

.US &.CO

Marketing Highlights

October 2018 | ICANN63 - Barcelona

NEUSTAR REGISTRY & THE .CO & .US DOMAINS

Run & operate **300+** TLDs with **13 Million** Domain Names





COLOMBIA LOCAL EFFORTS

Sponsored Annual Survey: .CO has sponsored a Colombia annual survey for the past three years that looks at the uses and perceptions of the Internet. This year's survey has led to 260+ earned media articles as well as news, radio and Internet features.

Colombia 4.0: STEAM industry event with 35k attendees over 4 days. .CO presented a "History of the Internet" interactive timeline of events with virtual reality game and quiz.

Women IT Summit: One of two main sponsors at event which brought together 440 senior executives women from tech companies across Colombia.



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COLOMBIA PR & COMMUNICATION STRATEGY

Así influyen las redes sociales en el voto de los colombianos



En marzo, las Mujeres Emprendedoras tienen reconocimiento en .CO Internet

Gran mayoría de colombianos cree que Internet debería ser un derecho

#ORGULLOSODESERCO, LA CAMPAÑA PARA IMPULSAR EL DOMINIO COLOMBIANO

Content for SME's & Entrepreneurs: Content curated to help Colombians initiate their digital transformation. Article topics include: SEO, SEM, website creation, free tools, law aspect of Internet, etc.

Success Case Stories (#OrgullosodeserCO): Video case studies of entrepreneurs who use a .CO or .COM.CO domain. Promotion includes paid advertising via Facebook, Youtube and Adwords.

Female Entrepreneurs: For International Women's Day in March we create special content tailored for women and highlighting successful female entrepreneurs. This initiative received recognition from National medias for these efforts.

Here's what all this means...

3rd level domains ([mycompany.com.co](#)) are made available to signal locally relevant business, commercial and/or other interests or presence within Colombia (available with no domicile restrictions or requirements).

But the “Global Story” is...

2nd level domains ([mycompany.co](#)) are available worldwide to signal globally relevant business, commercial and/or other interests or presence.

.CO – GLOBAL BRANDING EFFORTS

WE'LL HELP YOU
MAKE THE RIGHT
CONNECTIONS



EXPANSION IN INDIA



What: Expanded efforts to engage and promote our .CO TLD to the Indian market. Includes on the ground efforts events and promotions.

Why: India continues to be a high-growth geo for .CO and is our 2nd largest location of global website traffic.

Platforms: Dedicated *market* page via Facebook account and global Twitter feed for engagement.

Efforts:

- Teaser + intro video
- #BrandingSchool educational content creation
- Startup humor which resonates with local audience
- Support of female entrepreneurship efforts

.CO APPROVED IN CHINA

- **2010:** .CO Launches worldwide registrations.
- **2015:** Concentrated on-the-ground efforts including Startup Salad, hackathons, localized website (www.yi.co), wechat and social platform outreach.
- **2018 (June 27):** China's Ministry of Industry and Information Technology (MIIT) approves .CO to proceed with full commercial operations in China.

Approach:

Despite just receiving MIIT approval for registration in-country, .CO has supported the startup and entrepreneur community in China for the past several years.

Activities include: (to name a few)

- Startup Salad partnership
- Brand Ambassador Program
- Girls' Day/Female entrepreneurship efforts



CHINA ON-THE-GROUND EFFORTS

EDM – Monthly correspondence with local Chinese community to promote efforts, upcoming events and celebrate .CO'ers.

Startup Salad – Partnership with salad.co in support of Chinese entrepreneurs and small businesses.

Her Dream – Local iteration of female entrepreneurship efforts including “Girl’s Day” events and promoting of female .CO'ers

Events – Include hackathons, local lunches for .CO community influencers, localized collateral to support holidays and events.

Brand Ambassador – Relationship with local Chinese business owners on a .CO domain a la Influencer Marketing style promotion and support



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.CO – FEMALE ENTREPRENEURSHIP

Be .COourageous – Global multi platform campaign looking to inspire, motivate and celebrate female entrepreneurs and business owners.

Promotion – Content heavy with industry articles, educational materials and interviews with female .COers.

Goal – Awareness in the WIT community. Drive engagement by pushing traffic back to website and dedicated landing page for content consumption. Remessage offsite for registrations.



Dr. Mae Jemison
First African American woman in space

"THE FUTURE NEVER JUST HAPPENED. IT WAS CREATED."



