



Public Interest Registry

2023 Annual Report



Letter from the Chair

It is my pleasure to address you as the new Chair of the Public Interest Registry (PIR) Board of Directors, and to introduce this Annual Report highlighting PIR's many accomplishments in 2023.

Last year marked the fifth anniversary of the .ORG Impact Awards, an initiative that I've worked closely with for several years. In a lot of ways this annual celebration of so many accomplished .ORGs encapsulates what PIR is all about: honoring and supporting those who are making a difference in their communities and around the world. The .ORG Impact Awards gala in November was like an exclamation point capping an already notable year!

As expected, PIR continued to provide crucial financial contributions to the Internet Society and the Internet Society Foundation to amplify their mission to support and promote the development of the Internet as a global technical infrastructure, a resource to enrich people's lives, and a force for good in society. We are proud to share that, for the past five years, PIR has contributed more than its budgeted amount to support these unique organizations.

PIR also continued to lead on efforts to combat Domain Name System (DNS) Abuse and improve the key tools and understanding needed to succeed in those fights. This underscores PIR's commitment to promoting trusted namespaces. We also continued to invest in people and organizational culture, and were once again recognized by third-party experts for those efforts.

I'd like to compliment and congratulate CEO Jon Nevett and everyone at PIR for yet another noteworthy year. I'd also like to thank my predecessor, Jeff Bedser, for his many years of service to PIR and the .ORG Community. The PIR Board and I are honored to be a part of this community with you all, and wish everyone much success in the years ahead.



Saerin Cho
Chair, PIR Board
of Directors

Letter from the CEO

As President and CEO of PIR, it gives me great pleasure to report that 2023 was another wonderful year for the organization.

Significantly, we reached another milestone with the celebration of the fifth anniversary of the .ORG Impact Awards! In that time, we have recognized nearly 200 .ORGs that are doing amazing things to help their communities and make lasting impacts. We were especially proud to welcome the award category finalists, nonprofit partners, and industry guests to a gala celebration in Washington, DC—our first in-person assemblage since the inaugural event in 2019. The .ORG Impact Awards remain our premier way to showcase and honor so many great organizations and individuals that are helping to make the world a better place.

We also take pride in our ongoing efforts to mitigate DNS Abuse (i.e., various technical abuses of the Domain Name System, such as malware, botnets, and phishing). This subject remains a highly visible concern for our industry and we are very serious about our responsibility to do all we can about it. We are proud that .ORG remains the least abused of all the comparable domain extensions, but our commitment on DNS Abuse goes beyond just our own domains. We were proud to help drive changes to the contracts that bind all ICANN-accredited registries and registrars to include stricter anti-abuse obligations. Furthermore, PIR established the DNS Abuse Institute in 2021, and it continues to provide free tools like NetBeacon and Compass to report and quantify the incidence of such abuses at the registry and registrar level. Our growing support of and partnership with the Internet Watch Foundation helps to thwart Child Sexual Abuse Material throughout the Internet. We believe that all of these efforts help to foster a cleaner online environment, build more trusted namespaces, and support a safer Internet.

Importantly, we did all of these things while meeting our financial commitments to support the Internet Society and the Internet Society Foundation in pursuit of their charitable work across the globe. This is our reason for being, and we embrace it fully. Of course, it's very satisfying to consistently surpass such expectations. In fact, we've exceeded our budgeted contributions to the Internet Society in each of the past five years.

We do these things because it's core to our mission and how we want to operate. But don't just take my word for it: these efforts have not gone without notice. In addition to praise from industry colleagues, government, and law enforcement representatives for our DNS Abuse activities, we also received third-party recognition for our culture. Certifications by Fortune magazine and Great Place to Work confirm our efforts to live out our Core Values consistent with our mission.

My past five years at PIR have been an incredible journey. I'd like to thank all the PIR staff, Board, Advisory Council, customers, vendors, and everyone who is part of the .ORG Community for all of your support. PIR is considered the high standard by which others should be measured. It is an honor and privilege to be a part of and lead this exemplary organization.



Jon Nevett
President &
CEO, PIR

Table of Contents

- 2 Who We Are
- 8 What We Achieved
- 11 2023 OIA Winners
- 13 Financial Results
- 16 Anti-Abuse Efforts
- 20 Culture of Excellence
- 24 Looking Ahead

Who We Are

.ORG is the original generic top-level domain (gTLD, domains that can be registered by entities or individuals worldwide for any reason) intended for mission-driven organizations. Since its inception in July 1985, .ORG has served as a platform for those who seek to make the world a better place. .ORG is where social good missions can thrive online. Furthermore, .ORG has created a lasting legacy of trust by advocating for an open and secure Internet where different communities can create a reliable online identity and freely exchange ideas. With over 10.8 million domain names registered across the globe, .ORG is the domain of choice for individuals and organizations committed to advancing the public interest.

PIR'S MISSION STATEMENT

To be an exemplary domain name registry and industry thought leader providing a trusted digital identity and serving as a valued resource to those working to improve our world.

