



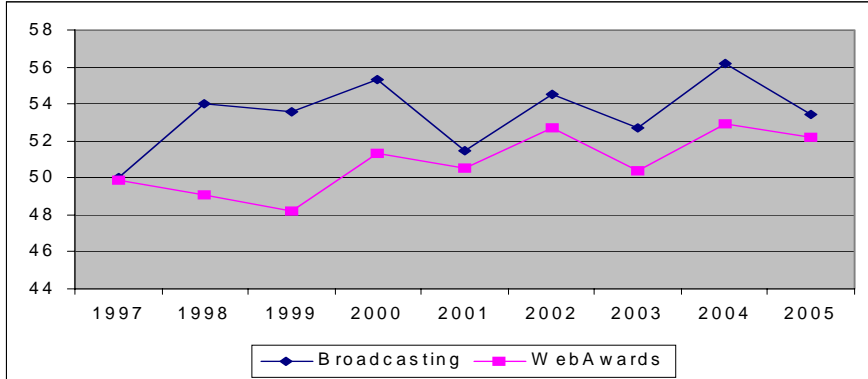
WebAward Internet Standards Assessment Report

Broadcasting Industry Benchmark Results

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

Year	Broadcast	WebAwards
1997	50	49.9
1998	54	49.1
1999	53.6	48.2
2000	55.3	51.3
2001	51.5	50.5
2002	54.5	52.7
2003	52.7	50.4
2004	56.2	52.9
2005	53.4	52.2

Score out of a possible 70 points

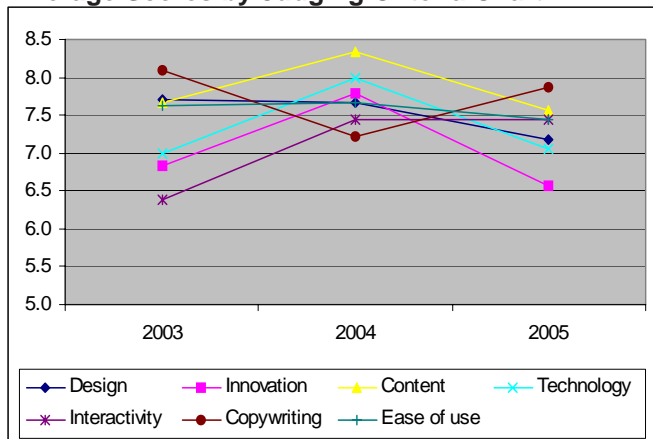


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	7.7	7.7	7.2	7.5
Innovation	6.8	7.8	6.6	7.1
Content	7.7	8.3	7.6	7.9
Technology	7.0	8.0	7.1	7.4
Interactivity	6.4	7.4	7.4	7.1
Copywriting	8.1	7.2	7.9	7.7
Ease of use	7.6	7.7	7.4	7.6

Score out of a possible 10 points

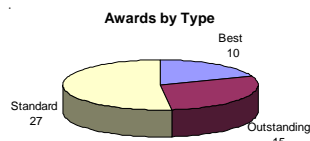
Average Scores by Judging Criteria Chart



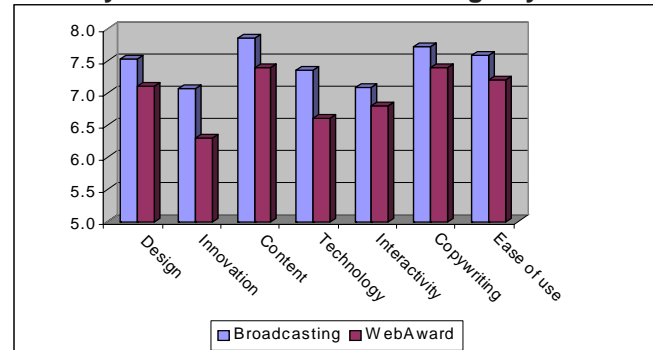
Commentary

Broadcast Web sites have consistently outperformed the overall ISAR Index for Web development. They beat the overall average each year since 1997. Sites tend to score highest for content, ease of use and design. Broadcasting Web sites have outperformed each of the seven judging criteria benchmarks average over the past three years.

Owing to strong brand recognition and a loyal multi-media audience, broadcasters have been able to use the Internet to engage their audience around the clock, not just when a particular "favorite show" is on. With the proliferation of viewing options, this engagement is more critical than ever.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	Astral Television Networks	The Family Channel website
2004	Endemol Deutschland GmbH	Endemol Corporate website
2003	HistoryChannel.com	Comic Book Superheroes
2002	Fry, Inc.	Fine Living Television
2001	Cartoon Network Online	CartoonNetwork.com
2000	Rosanna Jackson	E-Business Network Web Site
1999	R/GA	BBC America
1998	WebCrossings, Ltd.	WDIV Online
1998	WNNX-FM Atlanta	99X World Wide
1997	WCAU NBC 10	WCAU NBC 10 Web Site

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