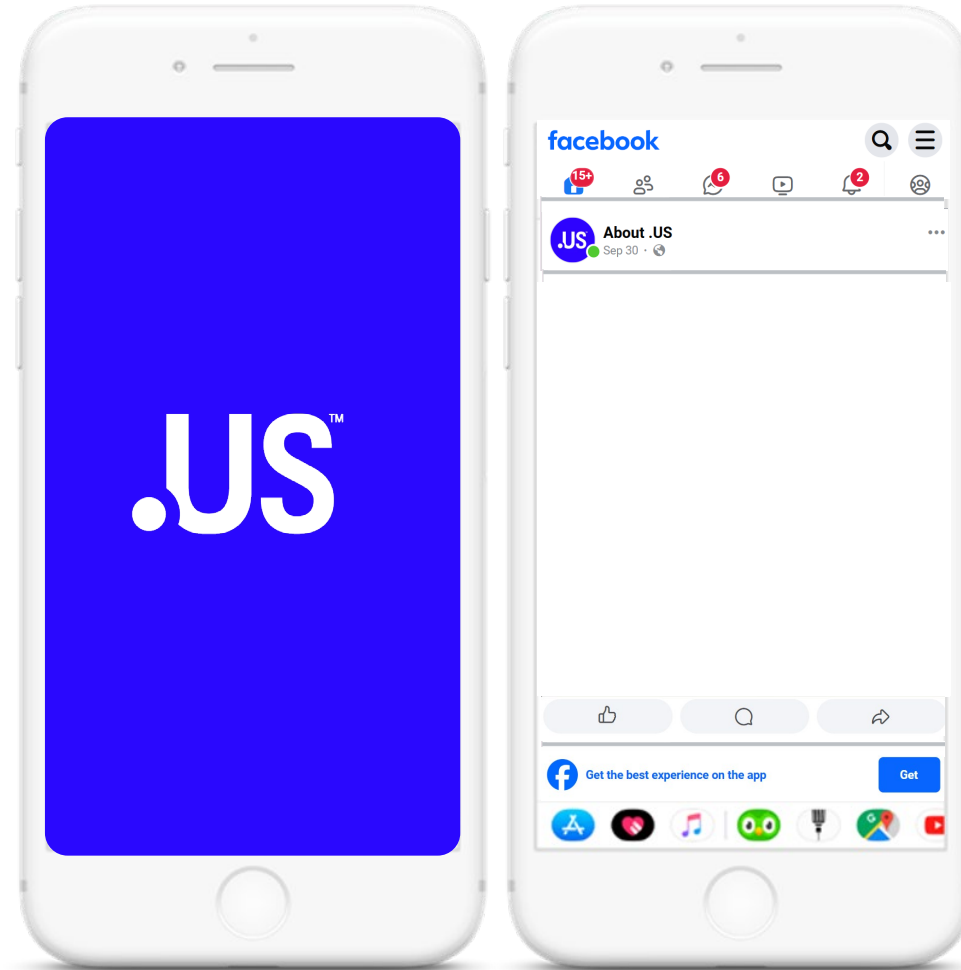
**Overview:** Focus on reconnecting with Small Businesses. Launch of new assets on top performing platforms to drive engagement and brand awareness.

