

Operators standing by at NeuStar

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At 10:01 a.m. April 24, D.C.-based **NeuStar** officially opened the floodgates for its latest foray into Internet domain names.

NeuStar's massive database began registering 60 ".us" domain names per second. By the end of the day, **NeuStar**, which owns the right to run the ".us" and the ".biz" domain name registries, had registered "several hundred thousand" of the US Suffixes, the company says. The us domain suffix joins the likes of ".com; ".org," and ".gov." The flood of names was not a surprise to **NeuStar**, which had been prepping for the surge of interest in the new domain extensions, which also are known as TLDs, or top level domains.

But what was surprising were the results of a Harris Interactive poll that **NeuStar** commissioned to get a feel for whether the general public was going to embrace yet another domain name extension.

Apparently, the patriotic fervor that has swept the country since Sept. 11 has increased people's desire for Web domain names that end in us. According to the poll of 1,000 people, nearly 60 percent would prefer a us domain name to a com for their personal or business Web site.

"We think this is a leading indicator that consumers and businesses want a uniquely American identity on the Web," says **Robert Poulin**, senior vice president of **NeuStar**. "Industry has been focused on us for the past couple weeks."

NeuStar execs believe more individuals and small businesses will adopt us because it offers an American identity, **NeuStar** also is marketing .biz as a more global destination on the Web. About 600,000 biz domain names have been registered with **NeuStar** since the launch of that domain extension last year.

"Ninety-nine percent of all words in Webster's are taken for dot-com," Poulin says. "Dot-com doesn't tell your customers where you are. **Dot-us** lets people know you're an American citizen, an American organization or an American business."