



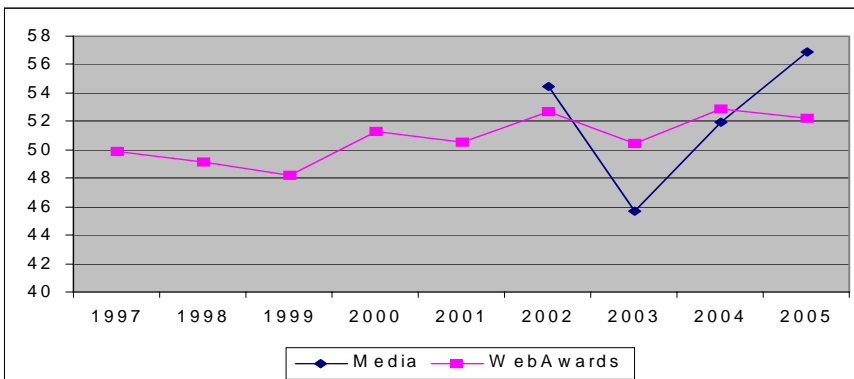
# WebAward Internet Standards Assessment Report

## Media Industry Benchmark Results

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

Year	Media	WebAwards
1997		49.9
1998		49.1
1999		48.2
2000		51.3
2001		50.5
2002	54.5	52.7
2003	45.7	50.4
2004	51.9	52.9
2005	56.9	52.2

Score out of a possible 70 points

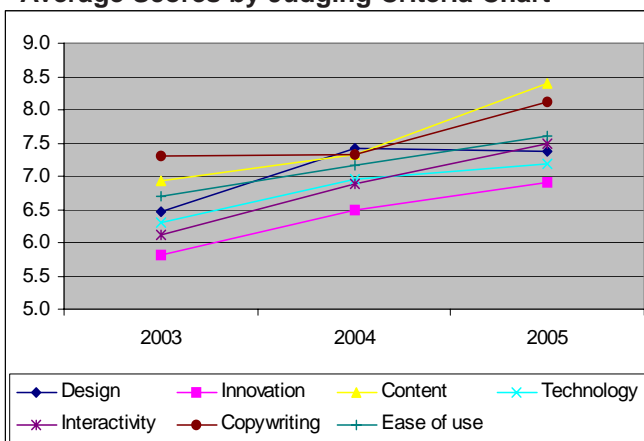


### Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	6.5	7.4	7.4	7.1
Innovation	5.8	6.5	6.9	6.4
Content	6.9	7.3	8.4	7.6
Technology	6.3	7.0	7.2	6.8
Interactivity	6.1	6.9	7.5	6.8
Copywriting	7.3	7.3	8.1	7.6
Ease of use	6.7	7.2	7.6	7.2

Score out of a possible 10 points

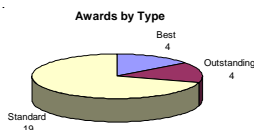
### Average Scores by Judging Criteria Chart



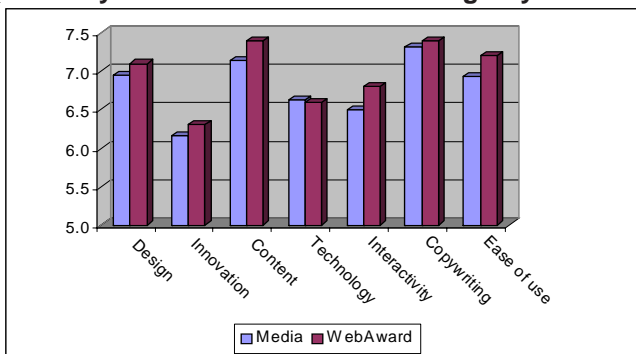
### Commentary

Media Web sites joined the WebAwards in 2002 and, after a sub par 2003, have steadily increased their Web development. However, they are above average in only use of technology over the past three years based on criteria scoring averages.

The Internet has changed the way the media delivers their product to consumers. While many see the rise of search engines as diminishing the role of the media, in fact the lack of credibility of sources and the need to sift through the mountains of data has left media with their traditional role of gatekeeper of information.