**Audience:** Small Businesses

**Geo:** United States

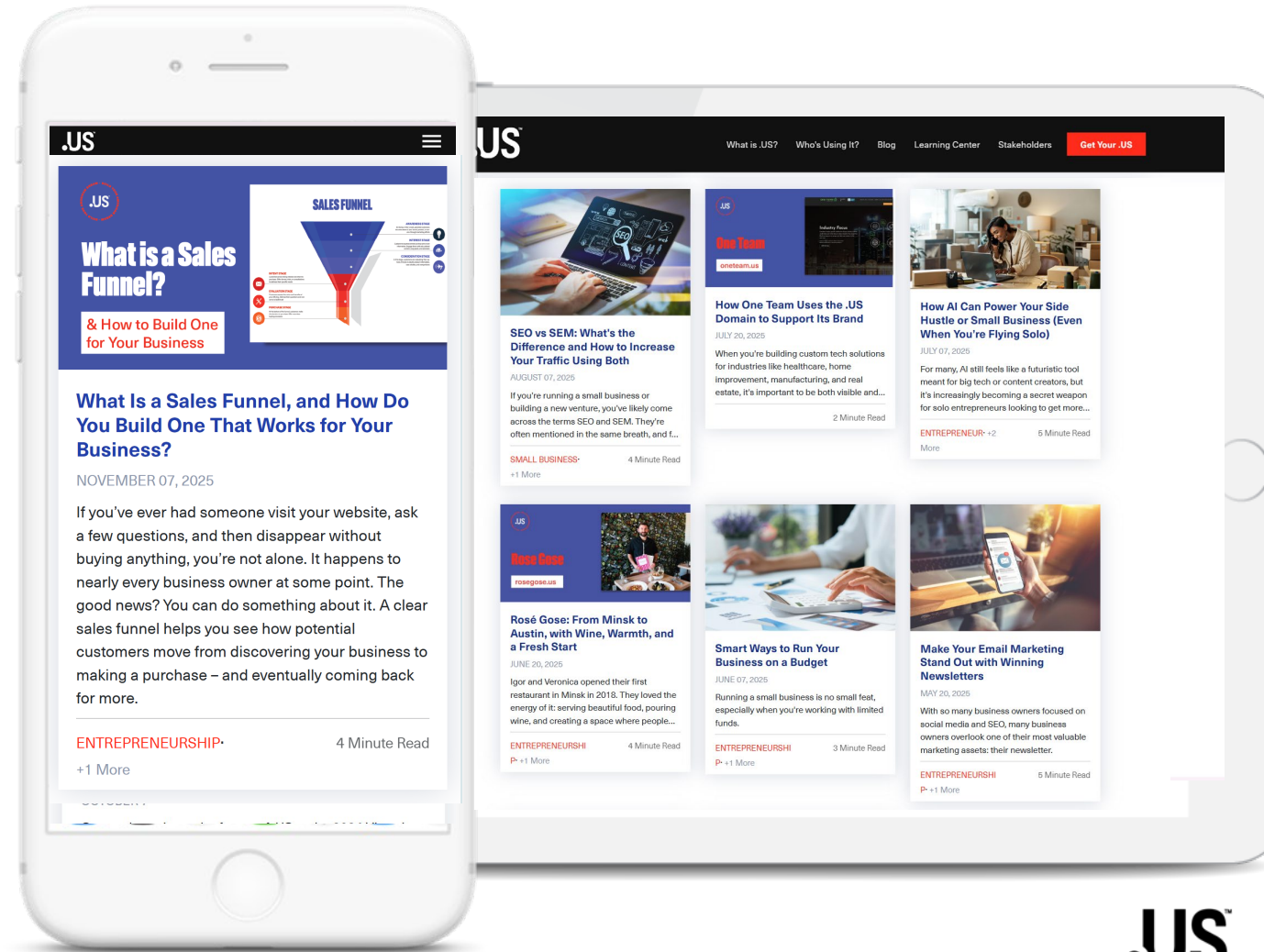
**Platforms:**

- Facebook
- Instagram
- NEW: Google AI Max
- Performance Max



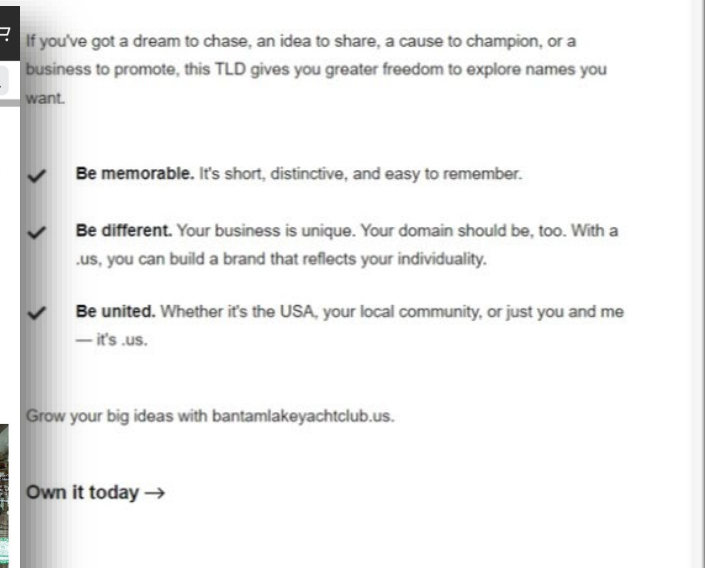
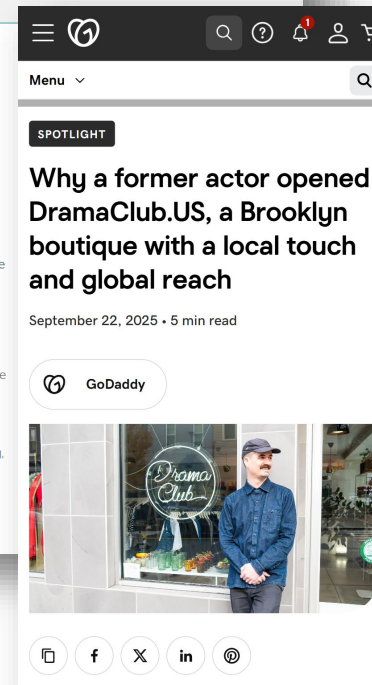
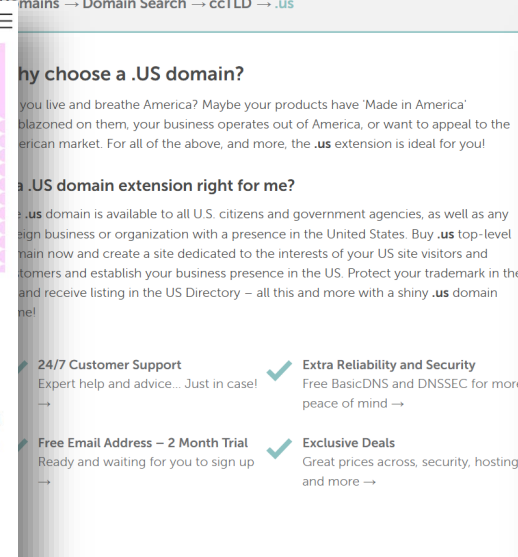
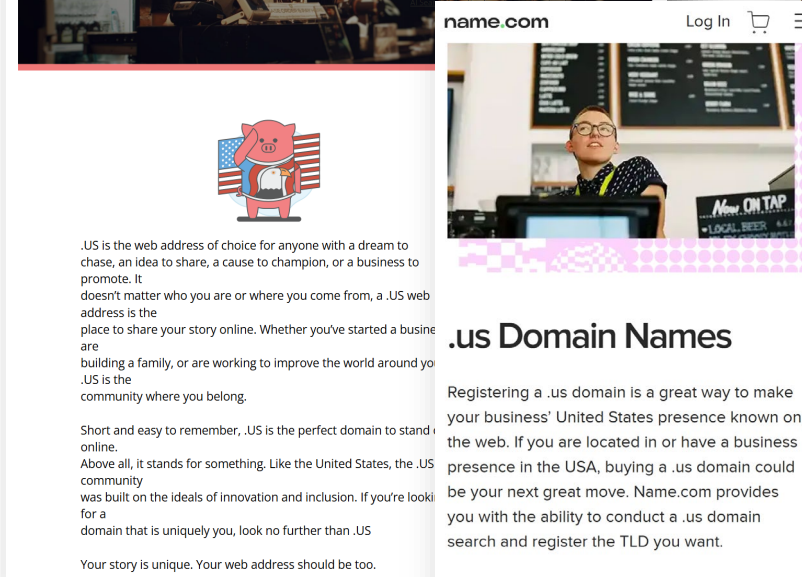
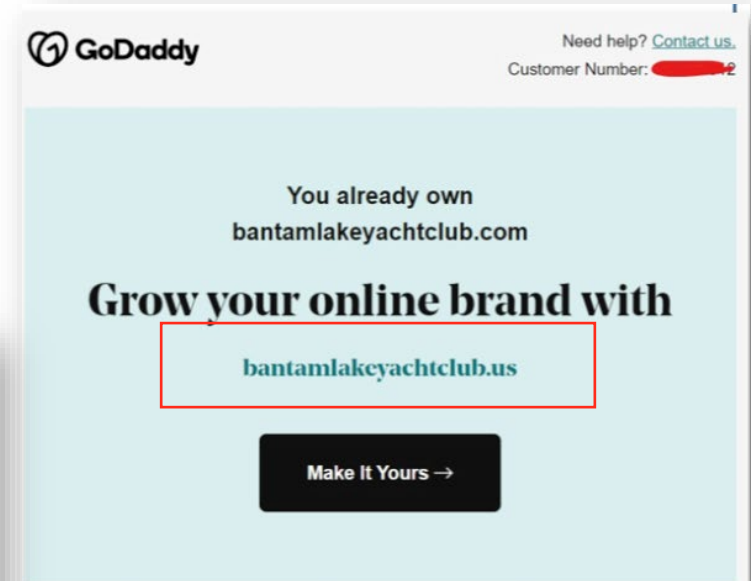
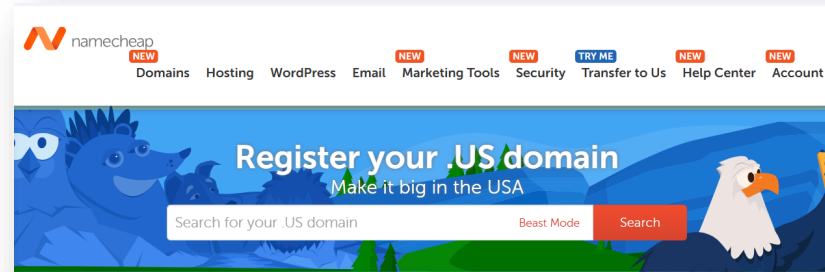
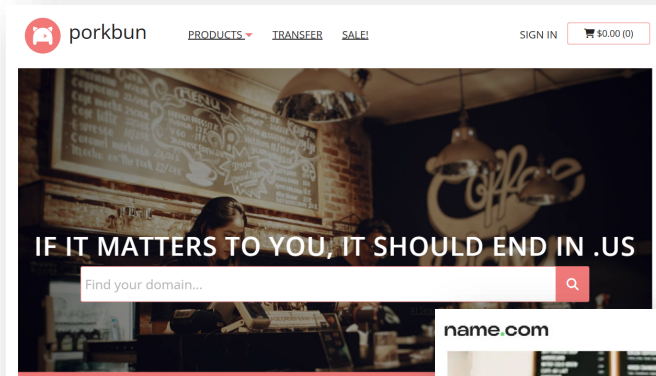
# CONTENT ENGINE.