Organizations, foundations, clubs, grassroots movements, associations, and individuals all choose .ORG to propel their causes forward. We've even seen for-profit ventures using .ORG to support their philanthropic endeavors. They opt for .ORG not just as a digital identifier, but also as a collective declaration of the societal significance of their endeavors. This diverse array of local, national, and global communities encompasses the .ORG Community, and collectively they make a positive impact on the world.

.ORG remains the centerpiece of our offerings, but it is not the only gTLD that we operate. In 2014, we also began offering new Internationalized Domain Names (IDNs, which are presented in non-Latin scripts so their users can operate online in their own language), versions of .ORG that mean "organization", "org", or "institution" in Devanagari (Hindi), Russian Cyrillic, and simplified Chinese. Then, in 2015 we launched .NGO and .ONG, two new TLDs for non-governmental organizations seeking a distinct domain to showcase their missions. In 2022, we added .CHARITY, .FOUNDATION, .GIVES, and .GIVING to our portfolio. These TLDs further empower mission-driven organizations to connect with their communities in unique ways and advance positive change in the world. Collectively, we refer to our TLDs as PIR's .ORG Family of Domains.

The .ORG Family of Domains have purpose—each TLD we manage is intended for good. From for-profit businesses launching a corporate social responsibility initiative, to mission-driven social enterprises, to nonprofit organizations large and small, PIR remains committed to providing the trusted digital identities that help those working to make a positive impact in the world.

PIR proudly manages the .ORG Family of Domains, and will continue to strive to be an exemplary registry operator and support the mission-driven entities—small grassroots movements, large associations, and everything in between—utilizing these domains to promote their causes.

We take great pride in the fact that, like many in the .ORG Community, PIR itself is also mission-driven. Pursuant to our registration under the United States tax code as a 501(c)(3) organization, our mandate includes operating the gTLDs entrusted in our care in an exemplary manner, while also supporting the .ORG Community with resources and tools to be successful.



Family of
Domains

¹ To learn more about the Internet Society's work in 2023, please see its Year in Review at internetsociety.org/year-in-review/2023/.

² To learn more about the Internet Society Foundation's activities in 2023, please see isocfoundation.org/about/our-projects/.

As an exemplary registry, we celebrate .ORG changemakers and work to make the Internet more secure. We believe that every time one of .ORG Family of Domains is registered or renewed it is more likely that a community will be served, people seeking help will get it through a mission-driven organization, and businesses will be able to give back by doing good through their online presence. More and stronger mission-driven organizations are at the center of these efforts, and all of it makes the world a better place.

SUPPORTING THE INTERNET SOCIETY

PIR is a “supporting organization” of our founder and sole member, the Internet Society. This means that PIR’s contributions help the Internet Society—which is a global charitable nonprofit organization—achieve its important mission of working to ensure that the Internet remains a force for good for everyone as it works to build, promote, and defend a bigger and stronger Internet.¹

We also support the Internet Society Foundation, a separate U.S. 501(c)(3) organization. Established in February 2019, the Internet Society Foundation funds initiatives that strengthen the Internet in function and reach so that it can effectively serve all people. The Internet Society Foundation’s mission is to champion ideas and enable communities to unlock the Internet’s potential to tackle the world’s evolving challenges.²

PIR is very proud of the part that we play in sustaining the Internet Society’s and PIR’s shared vision.

Even with the worst aspects of the global pandemic behind us, the world faces a myriad of international crises and the need for mission-driven organizations remains clear. Whether offering help to recover from the impacts of Covid, promoting social justice awareness, working towards economic equity, or simply serving as a gathering point for a local, national, or even global community, .ORGs continue to play a critical role in shaping our present and future.

At PIR, we never forget that the .ORG Community relies on us for their trusted online identity to pursue their missions. In fact, trust is the foundation of that relationship. Mission-driven organizations know that .ORG will always be a trusted home, that we seek a balance between our DNS Abuse mitigation efforts and preserving freedom of expression, and that PIR will strive to find ways to help them succeed. These principles also drive PIR’s values—bold stewardship, unwavering integrity, relentless commitment, and honoring people—that are the core of everything we do in the pursuit of our mission.

At PIR, we never forget that the .ORG Community relies on us for their trusted online identity to pursue their missions.

Core Values

Bold Stewardship

We are entrusted by millions to operate in the public interest and we take that responsibility seriously. We thoughtfully consider the impact of our actions and work in deliberate pursuit of our mission.

Unwavering Integrity

We are passionate about integrity. We refuse to compromise our ethical standards for the sake of expediency, popularity, or profitability. As a force for good, we will do nothing to undermine the trust the online world places in us.

Relentless Commitment

We are persistent and purposeful in our efforts to get it right and do it well. We recognize that there is always opportunity for improvement and growth, and we continually strive to do so.

Honoring People

We see the value of the person behind the business card. We believe each employee, customer, vendor, partner, and stakeholder is a whole person, and is to be respected and valued as such.

Drawing on their nonprofit and corporate sector knowledge, our Directors provide best practices for PIR's planning, governance, and oversight.