Being a woman in technology has its challenges. While progress has been made, the statistics are skewed against you. Women hold 39 percent of the professional jobs in the U.S., but they comprise only 18 percent of technical jobs at Google and 18 percent at Facebook. Industry = male, women hold only 25 percent of tech jobs. Recent research commissioned from Accurate by Data, the Code Institute that if current trends continue, the total number of women in computing will fall to 22 percent by 2025.

WOMEN IN TECH
8 Tech and Science Innovations You Didn't Know Were Dreamed Up By Women
By Kristin Johnson



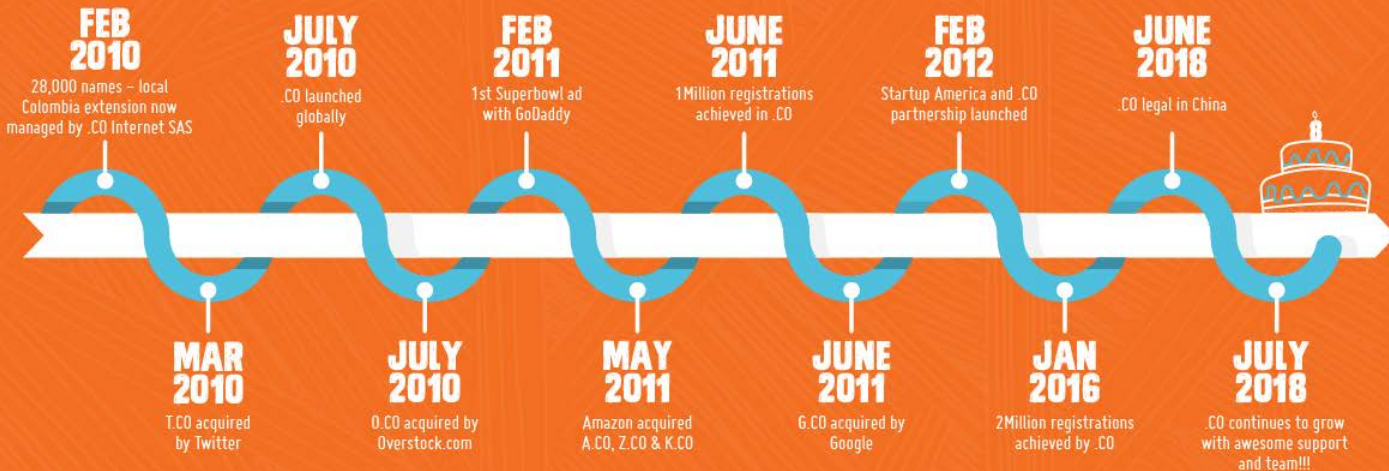
If you're asked to name inventors who've fundamentally impacted the world, most list Thomas Edison, Steve Jobs, and Alexander Graham Bell as they're likely to come. And then there's an inventor who's rarely cited, the female pioneer of additive medicine, "most afraid" of all the other female women who have changed our lives with groundbreaking technological inventions that made the world safer and better!

.CO – FEMALE ENTREPRENEURSHIP



.CO IS A FAST GROWING GLOBAL TLD

CELEBRATING 8 YEARS OF INNOVATION



.CO is...

SHORT
MEMORABLE
SEO-FRIENDLY
AVAILABLE

.US

The *domain name* choice
for small business owners.



www. _____ .US

Find yours now

EVOLUTION OF .US

Historically only available in the 3rd, 4th or 5th level to local governments, cities and schools

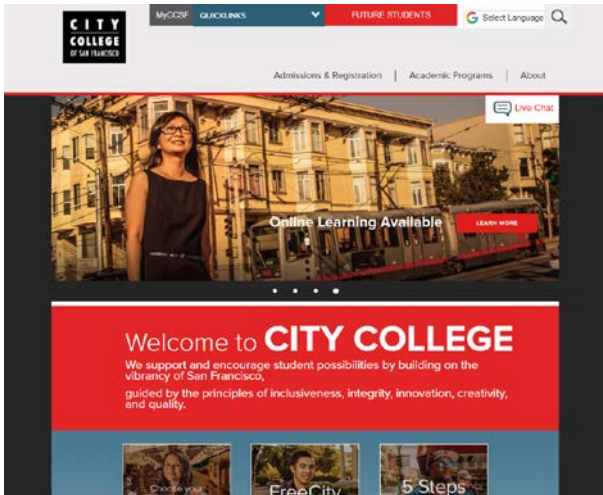
2001 - Launched .US extension in the 2nd level to the global community

Developed policies & procedures to maintain .US as a digital resource to serve the American public with the ability to be utilized around the world.