- Dedicated efforts for driving a steady drumbeat of content throughout the year.
  - Mix of educational, informational and user story content
  - SEO focus on keyword, high quality topical content
  - 22 Articles YTD
  - Blog views represents 30% of overall organic traffic to about.us website





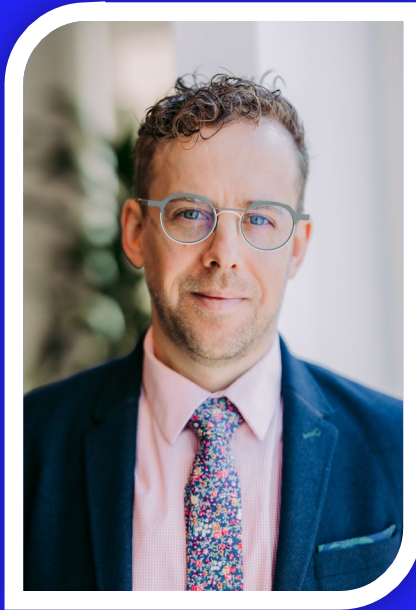
# SALES CHANNEL (REGISTRAR) COLLABORATION



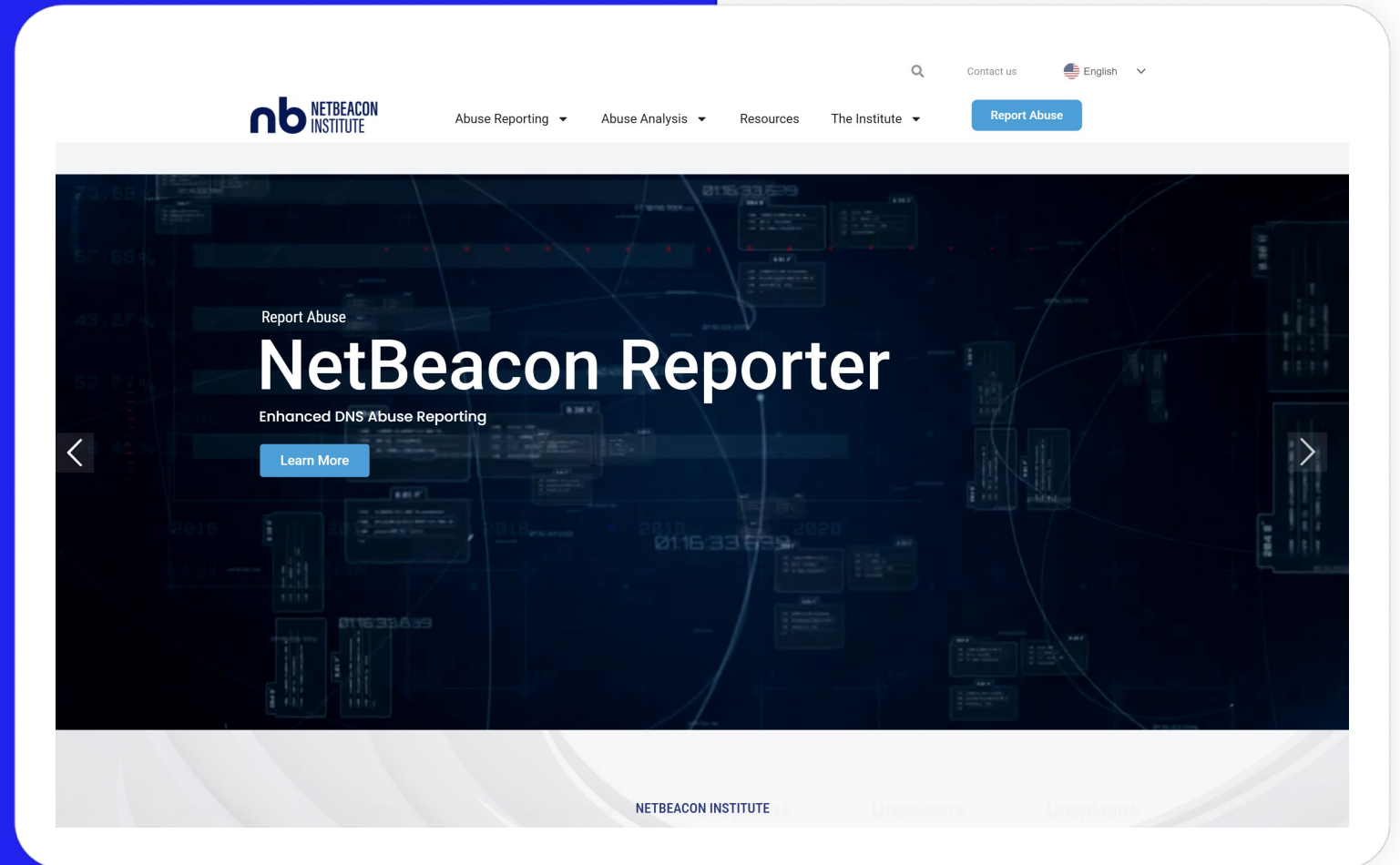
**GUEST SPEAKER**



# GUEST SPEAKER



**Graeme Bunton**  
*Executive Director,*  
NetBeacon Institute



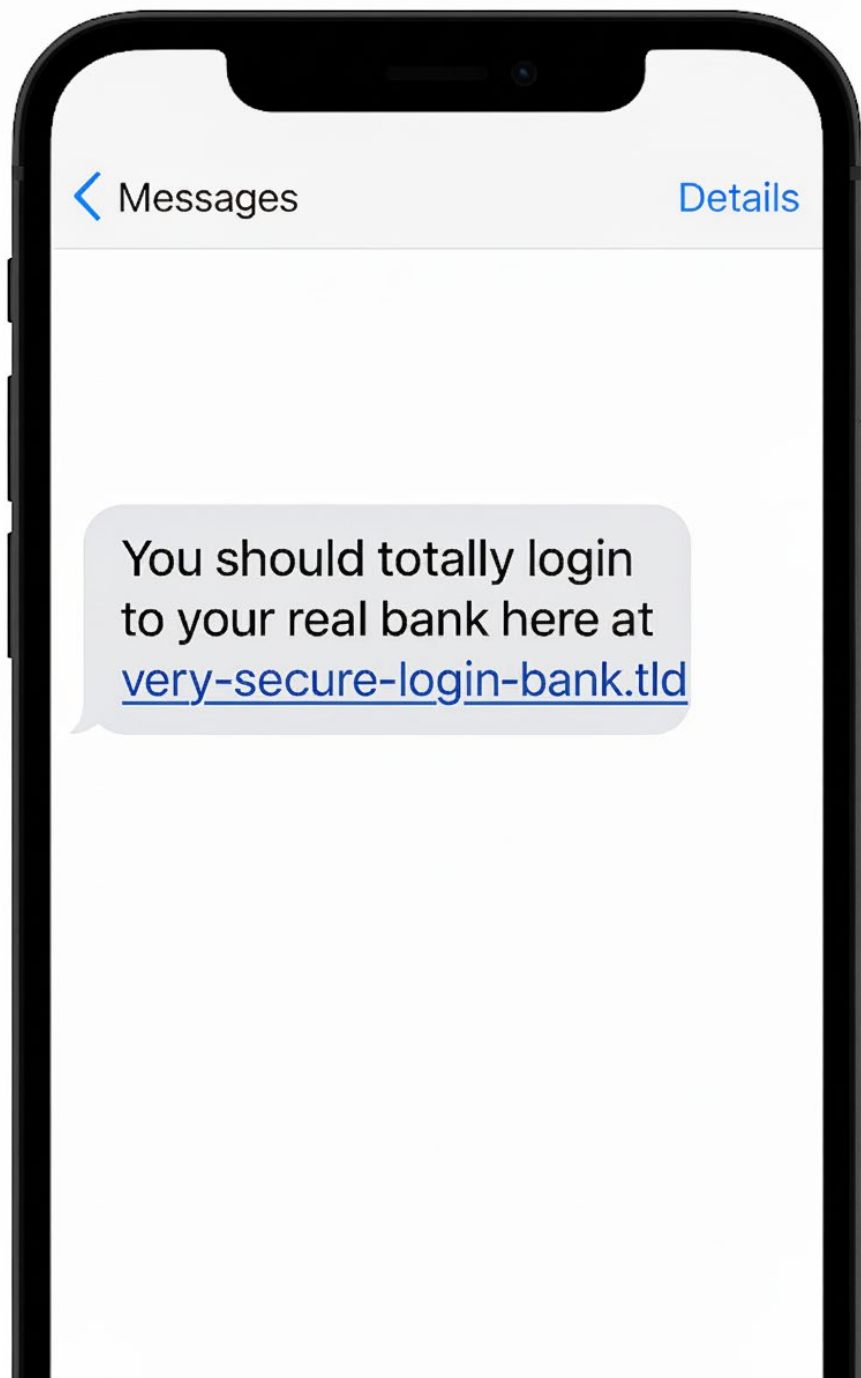


# .us Town Hall

**NetBeacon Institute**

Graeme Bunton, Exec. Director





# UGH.

- Why doesn't someone DO something about this?
- Why does this happen?
- What should I do about it?

# Good News!



# The NetBeacon Institute

Created in 2021 by Public Interest Registry (.ORG) in service of its nonprofit mission

- An initiative within PIR, with functional separation from the registry
- Non commercial: all services are completely free and always will be
- Education, Collaboration, Innovation
- The impact of malicious domain names on **everyone** was growing

**Vision:** A Safer Internet for Everyone

## DNS Abuse

- Phishing
- Pharming
- Malware
- Botnets
- Spam\*

\*when used as a delivery mechanism