PIR Board

The PIR Board of Directors is a select group of well-respected members of the .ORG Community. They have significant technical, operational, financial, policy, legal, and management expertise, and bring diverse perspectives from across multiple industries to help shape a holistic and global strategic vision for the organization. Drawing on their nonprofit and corporate sector knowledge, our Directors also provide best practices for PIR's planning, governance, and oversight. The PIR Board reflects our Core Values and priorities. All Director biographies are available on our website at thenew.org/org-people/about-pir/team/board/.

Name	Nationality	Term
Jeff BEDSER, Chair*	North America	2017-2024
Saerin CHO, Chair	North America	2021-2026
Keith DAVIDSON, Vice Chair	Asia Pacific	2019-2025
Lena BECK RORVIG	Europe	2022-2025
Eric BURGER	North America	2021-2024
Kathryn KLEIMAN	North America	2023-2026
Mike SILBER	Africa	2022-2025
Jon NEVETT	North America	Non-Voting Member
Andrew SULLIVAN	North America	ISOC CEO Liaison

*Term ended October 2023. Cho and Davidson succeeded as Chair and Vice Chair, respectively.

PIR Advisory Council

The PIR Advisory Council is a cross-section of .ORG Community leaders and activists. They represent a wide range of non-commercial and mission-based organizations around the world. The Council serves as intermediaries between the .ORG Community, its end-users, and PIR. They provide advice on everything from policy to social to technical issues affecting Internet users. These Councilors also provide us with input on registry strategies, policies, services, and educational initiatives that serve the needs of the .ORG Community. All Councilor biographies are available on our website at thenew.org/org-people/about-pir/team/advisory-council/.

The PIR Advisory Council provides advice on everything from policy to social to technical issues affecting Internet users.

Name	Nationality	Term
Andrea ABRAMOWITZ	North America	2023-2025
Pamela ATEKA	Africa	2022-2024
Babatunde BALE	Africa	2023-2025
Tijani BEN JEMAA	Africa	2023-2025
John BOSWELL	North America	2023-2025
Beth BOURGEOIS	North America	2022-2024
Lianna GALSTYAN	Middle East	2022-2024
Diane LEBSON	North America	2022-2024
Prudence MALINKI	Europe	2023-2025

What We Achieved

PIR is pleased to report that once again, we achieved—if not exceeded—our goals for 2023. We are especially proud that the .ORG Impact Awards (OIAs) celebrated its fifth anniversary. The OIAs celebrate and honor .ORGs across seven different categories that are making a difference in their communities and around the world. We also take pride in having met our 2023 financial goals. This means we were able to fully support the Internet Society and Internet Society Foundation with their important missions, and also engage the .ORG Community consistent with our mission. Meanwhile, there were important developments in the fight against DNS Abuse, and you'll see that our robust anti-abuse metrics and leadership on these issues—not least through the work of the DNS Abuse Institute—continue to demonstrate our commitment to operating as an exemplary registry. Finally, our efforts to foster a culture of excellence were once again recognized by leading external assessors.

REGISTRY SERVICE PROVIDER CONFIRMED

Throughout 2023 PIR managed a comprehensive evaluation process to identify the entity that will provide support during the coming years for all of our TLDs, including .ORG, .CHARITY, .FOUNDATION, .GIVES, .GIVING, .NGO, .ONG, .OPR, .संगठन, and .机构. Ultimately, we selected Identity Digital, our incumbent provider. The parties executed an agreement in October, the terms and conditions of which are subject to confidentiality provisions.

2023 .ORG Impact Awards

2023 was a milestone year for PIR as we celebrated the fifth anniversary of our .ORG Impact Awards (OIAs). Since the inception of the OIAs in 2019, we have recognized almost 200 mission-driven organizations and individuals with a connection to a .ORG domain. All of the category finalists and winners are outstanding examples of the extraordinary things that people with passion and motivation, regardless of any resource limitations or other challenges that they may face, can do to uplift their communities and make an impact around the world.

Furthermore, the 2023 OIAs were the first in-person gathering since our inaugural showcase in 2019. Therefore, we wanted to make it a bigger and better celebration than ever. With almost 1,000 .ORGs from over 70 countries applying in 2023, we welcomed an incredible group of over 200 finalists, nonprofit partners,

The .ORG Impact Awards is a global awards program hosted by PIR to recognize and celebrate individuals and organizations that have a connection to a registered .ORG domain for their contributions, achievements, and impact they have made in their communities.





We are very proud to note that PIR and Small Ax Creative, our video production partner, were once again recognized by the Telly Awards—a global celebration of the best works in the video medium—for the work we did to showcase the .ORG Impact Awards and its amazing participants. Specifically, we were honored with three social video awards, as well as a special category for the OIA's ceremony itself, for our 2022 OIA efforts. This followed five awards for our promotional efforts surrounding the 2021 OIAs. You can learn more about these awards at tellyawards.com.

industry experts, and PIR guests to the OIA Gala in Washington, DC in November. The category winners received donations of \$10,000 and all finalists received donations of \$2,500 and travel and accommodations for two representatives to attend the awards ceremony, which was hosted by Padma Lakshmi, activist, author, and host/producer of Hulu's Taste the Nation. It was a fitting celebration for some very special entities working to make the world a better place.

