



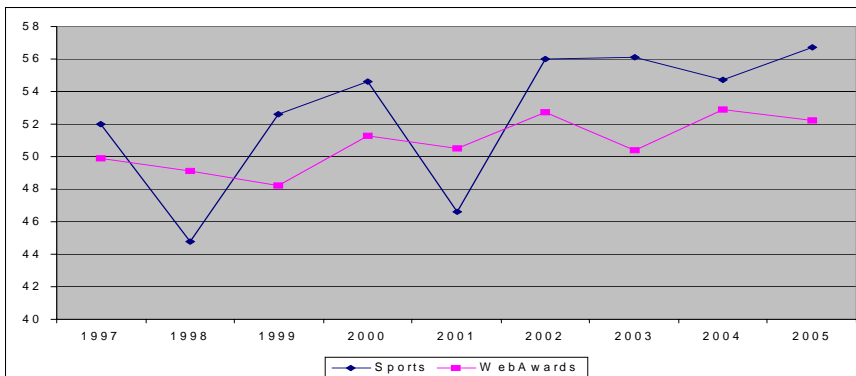
WebAward Internet Standards Assessment Report

Sports Industry Benchmark Results

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

Year	Sports	WebAwards
1997	52	49.9
1998	44.8	49.1
1999	52.6	48.2
2000	54.6	51.3
2001	46.6	50.5
2002	56	52.7
2003	56.1	50.4
2004	54.7	52.9
2005	56.7	52.2

Score out of a possible 70 points

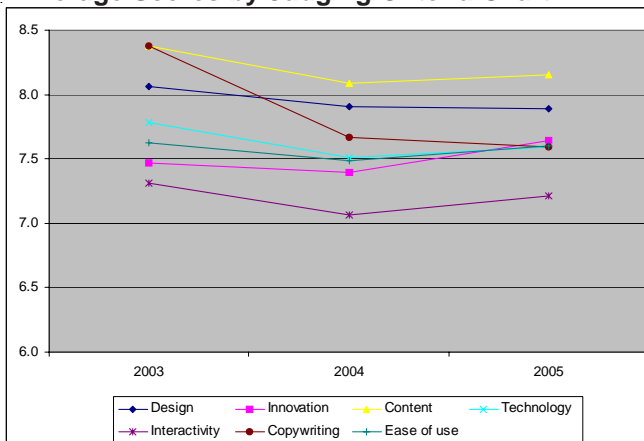


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	8.1	7.9	7.9	8.0
Innovation	7.5	7.4	7.6	7.5
Content	8.4	8.1	8.2	8.2
Technology	7.8	7.5	7.6	7.6
Interactivity	7.3	7.1	7.2	7.2
Copywriting	8.4	7.7	7.6	7.9
Ease of use	7.6	7.5	7.6	7.6

Score out of a possible 10 points

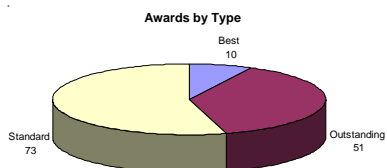
Average Scores by Judging Criteria Chart



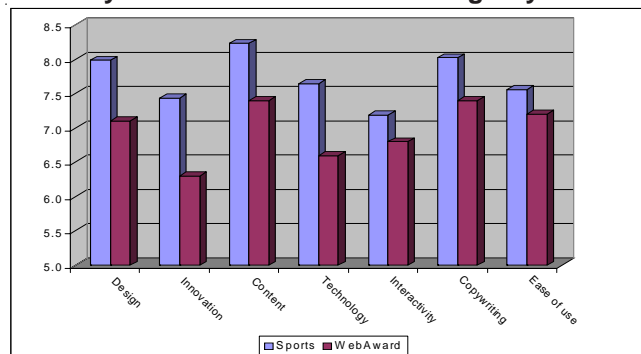
Commentary

Sports Web sites have generally outperformed the overall ISAR Index with the exception of 1998 and 2001. Content is the driving force behind most sports Web sites and they also tend to score well for design, copywriting, and use of technology. Sports sites are above average in each of the judging criteria 3-year averages. Sports Web sites have the third highest scores for content among all of the industries reviewed.

Sports Web sites benefit from a fanatical fan base who count on their favorite Web sites to stay in-the-know about sporting news and events.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	R/GA	Nike Basketball
2004	Zugara and Reebok	RBK Sound and Rhythm
2003	Refinery, Inc.	Prince Tennis Website
2002	SportsLine.com	CBS SportsLine.com
2001	Cole & Weber / Red Cell	Nike Women's Site
2000	A.D.2, Inc. & Insync Media	Mission Hockey's Flyweight.com
1999	News Digital Media	FOXSports.com
1998	Black Dog Design Co.	LPGA.com
1998	Modem Media Poppe Tyson	InsideEdge.com
1997	Quantic Communications	Boston Marathon 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