As defined in SAC115

## Website Content Abuse

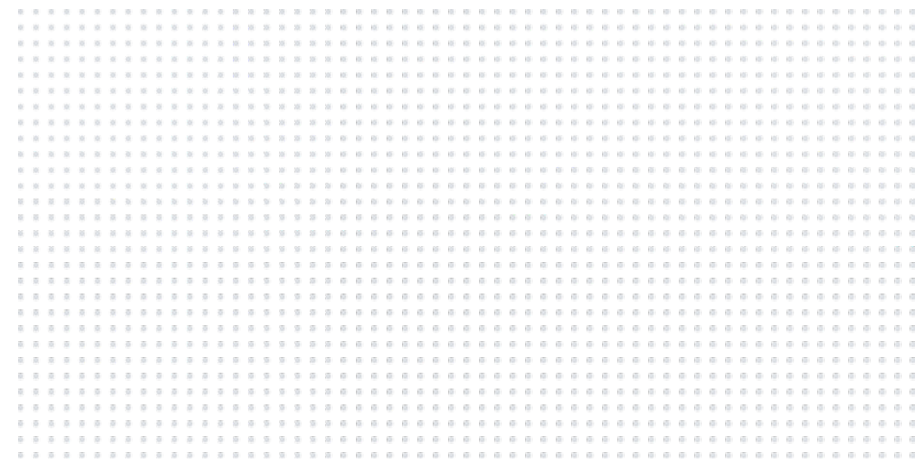
- Child Sexual Abuse Material (CSAM)
- Controlled substances & regulated goods
- Violent Extremist Content
- Hate speech
- Extremist content
- IP infringement



# Why does DNS Abuse Happen?

- Cybercrime is easy, lucrative, and exploits jurisdictional complexities
- The economics of domain registration make it difficult for individual organizations to combat malicious registrations

Motivation to exploit a system + structural impediments to address issues =  
Gonna Have a Bad Time



# 01

Understand

NetBeacon MAP

# 02

Disrupt

NetBeacon Reporter

# 03

Prevent

Education, Innovation

# Understanding DNS Abuse & NetBeacon MAP



# MAP

Our measurement project to empower registries and registrars with reliable, transparent and academically robust data.

Ultimately to help them disrupt DNS Abuse.

## Interactive Charts

An interactive format to consume data. Users can explore a variety of charts, hovers, and tooltips for additional information.

[Learn More](#)

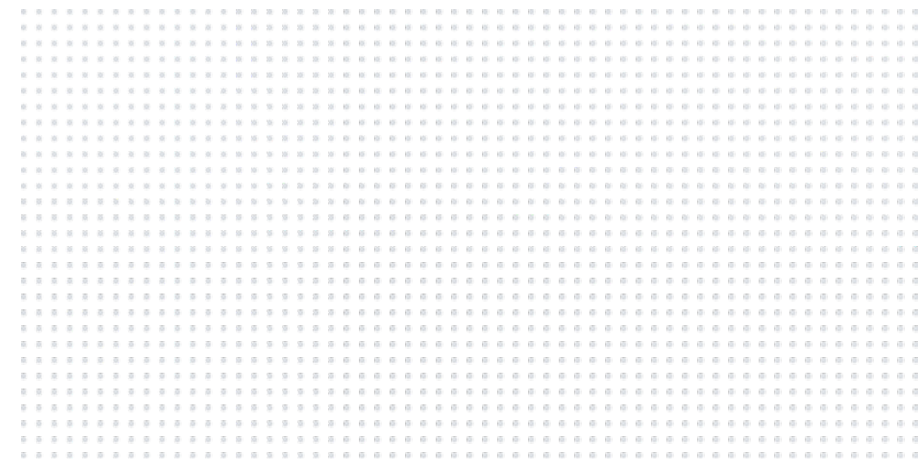
## Individual Dashboards

Individualized data on phishing and malware for registrars across domains under management (DUM) or within their "zones."