In 2023, the OIAs recognized changemakers across seven categories:

- Community Building
- Diversity, Equity, and Inclusion
- Environmental Stewardship
- Health and Healing
- Hunger and Poverty
- Quality Education for All
- Rising Star

Of course, we also honored the .ORG of the Year. Selected by PIR from the finalist pool, this award recognizes an organization or individual for their timely commitment to tackling a critical issue facing the community and their success in doing so. The 2023 .ORG of the Year was UK-based Hope for Justice, which exists to bring an end to modern slavery by preventing exploitation, rescuing victims, restoring lives, and reforming society. With 350 staff based in over a dozen offices across four continents, this organization touched the lives of over 200,000 people last year alone. Hope for Justice's vision is to live in a world free from slavery, and every step of the journey towards achieving this ambition is empowered by a global movement of supporters, campaigners, donors, fundraisers and freedom-bringers. As the .ORG of the Year, Hope for Justice received a total donation of \$50,000.

You can follow the OIAs and the 2024 program at [@ORGinAction](https://twitter.com/ORGinAction) and [@PIRegistry](https://twitter.com/PIRegistry).

2023 OIA Winners

.ORG OF THE YEAR

Hope For Justice

Diversity, Equity, and Inclusion winner

Hope for Justice works to bring an end to modern slavery by preventing exploitation, rescuing victims, restoring lives, and reforming society.



Kakenya's Dream

Community Building winner

Kakenya's Dream invests in girls from rural Kenya through educational, health, and leadership initiatives to create agents of change.

CREATE Borneo

Environmental Stewardship winner

CREATE Borneo equips indigenous youth with the means to preserve their culture while competing in a growing economy and taking responsibility for their environmental stewardship through technologies.



HERhealthEQ

Health and Healing winner

HERhealthEQ is advancing global women’s health equity by providing access to medical equipment and devices for the detection, prevention and treatment of the most prevalent non-communicable disease affecting women and girls in developing countries.



WHOlives

Hunger and Poverty winner

WHOlives works to solve the global water crisis through self-empowerment, onsite training, and sustainable water points.



Seeding Labs

Quality Education for All winner

Seeding Labs ensures that the tools of modern research are accessible in developing countries, so that they can build brighter futures from strong foundations of science.



LightEd

Rising Star winner

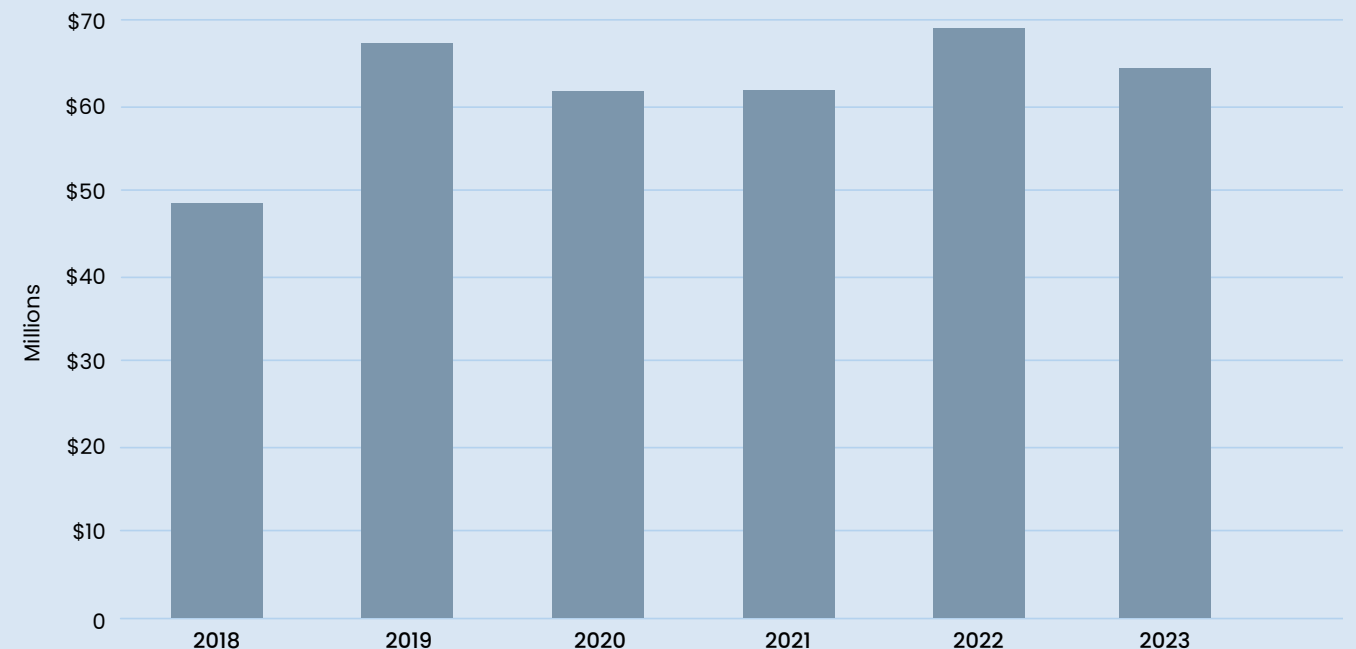
LightEd was founded by Stanley Anigbogu and is bringing a solution to electricity poverty by introducing a unique sustainable product to combat lack of light in various communities, utilizing e-waste and single-use plastic.