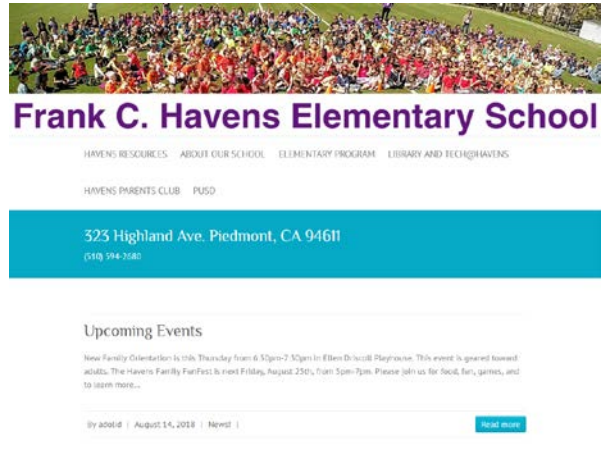
LOCALITY DOMAINS

ocean.ccsf.cc.ca.us



The screenshot shows the homepage of City College of San Francisco. At the top, there is a navigation bar with 'MyCCSF' and 'QUICK LINKS' on the left, 'FUTURE STUDENTS' in the center, and a 'Select Language' dropdown on the right. Below the navigation bar, there are links for 'Admissions & Registration', 'Academic Programs', and 'About'. The main content area features a large image of a woman standing in front of a building, with the text 'Online Learning Available' and a 'LEARN MORE' button. Below this is a red banner with the text 'Welcome to CITY COLLEGE' and a sub-headline: 'We support and encourage student possibilities by building on the vibrancy of San Francisco, guided by the principles of inclusiveness, integrity, innovation, creativity, and quality.' At the bottom, there are three small images with the text 'Choose your', 'Free City', and '5 Steps'.

