



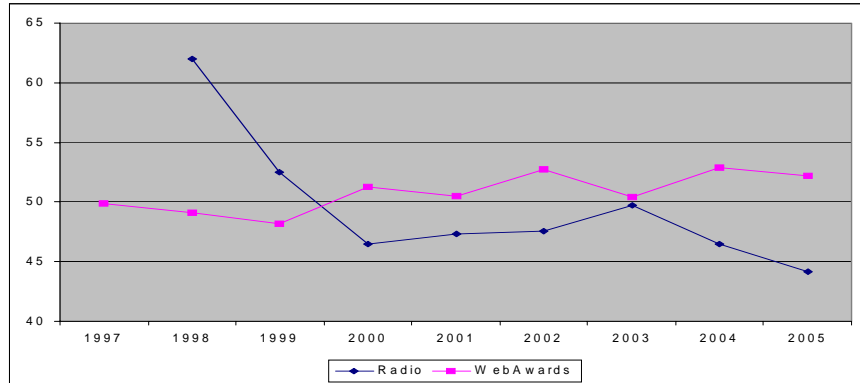
# WebAward Internet Standards Assessment Report

## Radio Industry Benchmark Results

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

<u>Year</u>	<u>Radio</u>	<u>WebAwards</u>
1997		49.9
1998	62	49.1
1999	52.5	48.2
2000	46.5	51.3
2001	47.3	50.5
2002	47.6	52.7
2003	49.7	50.4
2004	46.5	52.9
2005	44.17	52.2

*Score out of a possible 70 points*

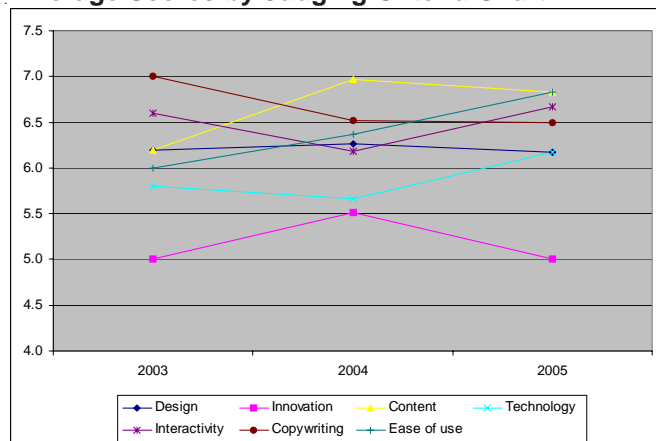


### Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	6.2	6.3	6.2	6.2
Innovation	5.0	5.5	5.0	5.2
Content	6.2	7.0	6.8	6.7
Technology	5.8	5.7	6.2	5.9
Interactivity	6.6	6.2	6.7	6.5
Copywriting	7.0	6.5	6.5	6.7
Ease of use	6.0	6.4	6.8	6.4

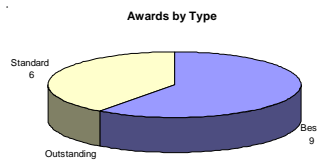
*Score out of a possible 10 points*

### Average Scores by Judging Criteria Chart

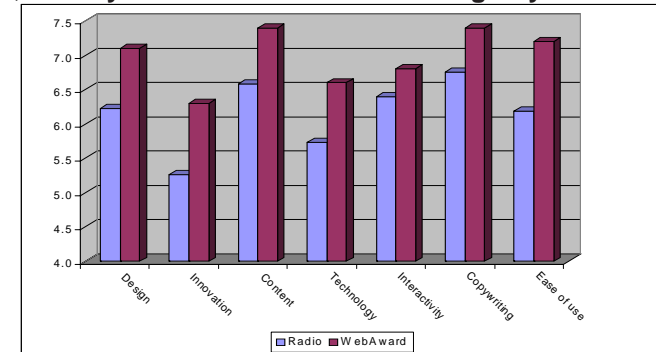


### Commentary

Joining the WebAwards in 1998, radio Web sites have under performed the overall ISAR Index since 2000. Radio Web sites under performed the 3-year criteria averages across the board. They also have the dubious distinction of having the second lowest overall average score of any industry tracked by the WebAwards. Radio Web sites can build an extremely loyal following by effective uses of on-air promotions and harnessing technology to stream rich media content to user's online enjoyment, but some allow advertising to affect the user experience.



### Industry vs WebAward 3-Year Average By Criteria



### Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	KDFC Radio	Classical 102.1 KDFC
2004	live365	Live365 Internet Radio
2003	WBCL Radio Network	WBCL Radio Network
2002	live365.com	Live365
2001	netNumina & WBUR	WBUR.org
2000	Live365	Live365
1999	Worldwide Webmaster	99X World Wide
1998	WNNX-FM Atlanta	99X World Wide

### About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its 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](http://www.webaward.org)