Financial Results

One of the most important ways that PIR measures success is by achieving our financial goals so that we can fully support the Internet Society and Internet Society Foundation with their important missions. Such success also means having the resources to engage the .ORG Community, consistent with our mission, through activities like the .ORG Impact Awards and other Education and Outreach initiatives. We’re very proud to report that in 2023 we once again met our goals and obligations.

PIR Financial Support to Internet Society & Internet Society Foundation



Source: Public Interest Registry

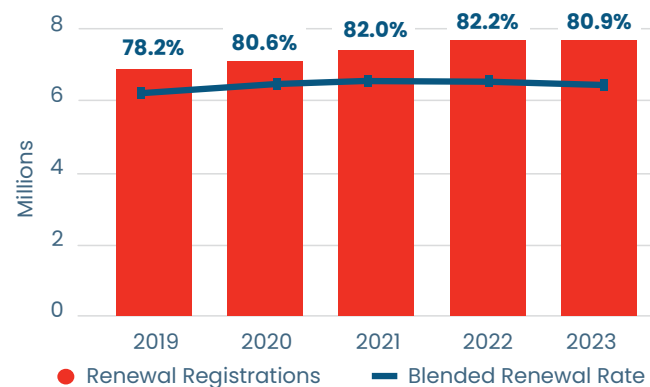


We continued to post year-over-year growth in new registrations—no small feat considering the size of our base of names—and our overall renewal rates remained at over 80 percent!

Achieving our financial goals meant that the Internet Society received the funds needed for its charitable work. Fundamentally, that entails supporting and promoting the development of the Internet as a global technical infrastructure, a resource to enrich people’s lives, and a force for good in society. You can learn more about Internet Society’s many initiatives at internetsociety.org. Similarly, our contributions to the Internet Society Foundation helped it fund grants to champion ideas and enable communities to unlock the Internet’s potential to tackle the world’s evolving challenges. This has included projects focused on the real or potential impacts of the Internet on our society, the environment, and in response to natural disasters or other emergency situations. For more details, please see isocfoundation.org.

Our success continues to be driven by strong domain registration and renewal volumes, particularly in .ORG. In fact, we continued to post year-over-year growth in new registrations—no small feat considering the size of our base of names—and our overall renewal rates remained at over 80 percent! We believe that these results directly reflect our strategy to focus on responsible growth that prioritizes quality names, i.e., ones more likely to renew because they are providing value and are not being used for abusive purposes. Our Quality Performance Index (QPI) program has played a significant part in this success. As noted in our previous Annual Reports, QPI was launched in May 2019 to help promote a more healthy domain system by encouraging responsible registrations in .ORG while taking proactive steps to reduce DNS Abuse. By providing registrars with incentives to promote quality domain names, the program helps reduce instances of domain name abuse and improve trust in .ORG—with measurable financial benefits for both the registrar and the registry. You can learn more about QPI at qpi.org.

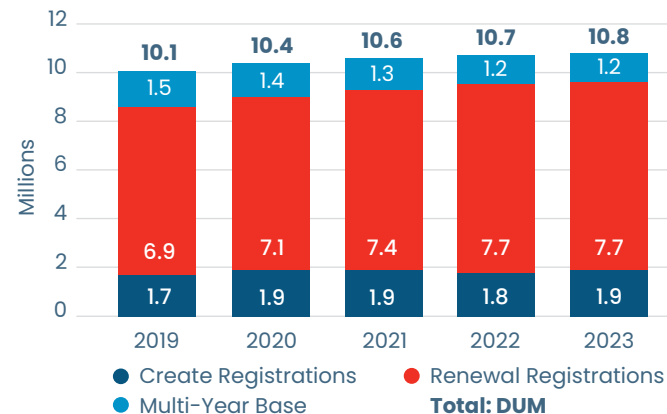
.ORG Renewal Registrations & Blended Renewal Rate*



*Blended Renewal Rate accounts for domains renewed after their first, second, or third year or more

Source: Public Interest Registry

Registrations & Domains Under Management



The following chart summarizes PIR’s strong 2023 financial results. Of course, we’re never satisfied to simply meet our goals. We will strive to exceed our budget goals so that we can provide financial support to the Internet Society and the Internet Society Foundation, and serve the .ORG Community consistent with our nonprofit mission.

Summary of Financials

	2022	2023
Net Revenue	\$102,118,000	\$103,667,000
Cost of Revenue	\$17,439,000	\$14,949,000
Gross Profit	\$84,679,000	\$88,718,000
Total Functional Expenses	\$19,396,000	\$22,062,000
Depreciation/Amortization	\$563,000	\$582,000
Total Expenses	\$19,959,000	\$22,644,000
Operating Income/(Loss)	\$64,720,000	\$66,074,000
ISOC Contribution	\$69,326,000	\$64,790,000
Other Inc/(Exp)	(\$2,123,000)	\$3,592,000
Net Income/(Loss)	(\$6,729,000)	\$4,876,000
Normalized Net Income/(Loss)¹	\$4,598,000	\$11,665,000

Source: Public Interest Registry

¹ Net income normalized to exclude additional contributions to the Internet Society Foundation of \$11.3M and \$6.8M in 2022 and 2023, respectively.