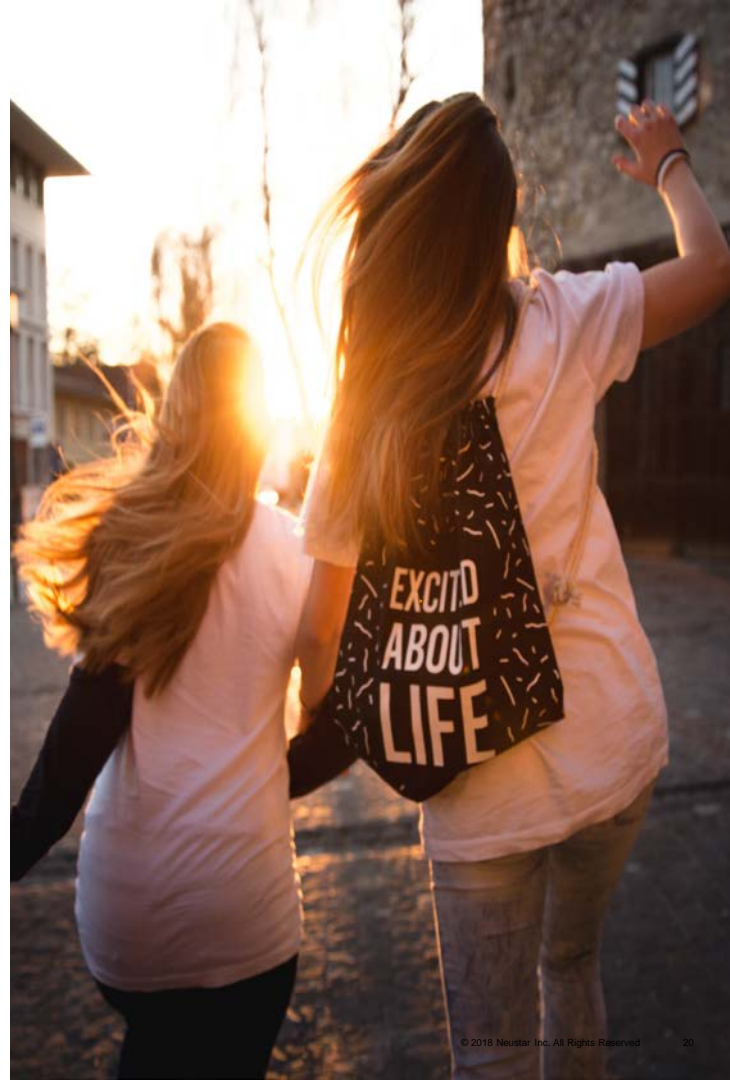
piedmont.k12.ca.us/havens



The screenshot shows the website for Frank C. Havens Elementary School. At the top, there is a large image of a crowd of people. Below this is the school's name, 'Frank C. Havens Elementary School', in a large purple font. Underneath the name are several navigation links: 'HAVENS RESOURCES', 'ABOUT OUR SCHOOL', 'ELEMENTARY PROGRAM', 'LIBRARY AND TECH@HAVENS', 'HAVENS PARENTS CLUB', and 'FUSD'. A blue banner contains the school's address: '323 Highland Ave. Piedmont, CA 94611' and the phone number '(510) 594-7580'. Below this is a section titled 'Upcoming Events' with a sub-headline: 'New Family Celebration is this Thursday from 6:30pm-7:30pm in Ellen Driscoll Playhouse. This event is geared toward adults. The Havens Family FunFest is next Friday, August 25th, from 5pm-7pm. Please join us for social, fun, games, and to learn more...'. At the bottom, there is a date 'By aobtd | August 14, 2018 | News |' and a 'Read more' button.

Brand Mission

- Build a sense of community and belonging. To create a space online where businesses, families, civic groups, organizations, and non-profits can build and share their story. We have expanded our audience targets and redefined the .US brand sentiment:
- *.US is the web address of choice for anyone with a dream to chase, an idea to share, a cause to champion, or a business to promote. Whoever you are, wherever you come from, the .US community is the online place to share your story, think globally and connect locally.*



.US – THE STORY OF US



The Story of .US™

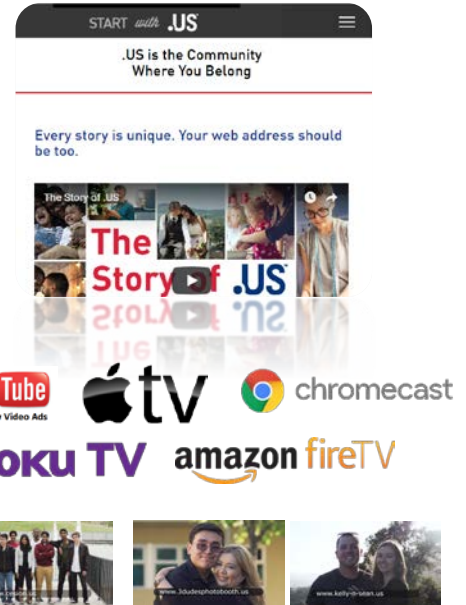
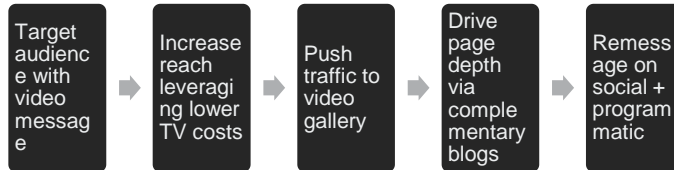
.US – VIDEO PRE-ROLL CAMPAIGN

The Story of .US

What: A compilation reel + featured stories of .US registrants highlighting who they are, how they use their .US domains, and why they love .US

Promotion: Paid advertising across pre-roll and OTT platforms, complimented by social media targeting and paid remessaging to engage small businesses.

Who: Business startup, tech interest, domain name interest, current social followers + friends of followers, clone and lookalike audiences.



.US – VIDEO PRE-ROLL CAMPAIGN

Mash-up Compilation



Featured .US Story



EVERY STORY IS UNIQUE, YOUR WEB ADDRESS SHOULD BE TOO.

Thankful for .US



This is .US



.WE LOVE OUR PARTNERS



about.us

.US and Neustar are proud to support My Connected World

.us neustar

WE LOVE OUR PARTNERS

What: Year-round efforts are ongoing looking for new and innovative ways to support our target communities across all TLDs.

Where: Global, from India to China to start-ups worldwide.

Who: Where partner goals, audience and objectives align with that of our TLD communities. We are proud to have partnered with some of the most prominent start-up, tech and digital literacy groups across the globe.



Ideas In. Code Out.



.US TOWN HALL LIVE WEBCAST

The logo for the .US domain, consisting of the letters ".US" in a white, sans-serif font on a dark blue background.

Live Town Hall Webcast November 29th

Sign up to Attend at
www.about.us/townhall

What to Expect:

A rundown of the current state of the domain industry and .US specifically. Plus policy considerations for domain growth and community outreach to establish top civic priorities for future direction.

Featured Speakers:

- Shane Tews — Host, Chair .US Stakeholder Council
- Crystal Peterson — Director, Registry Services Neustar
- Becky Burr — Deputy General Counsel Neustar
- Judy Song — Council Secretariat, Director of Registry Policy, Compliance & Business Affairs

THANK YOU

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