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Delegee and Registrar Fees

In its role as administrator of the usTLD, NeuStar will be responsible for accreditation and management of commercial registrars. Currently, no ICANN-accredited registrars are eligible for selling second-level registrations for the usTLD. The administrator will have the responsibility of establishing criteria, reviewing applications, and integrating accredited registrars to the registry, and managing on-going relations.

NeuStar will follow a similar model to ICANN for selecting registrars and establishing fees to cover administrative expenses. The fees will not exceed those enumerated in the table in the first year; in the subsequent years, the fees will not increase by more than 10% annually. NeuStar will not charge for the registry interface or the operational testing and evaluation (OT&E). All fees are presented in the table below:

Registrar Fees	
Application Fee	\$1,000 (one time)
XRP License	\$0
OT&E	\$0
Annual Fixed Fee	\$1,250 (per year)
Variable Fee	\$0.05 (per registration)

Moreover, these fees are designed to cover administrative expenses that are directly attributed to usTLD registrar activity, and are not intended to provide an additional revenue stream for the registry. These fees are implemented to keep the registrant price at a competitive level, further promoting the enhanced utility of the space and driving market adoption.

Registration Fees (Undelegated Localities)

As instructed, the usTLD administrator will act as the registrar for undelegated localities in the locality-based space. In this capacity, and in this space only, NeuStar will provide direct registration services to the registrant. NeuStar will have a discrete registrar function, one that utilizes standard protocols and interfaces with the registry as all other registrars. Were NeuStar to offer these domains at the same price per registration as those charged to delegees and usTLD accredited registrars, it would place NeuStar in a position of under cutting the registrar market rate for domain names.

Based on the incremental work as a registrar and the core principle of enabling adoption, NeuStar proposes the following competitive market rates:

Registration Price	
Locality-based Domain Name Registration	\$15.00

This price could also be interpreted as our recommended retail rate for registrars and delegees. While NeuStar will place no enforcement mechanisms that restrict pricing at the registrar or delegee level, it presents this as a guide.



Registration Fees (to Registrars)

NeuStar will levy domain name registrations fees in a neutral and even-handed manner to all delegees and usTLD-accredited registrars. The domain name registration fee is applicable to all new registrations in NeuStar’s usTLD registry.

The usTLD has a legacy, and that legacy comes with an existing base of domain names entered into the registry under varying terms and conditions. NeuStar recognizes that the existing delegations and domain names, though they may have been handled in a different manner than what we propose herein, have nonetheless created a name space and implied rights that must be protected. Those parties with legitimate usTLD domain names today, should continue to hold those names, and NeuStar has no desire to remove names from legitimate holders or to levy additional fees from them for what was incurred prior to transition.

Thus, NeuStar recognizes a distinction between the past and the present, and will not charge domain name registration fees for those names in the zone file or applications submitted prior to the submission of this proposal. The distinction will hold only for existing registrations in the locality structure, and all new additions to that structure will be subject to the registry fee structure presented below. This solution is deemed the best value for the usTLD community as it does not rely on the new, expanded space to subsidize all of the locality space, provides a starting point for enactment of new policy, and provides a competitive delegee and registrar environment.

To provide the registry service in a neutral and even-handed fashion on an on-going basis, the domain name registration fees must be comparable for all registrations. By their very nature, domains at any level of hierarchy under the first level require identical levels of technical and operational support. This is NeuStar’s rationale behind consistent pricing for new additions in the locality structure and the expanded space.

All fees will be charged to the Registrars and delegees at the time of registration, based on the term length of the registration. The registration applies to all new or renewed names in the registry database (i.e., names under management). The total fee in each instance is equal to the term of the new or renewed registration multiplied by the annual registration. All fees will be debited from the appropriate registrars account with the registry at the time the registration is entered into the registry database, as discussed in NeuStar’s proposal Section J. The registration fee for the expanded usTLD will be as follows:

Price	
Domain Name Registration	\$5.50

NeuStar will offer domain name registrations for term lengths, consistent with those available in the gTLD market. Delegees and registrars can offer and select any of the offered registration terms to registrants during our live operation of the usTLD registry. During the Sunrise period, that period which allows legitimate trade and service mark owners to obtain names corresponding to their marks, will have a minimum term of registration of 5 years. This will aid in the on-going protection of those trade and service marks. After this period, all term lengths will be available for registrations.



During the start-up phase of the usTLD, NeuStar will provide enhanced service offerings to further the protection of intellectual property. As discussed in Section B3.3 of NeuStar’s response, we will validate trade and service mark requests against an authoritative database during Sunrise to ensure the validity of those requests. Fees for this enhanced Sunrise phase are as follows:

Price	
Enhanced Sunrise Fee	\$4.50

This is a one-time fee, in addition to the standard registration fee, to secure a dot-us domain name during the sunrise phase. The structure is designed to strengthen the Sunrise process, and further serves to illustrate NeuStar’s understanding and willingness to protect intellectual property. NeuStar will not charge any other incremental fees during the land rush, batch processing phase of start-up.

Service fees for enhanced applications and service offerings are not included in the domain name registration fee, but will be developed in the course of implementation. All will be competitively priced to suit market needs.

Optional Hosting Service Fee

To minimize administrative burdens on delegated managers, optional hosting relationships can be offered. It is proposed that the usTLD Administrator host resource records for delegated managers. The price for this hosting service is equivalent to that of a domain name registration, as it is a comparable service to that performed by the Administrator.

NeuStar feels the fees outlined in this section are extremely competitive to the registration prices in the current ccTLD and gTLD markets. These prices are possible because NeuStar is leveraging existing infrastructure and able to compensate for the increased responsibilities with the coordination and management of the usTLD. NeuStar is investing substantial capital into the development of a next generation Internet registry that despite having no comparable market, provides competitive pricing to ensure market adoption and use.