Anti-Abuse Efforts

For over two decades, PIR has proudly operated .ORG as an exemplary nonprofit registry. In part, that means that we do all that we can to support a free, open, and safe Internet. We appreciate that a lot of trust has been placed in us, and we'll always operate .ORG and the other TLDs under our care in the public interest.

With regards to safety, though, a persistent concern across our industry is DNS Abuse. This is defined as technical abuses of the DNS like phishing, pharming, malware, botnets, and spam when it serves as a delivery mechanism for these abusive activities. We also maintain programs to address certain categories of abuses that fall outside of that definition. Specifically, PIR's anti-abuse efforts also address narrowly scoped website content abuses such as Child Sexual Abuse Materials (CSAM), the online distribution of opioids or narcotics, and imminent threats to human safety. All of these abuses cause real harm for their victims and undermine trust in the Internet.

PIR remains fully committed to combating DNS Abuse. Consistent with our [Anti-Abuse Principles](#) and through rigorous enforcement of our [Anti-Abuse Policy](#), we're proud to say that we manage the cleanest large gTLD namespace. We devote significant resources to our internal abuse monitoring efforts and have forged strong relationships with select trusted notifiers who work with us to identify and take down abusive domains across our name spaces. We recognize that acting responsibly also requires a commitment to due process, which is why we maintain an [Appeals Process for our Anti-Abuse Program](#), which is unique in the gTLD space. While the work is never done, we're proud of our ongoing anti-abuse efforts.

Consistent with our [Anti-Abuse Principles](#) and through rigorous enforcement of our [Anti-Abuse Policy](#), we're proud to say that we manage the cleanest large gTLD namespace.

Key Partners in Fighting Abuse

In addition to [Identity Digital](#), our Registry Service Provider, and [CleanDNS](#), whose platform utilizes an evidence-based workflow to simplify and accelerate domain abuse mitigation procedures, PIR also leverages other organizations' expertise to more effectively fight DNS Abuse.

- Over the last five years PIR has worked with the [Internet Watch Foundation](#) (IWF) to root out instances of CSAM on our namespaces. Based in the UK, this not-for-profit organization works globally to stop child sexual abuse imagery on the Internet. CSAM is a particularly difficult problem to mitigate given the various laws and regulatory frameworks governing its identification and removal. Nevertheless, we strongly support IWF's efforts and announced a major collaboration with them for 2024.
- In June 2023, we announced a partnership with the [American Red Cross](#) intended to disable domains in our TLDs that exploit the name and likeness of the Red Cross in order to deceive unsuspecting donors in the wake of natural disasters or humanitarian crises in the U.S. and around the world. This trusted notifier relationship builds upon the years' long online safety commitment of the American Red Cross to protect the public from fraud and scams. Importantly, this partnership is consistent with PIR's Anti-Abuse Principles as it takes care to respect freedom of expression and includes an appeals mechanism to ensure registrant due process.





All of this initiative continues to earn the Institute accolades from industry, civil society, academic, government and law enforcement representatives.

One of the clearest ways that PIR demonstrates its commitment to fighting DNS Abuse and living up to our Mission Statement is through the work of the recently renamed NetBeacon Institute (“the Institute”). PIR launched the Institute in early 2021 to develop recommended best practices, create industry-shared solutions, and foster collaboration in the fight against DNS Abuse. The Institute’s flagship offerings—NetBeacon Reporter, a centralized solution that helps the community report DNS Abuse to the appropriate registrar, and NetBeacon Measurement and Analytics Platform (MAP), impartial reporting that tracks abusive activity and concentrations across the DNS and at specific TLDs and registrar—provide free tools to combat DNS Abuse. All of this initiative continues to earn the Institute accolades from industry, civil society, academic, government and law enforcement representatives. To learn more about the Institute, its activities, and future plans, see netbeacon.org.

ICANN CONTRACTS UPDATED TO ADDRESS DNS ABUSE

A potentially critical tool in the fight against DNS Abuse is diligent enforcement of the contracts that ICANN has with every gTLD Registry and Registrar. Unfortunately, some of the terms in those agreements were ambiguous or hard to enforce—until recently. In late 2022, representatives of leading gTLD registries and registrars—including PIR’s Chief Legal and Policy Officer and our Senior Director of Policy, who also serves as Vice Chair of the Registries Stakeholder Group—helped shepherd a negotiation process with ICANN to strengthen key anti-abuse provisions of their contracts. In about a year—record time for what typically can be a slower-moving process—those terms were hammered out and approved. Combined with reporting from a trusted source like the Institute, ICANN should now be better positioned to identify problematic contractual parties, enforce compliance, and help mitigate DNS Abuse.