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



### Best of Industry Winners

Year	Winner	Web site
2005	The Thinkstock Images Team	JupiterImages Corporation
2004	Peppers & Rogers Group	Peppers & Rogers Group
2003	Forbes	Forbes.com
2002	MSNBC.com	MSNBC.com

### About this Report

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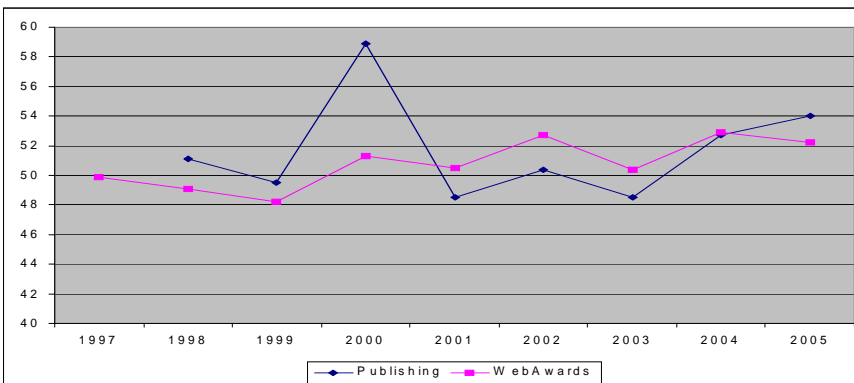
# WebAward Internet Standards Assessment Report

## Publishing Industry Benchmark Results

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

<u>Year</u>	<u>Publish</u>	<u>WebAward</u>
1997		49.9
1998	51.1	49.1
1999	49.5	48.2
2000	58.9	51.3
2001	48.5	50.5
2002	50.4	52.7
2003	48.5	50.4
2004	52.7	52.9
2005	54	52.2

Score out of a possible 70 points

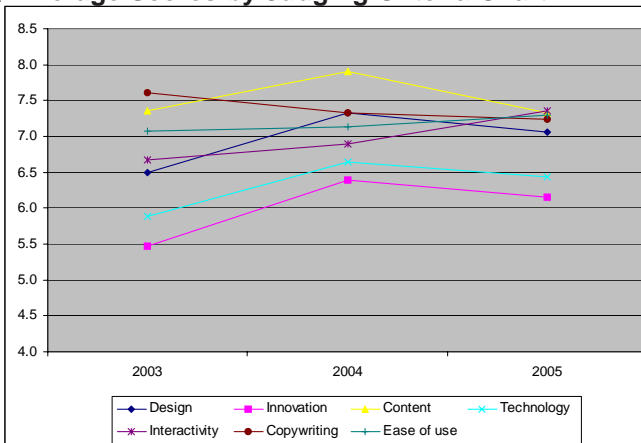


### Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	6.5	7.3	7.1	7.0
Innovation	5.5	6.4	6.1	6.0
Content	7.4	7.9	7.3	7.5
Technology	5.9	6.6	6.4	6.3
Interactivity	6.7	6.9	7.4	7.0
Copywriting	7.6	7.3	7.2	7.4
Ease of use	7.1	7.1	7.3	7.2

Score out of a possible 10 points

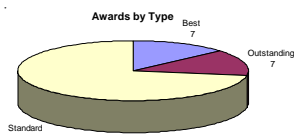
### Average Scores by Judging Criteria Chart



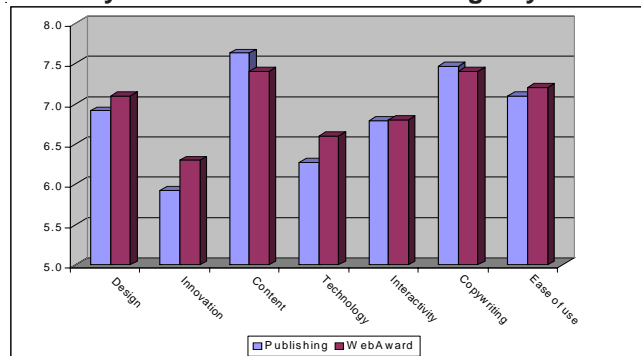
### Commentary

Publishing Web site performance has been mixed with a see-saw like over-under performance history. However, publishing Web sites seem to be generally in line with industry standards based on individual criteria 3-year averages.

Publishers have found that it is critical for each new publication to have a Web presence in order to take advantage of the opportunities for public relations and sales at online retailers such as Amazon.com.



