



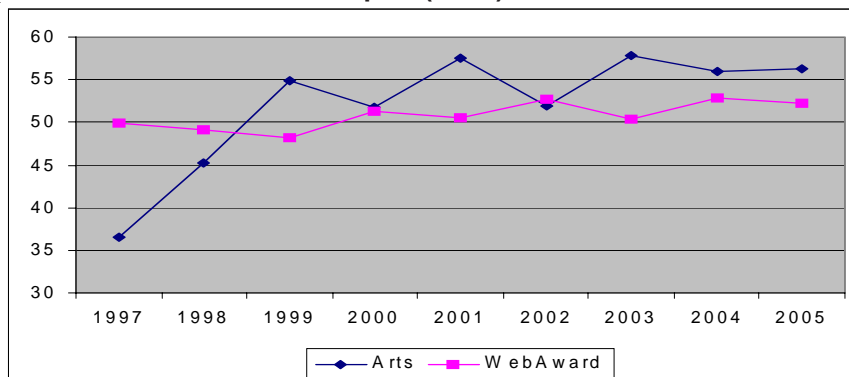
WebAward Internet Standards Assessment Report

Arts Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

<u>Year</u>	<u>Arts</u>	<u>WebAwards</u>
1997	36.5	49.9
1998	45.3	49.1
1999	54.9	48.2
2000	51.7	51.3
2001	57.5	50.5
2002	51.8	52.7
2003	57.9	50.4
2004	55.9	52.9
2005	56.3	52.2

Score out of a possible 70 points

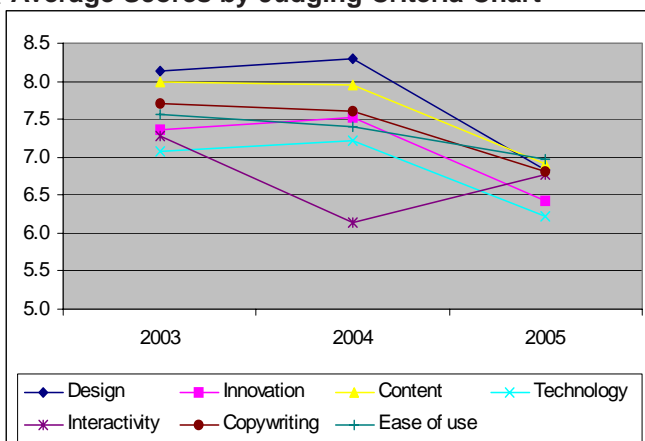


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	8.1	8.3	6.8	7.8
Innovation	7.4	7.5	6.4	7.1
Content	8.0	8.0	6.9	7.6
Technology	7.1	7.2	6.2	6.8
Interactivity	7.3	6.1	6.8	6.7
Copywriting	7.7	7.6	6.8	7.4
Ease of use	7.6	7.4	7.0	7.3

Score out of a possible 10 points

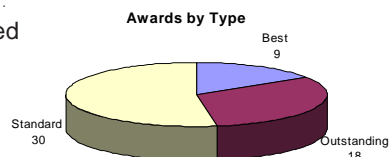
Average Scores by Judging Criteria Chart



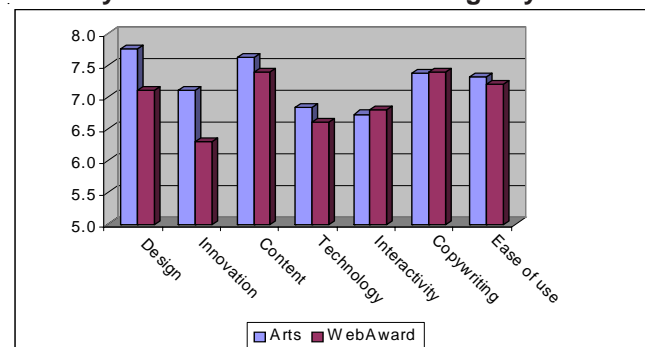
Commentary

The arts category is as diverse as the arts themselves. Here you will find museums and theatres along side of individual artists and performers. Arts sites are generally well designed and have wonderful content. However, they under perform in interactivity and use of technology.

Art Web sites have opened the doors for many small artists that would not have been exposed to the public before. Museums also benefit by being able to offer public access to virtual exhibits of significant works that would otherwise languish behind closed doors in storage.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	Cool Blue Interactive	San Jose Repertory Theatre Web site
2004	EYE and MIND Studio	EYE and MIND Studio Website
2003	StoryPeople	storypeople.com
2002	Organic, Inc.	Chrysler Design Institute Web Site
2001	Popular Front /TCPTV	Continental Harmony
2000	Icon Nicholson	The Metropolitan Museum of Art
1999	Rare Medium Inc.	Artmuseum.net
1998	T3 Media, Inc	The Rodgers and Hammerstein Site
1997	Rich Goldman	Grub Street Writers Online

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through it's WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org