As you can see, we’re proud of everything we do to combat DNS Abuse. As an ongoing demonstration of our transparency and accountability on this key issue, we regularly publish our .ORG Anti-Abuse Metrics on our website at thenew.org/org-people/about-pir/resources/anti-abuse-metrics/. A combined chart with yearly totals appears below:

Abusive Domain Take-Downs by Type

	2019	2020	2021	2022	2023
Technical Abuse Totals	41,430	26,446	29,469	10,484	4,270
Suspended by Registrar	1,652	1,887	1,660	1,341	778
Phishing	22,959	6,677	5,996	4,446	3,661
Malware	900	505	653	484	477
Botnet C&C	550	350	278	132	1
Other (Hacking, DDoS, etc.)	30	53	115	14	5
Spam	16,991	18,861	22,427	5,408	121
Other Enforcement Types					
Botnet Domains ¹	13,694	86,240	0	0	0
LEA Seizures ²	1	2	14	0	50
Civil IP Enforcement	391	91	150	56	101
Other Limited Content		20	9	1	1
Child Sexual Abuse Materials Referrals					
URLs referred from Internet Watch Foundation	864	1,327	1,526	800	761
Domains included in those URLs	54	63	51	57	52
Domains where abusive content was removed	46	55	46	55	45
Suspensions by PIR	7	8	5	2	7
Trusted Notifier					
Red Cross					5

Source: Public Interest Registry

¹ Domains either suspended or seized by LEA via court order.

² Domains seized in a criminal, non-botnet case

Culture of Excellence

As we've proudly noted in all of our Annual Reports, PIR's Core Values are at the heart of everything we do. Our organizational culture—the beliefs, values, and behaviors that we have adopted over time to help us succeed—is based on stewardship, integrity, commitment, and honoring people. This is how we define our organization at its core, and can be seen in everything we do to operate in the public interest.



It's a great honor to be named one of Fortune's 2023 Best Small Workplaces. Everyday the PIR team goes above and beyond to provide a stable online platform for mission-driven organizations and individuals around the world to do incredible work. We celebrate them for their unwavering commitment to PIR's culture of excellence.



JON NEVETT, PRESIDENT AND CEO OF PIR

Respected external organizations have taken notice of our efforts. In 2023 we were selected to join the prestigious Fortune Best Small Workplaces List. This highly competitive prize acknowledges our ability to offer positive outcomes for employees regardless of job role, race, gender, sexual orientation, work status, or other demographic identifier. Similarly, for the past two years we've been certified by Great Place to Work, the global authority on workplace culture, employee experience, and leadership behaviors. We've also been recognized several times by the Washington Business Journal as one of the Best Places to Work in the greater-Washington, D.C. area. All of these acknowledgements mean so much to us as they validate PIR's efforts to foster a culture of caring and respect that reflects both our deeply held mission and our commitment to honoring our people.

Of course, we'll keep on making all of the necessary investments to foster our culture of excellence. This includes competitive compensation and benefits packages as well as flexible work schedules. It also includes opportunities for our team to engage with and give back to their communities through our Employee Volunteer Program. Through this program, employees receive 40 hours of paid leave to engage in volunteer activities supporting mission-driven organizations. Our employees do some amazing things such as volunteering with conservationists to clean up the Chicago River, delivering food and gifts to needy families in the DC area, and providing food assistance in New Orleans. While we encourage individual employees to use their volunteer team on issues that matter to them, we also invest time and energy in giving back as a team. This builds team unity and is another reminder of our mission. We're able to do this through our Charitable Giving Program where we give financially, as well as volunteering our time at some of these organizations. This year, the team volunteered at the Ronald McDonald House Charities, a global network of facilities and programs that help reduce stress and financial burden for families when they must travel far from home to access medical care for their sick child. Several months later, some of our Advisory Council members volunteered at the same facility. These efforts underscore our commitment to serve the community of those working hard to improve our world.



Our employees do some amazing things such as volunteering with conservationists to clean up the Chicago River, delivering food and gifts to needy families in the DC area, and providing food assistance in New Orleans.



In addition, employees contributed to organizations providing relief to those impacted by the earthquake in Turkey and the wildfires in Hawaii, with PIR providing a double match for these contributions.

Furthermore, in 2023 our employees donated to fifteen .ORG charities focused on environmental stewardship, health and healing, hunger and poverty, and diversity, equity, and inclusion. PIR matched employee contributions to these organizations. In addition, employees contributed to organizations providing relief to those impacted by the earthquake in Turkey and the wildfires in Hawaii, with PIR providing a double match for these contributions. The team also held a diaper drive for a local women’s charity, and sponsored a team for a 5k run supporting the National Brain Tumor Society.



Finally, while PIR is a small team of just over 50 people, we are an international organization with employees in six countries. Our Diversity, Equity and Inclusion (DEI) team creates opportunities to recognize, learn about and honor the differences among us. In February 2023, this included a field trip to the National Museum of African American History and Culture in Washington, DC in celebration of Black History Month. At the recommendation of our DEI team, PIR also added Juneteenth to its list of paid holidays. We also hosted a monthly DEI Book Club, giving the team an opportunity to examine their own world views, learn about their colleagues, and discuss challenging issues in a safe space.

Our Diversity, Equity and Inclusion (DEI) team creates opportunities to recognize, learn about and honor the differences among us.