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



### Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	Kel Geddes Management Ltd	Official Anne Geddes Website
2004	Mediapulse	New Homes Guide Website
2003	Association of American Colleges and Universities	AAC&U Web Site
2002	International Data Group	International Data Group
2001	Kel Geddes Management Ltd	Anne Geddes Official Website
2000	Luminant Worldwide	Bill Gates' Business at the Speed of Thought
1999	SmartMoney.com	SmartMoney.com
1998	iSyndicate	Tektronix Colorize.com

### About this Report

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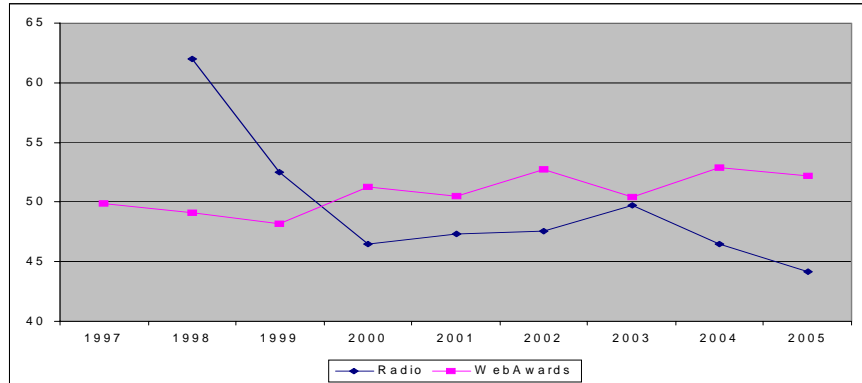
# WebAward Internet Standards Assessment Report

## 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*

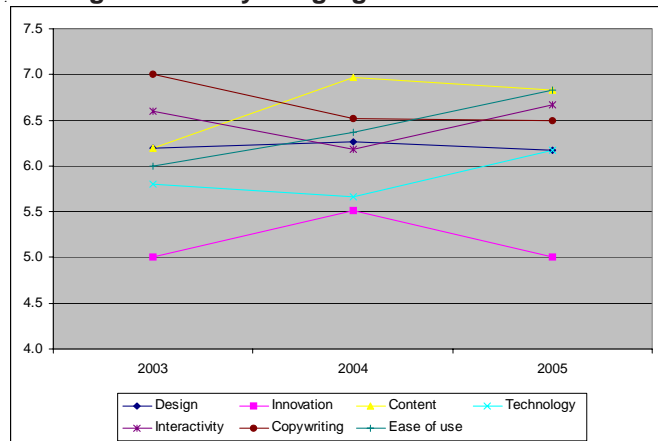


### Average Scores by Judging Criteria

	<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

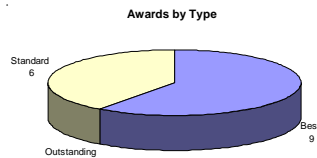
*Score out of a possible 10 points*

### Average Scores by Judging Criteria Chart

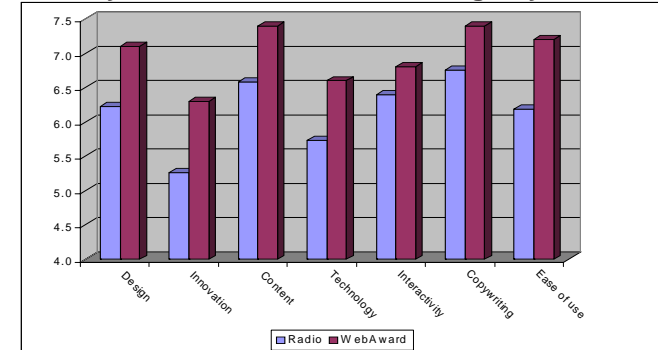


### Commentary

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

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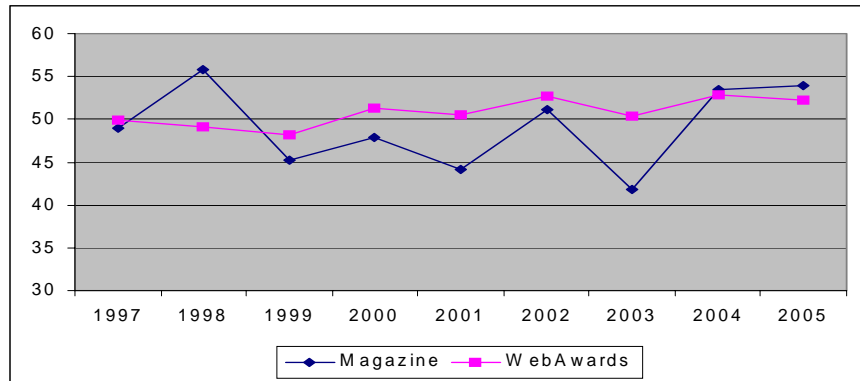
# WebAward Internet Standards Assessment Report

## Magazine Industry Benchmark Results

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

Year	Magazine	WebAwards
1997	48.9	49.9
1998	55.8	49.1
1999	45.3	48.2
2000	47.8	51.3
2001	44.1	50.5
2002	51.2	52.7
2003	41.8	50.4
2004	53.4	52.9
2005	54	52.2