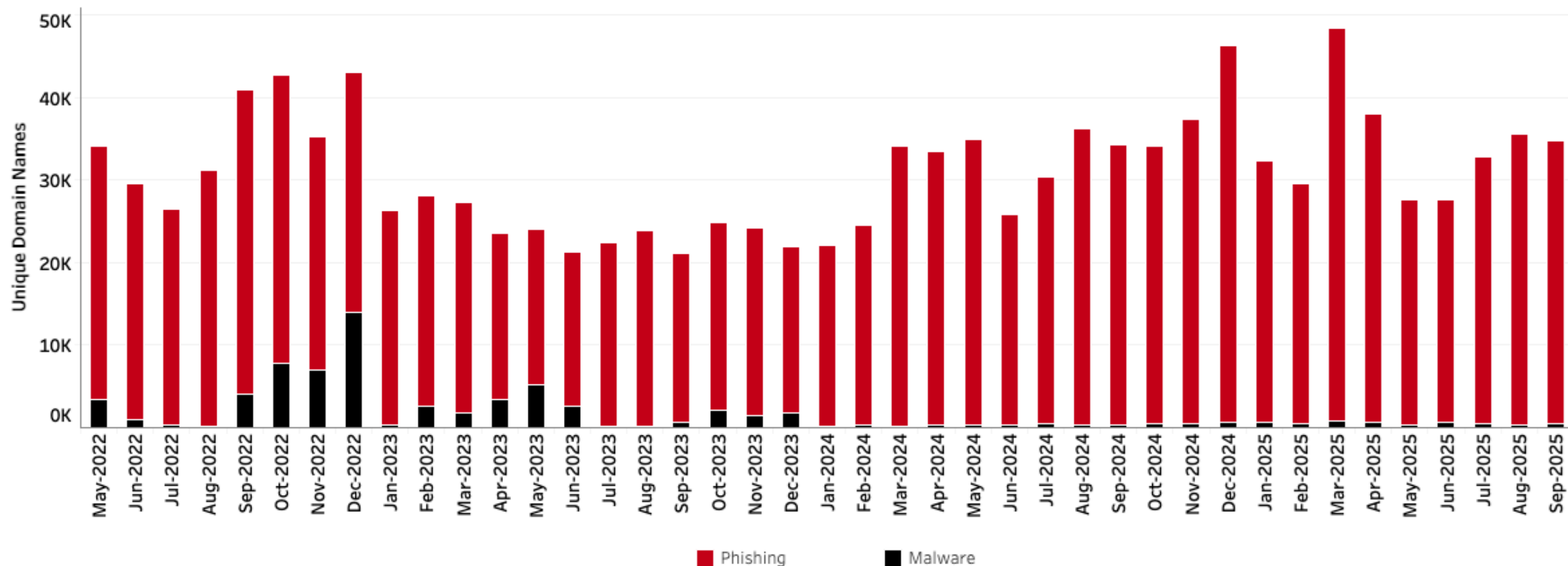
[Learn More](#)

## Monthly Analysis

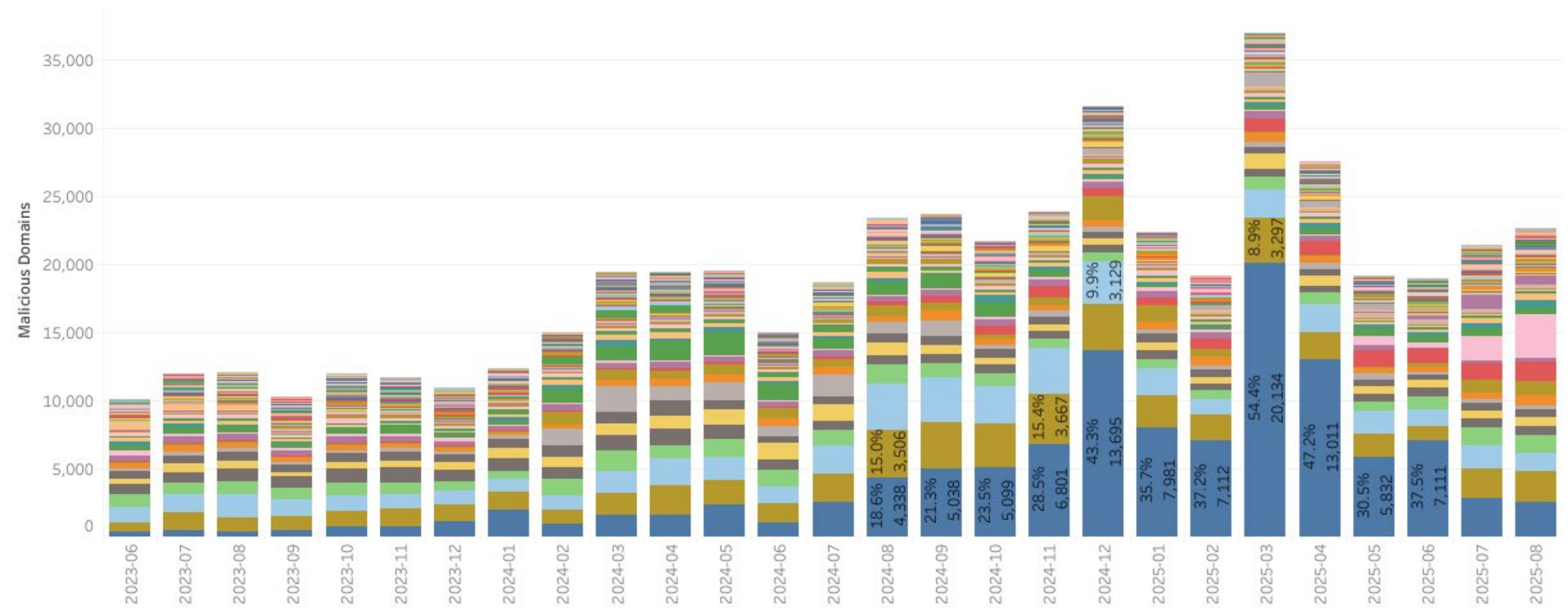
Reports that provide the latest snapshot of aggregate data on abuse, including mitigation rates, speeds, and registration types.