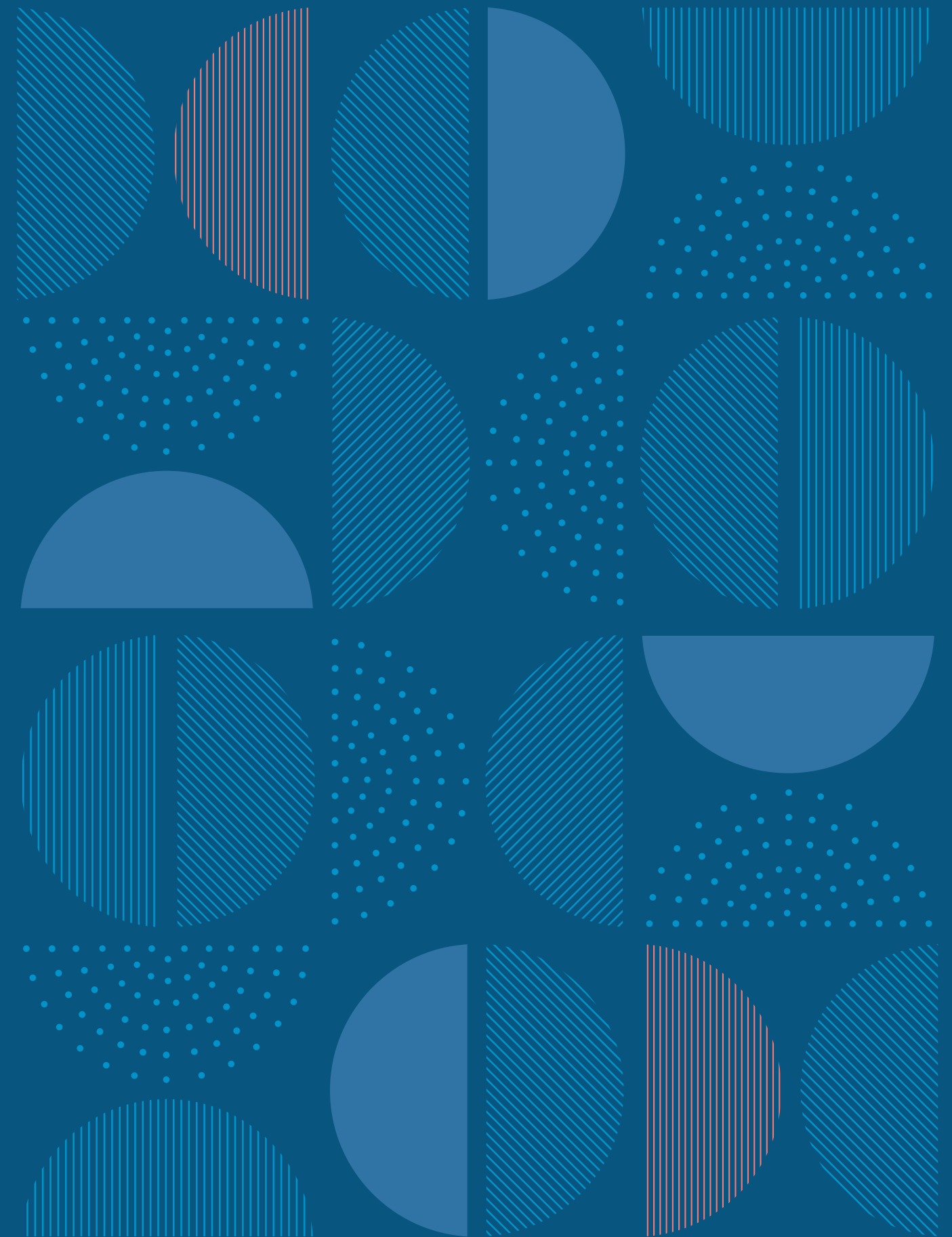


Looking Ahead

We sincerely hope that this Annual Report demonstrates that PIR continues to operate .ORG as an exemplary domain name registry. Our commitment, both as trusted stewards and on behalf of our nonprofit mission, to responsibly manage the unique resources that have been entrusted to our care is unwavering.

In 2024, we will continue to provide significant financial support to the Internet Society and the Internet Society Foundation to assist in their own important and necessary charitable missions. We'll do more to highlight the commendable work of .ORGs and keep collaborating with other mission-driven organizations that dedicate themselves to improving our world. We also plan to build on our partnership with the IWF to broaden the fight against CSAM, and will continue to play a leadership role in all DNS Abuse efforts. Of course, we'll keep investing in our people and ways to further strengthen our culture of excellence.

We look forward to sharing the details about all of these initiatives in our next Annual Report. You can follow our developments on the PIR website (pir.org) and through our social media channels ([@ORGinAction](https://twitter.com/ORGinAction) and [@PIRegistry](https://twitter.com/PIRegistry)).





Stay tuned for details about these exciting and impactful new initiatives and more in next year's PIR 2024 Annual Report. Of course, you can follow our developments on the PIR website and through all of our social media channels.



Public Interest Registry
11911 Freedom Drive, 10th Floor, Suite 1000
Reston, Virginia 20190
United States of America
pir.org