[Learn More](#)

# Trends in Abuse

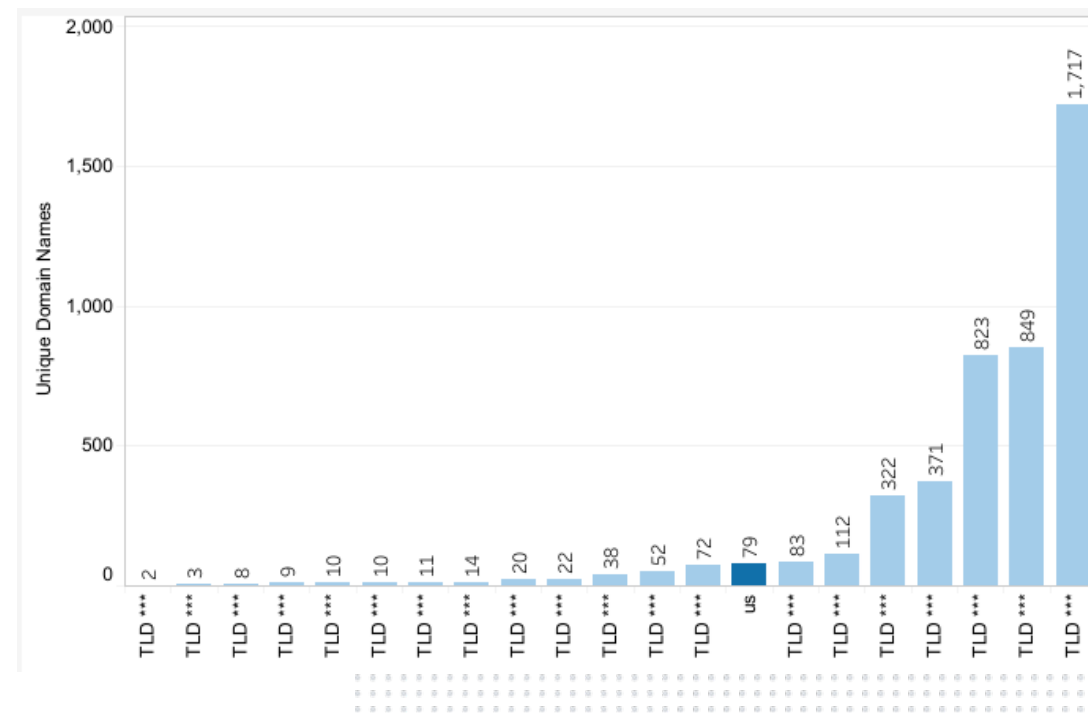
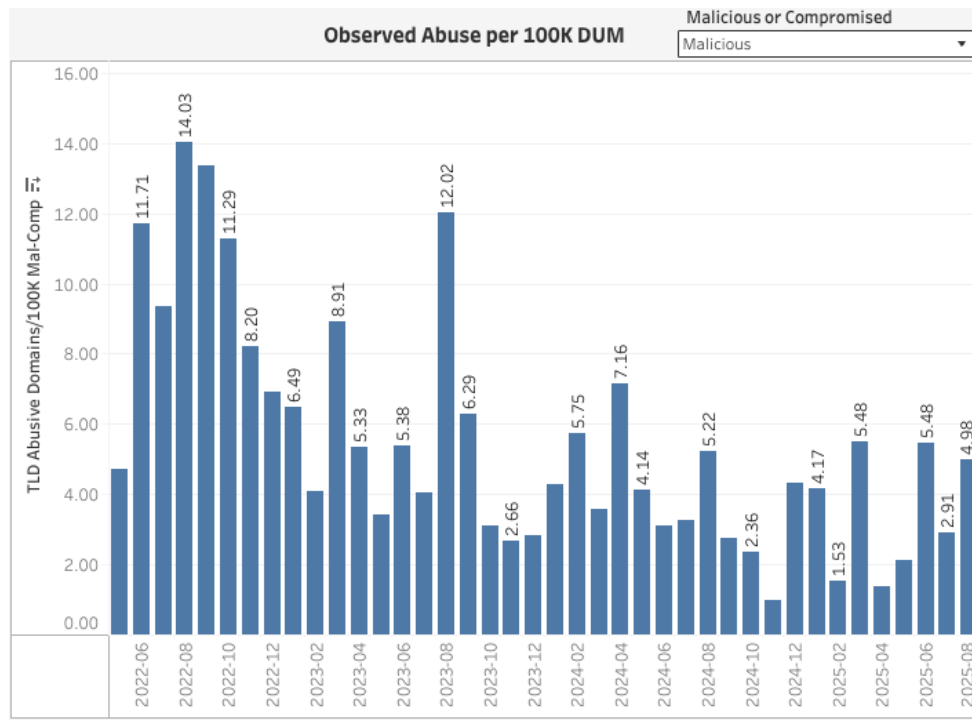


# Malicious Domains Distribution



# Abuse in .us

- Downward trend over the past 3 years
- ~ 5 malicious domains per 100k
- In the middle of peers by DUM



# Malicious Campaigns

- Increase in 'subdomain cloaking' campaigns
- Exploits trust in Top Level domains, including .us

TLD impersonation & ambiguous domain



ezdrivema.com-billqe.top



Deceptive subdomain



Actual TLD

http://mndot.us-etcb.cc/  
http://mndot.us-etcbbb.cc/  
http://mndot.us-etcbd.xin/  
http://mndot.us-etcbe.xin/  
http://mndot.us-etcbr.xin/  
http://mndot.us-etcbs.xin/  
http://mndot.us-etcbw.xin/  
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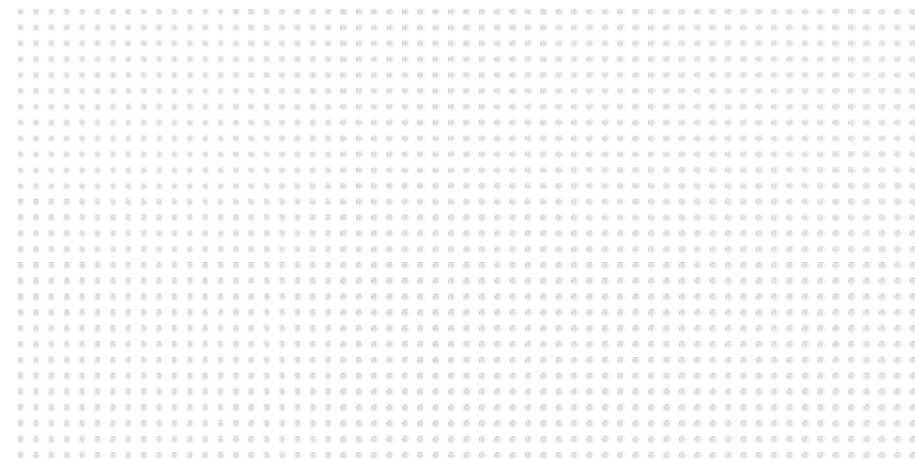
http://cdmv.gov-oyki.life/pay/  
http://cdmv.gov-qbe.win/pay/  
http://cdmv.gov-qy.win/pay/  
http://cdmv.gov-rczh.cc/pay/  
http://cdmv.gov-rsc.win/pay/



# Disruption: NetBeacon Reporter

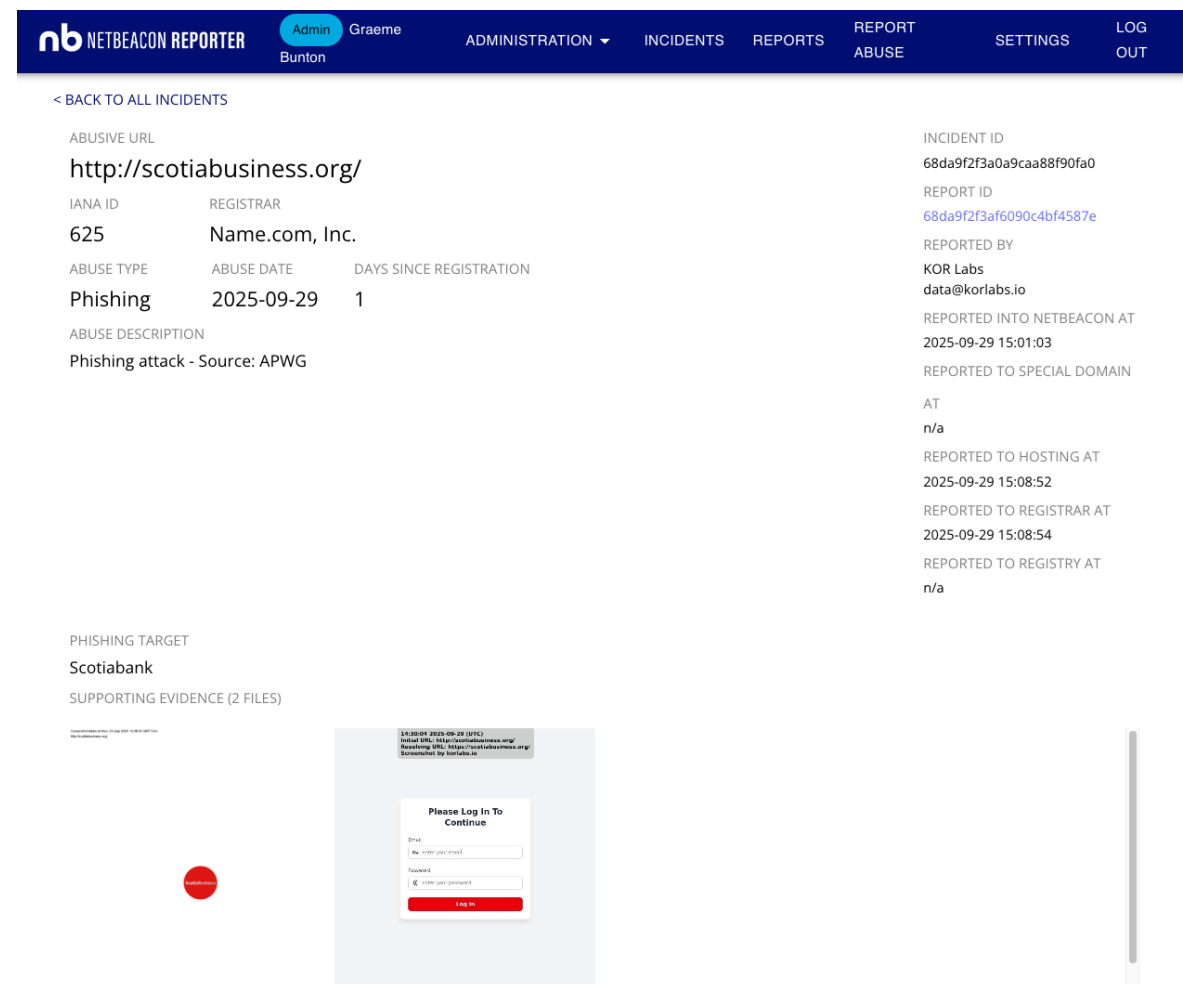
# NetBeacon Reporter™

- Our centralized DNS Abuse reporting service to simplify and improve abuse reporting
- Provides a single, simple interface for abuse reporters
- Provides consistent, evidenced, actionable abuse reports to registrars, registries, web hosts and CDNs.



# NetBeacon Reporter

- ~20,000 reports a month
- > 200,000 reports YTD
- Reports to:
  - Service providers
  - Web hosts / CDNs
  - Registrars
  - Registries



The screenshot displays the NetBeacon Reporter interface. The top navigation bar includes the NetBeacon Reporter logo, a user profile for 'Admin Graeme Bunton', and links for ADMINISTRATION, INCIDENTS, REPORTS, REPORT ABUSE, SETTINGS, and LOG OUT. The main content area shows details for a specific incident:

- ABUSIVE URL:** <http://scotiabusiness.org/>
- IANA ID:** 625
- REGISTRAR:** Name.com, Inc.
- ABUSE TYPE:** Phishing
- ABUSE DATE:** 2025-09-29
- DAYS SINCE REGISTRATION:** 1
- ABUSE DESCRIPTION:** Phishing attack - Source: APWG

On the right side, a list of actions and timestamps is provided:

- INCIDENT ID:** 68da9f2f3a0a9caa88f90fa0
- REPORT ID:** [68da9f2f3af6090c4bf4587e](#)
- REPORTED BY:** KOR Labs, [data@korlabs.io](mailto:data@korlabs.io)
- REPORTED INTO NETBEACON AT:** 2025-09-29 15:01:03
- REPORTED TO SPECIAL DOMAIN AT:** n/a
- REPORTED TO HOSTING AT:** 2025-09-29 15:08:52
- REPORTED TO REGISTRAR AT:** 2025-09-29 15:08:54
- REPORTED TO REGISTRY AT:** n/a

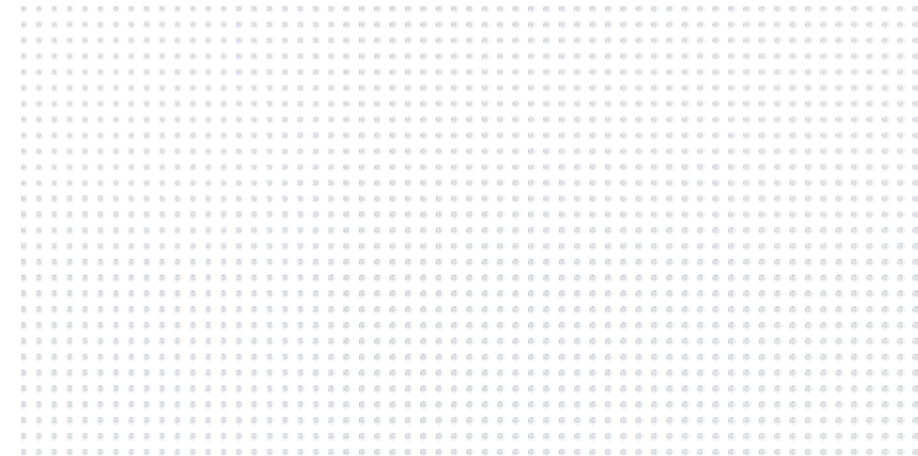
Below the incident details, the **PHISHING TARGET** is listed as Scotiabank. Under **SUPPORTING EVIDENCE (2 FILES)**, there is a thumbnail of a screenshot showing a login page with the text 'Please Log In To Continue' and fields for email and password.

# Prevention



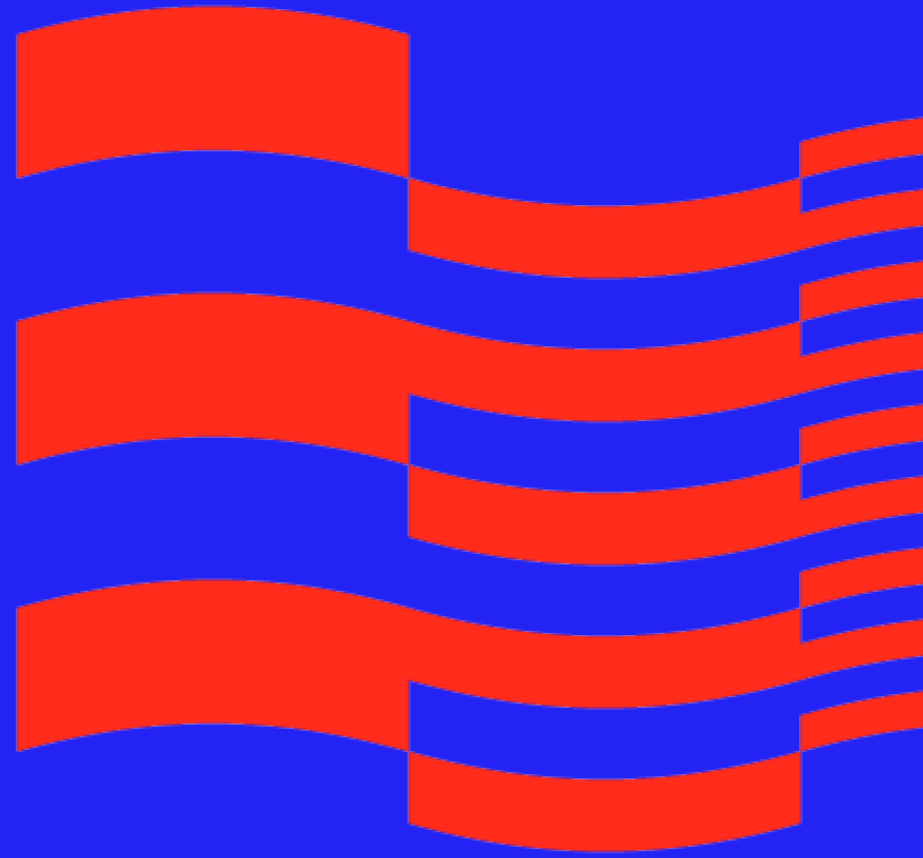
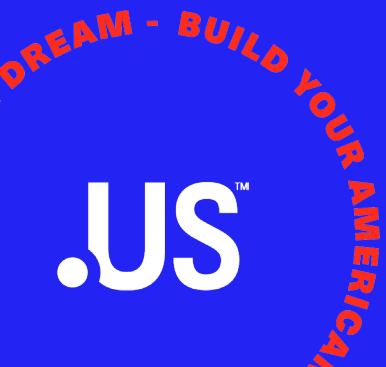
# How do we prevent malicious registrations?

- Policy
  - Associated domain checks
  - Limit access to advanced registration tools
- Anti-Fraud
- AI tools
- Information sharing



**Thanks!**  
[graeme@netbeacon.org](mailto:graeme@netbeacon.org)

# STAKEHOLDER COUNCIL UPDATES.





# STAKEHOLDER UPDATES

## Lauren Price, DigiCert, Inc

Lauren Price of DigiCert, Inc. brings over 20 years of experience in the DNS space, having led innovation and growth at major registries including Verisign and Public Interest Registry. She has played a key role in advancing DNS security, launching new top-level domains, and championing efforts to combat DNS abuse and strengthen the integrity of the global namespace.

## Shane Layman, MarkMonitor

Shane Layman, Manager of Global Industry Relations at MarkMonitor, has over seven years of experience spanning traditional DNS and emerging Web3 namespaces. He leads strategic partnerships, policy engagement, and product innovation, helping bridge the gap between established internet infrastructure and the evolving decentralized web.



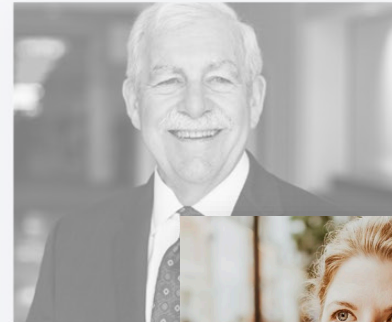
Dustin Loup (Chair),  
Marconi Society



Bartlett Cleland,  
Innovation Economy Institute



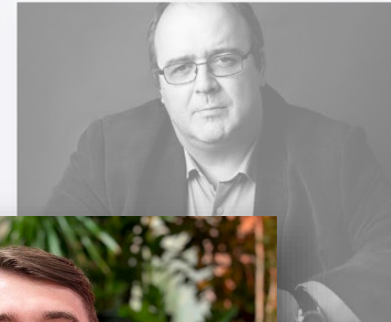
Bryan Britt,  
Beltane Web Services



Doug  
Executive



Kin  
bu



ons



Tom Barrett,  
EnCirca



Lauren Price,  
DigiCert, Inc



Shane Layman,  
MarkMonitor

## What We Do

The Council addresses matters related to the operation of the usTLD in the interest of the usTLD user community. The work of the Council is focused on:

- Recommending policies and other improvements to the management of the usTLD to Registry Services;
- Ensuring that the needs of current usTLD domain name holders are considered in the management of the usTLD;
- Providing input on mechanisms to enhance and improve the user experience and utility of the usTLD space; and
- Improvements to the security within the usTLD and stable management of the space.

Learn more about Stakeholder Operating Procedures [here](#).



# 2025 Subcommittee Updates

## Subcommittee Activity (2025)

The Premium Names Subcommittee was formally created in 2024, however, the substantive work—including multiple feedback cycles and Council-wide discussions—kicked off in January 2025.

## Premium Names Subcommittee Scope

Building on last year's establishment of the Premium Names Subcommittee, this year's work focused on evaluating the potential impact should registry premium tiers be introduced into the .US namespace.

## The subcommittee is examining the following questions:

- *Will the launch of registry premium tiers devalue the utility of the .US namespace?*
- *Will it affect the stable management of the .US TLD?*
- *Will it negatively impact the renewals of existing .US domain holders?*

*\*Will be publishing the subcommittees updates for public comment in early 2026.*

## Public Input

We welcome suggestions for future areas of subcommittee focus. Please email [stakeholders@about.us](mailto:stakeholders@about.us) with any proposed topics.



## Q&A

**Chat with us:** Submit any questions or feedback via the webinar chat.



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**THANK YOU!**

**PARKING LOT SLIDES**



# ENHANCE BRAND PROTECTION

## Proactively protecting brand owners from phishing, spam, and other abuse



<b>Reduce</b>	Reduce the ability for bad actors to impersonate Intellectual Property owners in malicious activity online
<b>Assist</b>	Assist brand owners to reduce the costly and time-consuming process of identifying and taking down bad actors
<b>Build</b>	Build renewed trust and safety for the internet using public
<b>Immobilize</b>	Help immobilize scammers and bad actors
<b>Protect</b>	Help protect brands from the reputational, commercial and technical costs of online fraud.

# Brand Requested Protection provided in the usTLD

**9.4k**

Brand labels (or  
variants) protected  
in the usTLD\*

Received contextual alerts and reports sourced from verified Legal Rights holders. The verified labels included within the alerts and reports are then blocked and protected from registration.





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# USAGE