Score out of a possible 70 points

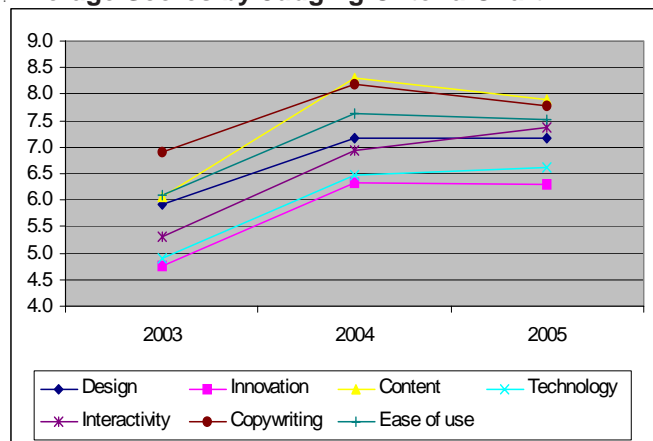


### Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	5.9	7.2	7.2	6.7
Innovation	4.8	6.3	6.3	5.8
Content	6.1	8.3	7.9	7.4
Technology	4.9	6.5	6.6	6.0
Interactivity	5.3	6.9	7.4	6.5
Copywriting	6.9	8.2	7.8	7.6
Ease of use	6.1	7.6	7.5	7.1

Score out of a possible 10 points

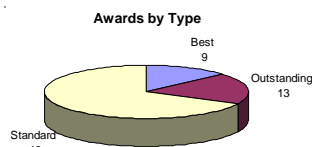
### Average Scores by Judging Criteria Chart



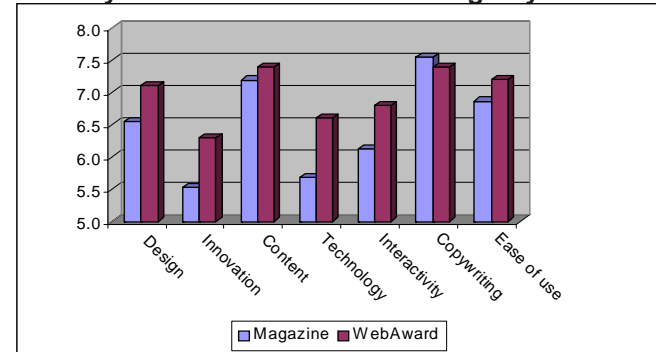
### Commentary

The magazine industry has not met the ISAR Index for Web development in six of the last nine years, although they have beaten the average during the last two years.

As you might expect, magazine's top attributes are copywriting and content, just like their offline versions. However, they under perform the industry 3-year average for each criteria except copywriting.



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



### Best of Industry Winners

Year	Winner	Web site
2005	AmericanBaby.com	Meredith Corporation
2004	eSiteful Corporation	Saudi Aramco World
2003	Meredith Corp	American Baby.com
2002	Cisco Systems	Business Strategies and Solutions
2001	U.S. News & World Report New Media Group	usnews.com
2000	InformationWeek/CMP	InformationWeek.com
1999	women.com	women.com
1998	Inc. Magazine	Inc. Online
1997	InformationWeek, CMP Media	InformationWeek Online

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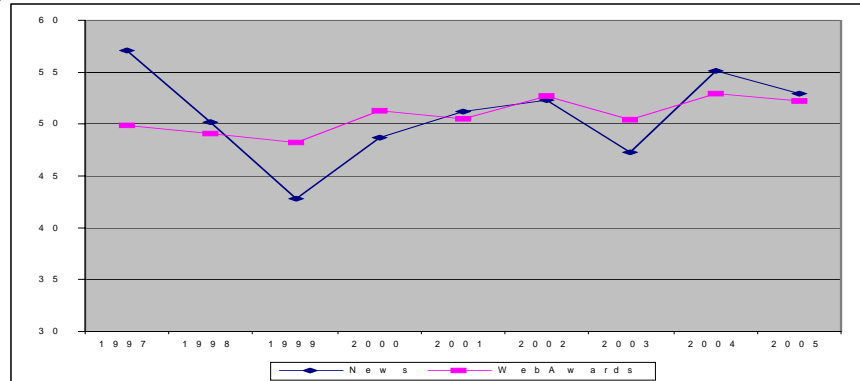
# WebAward Internet Standards Assessment Report

## News Industry Benchmark Results

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

Year	News	WebAwards
1997	57.1	49.9
1998	50.2	49.1
1999	42.8	48.2
2000	48.7	51.3
2001	51.2	50.5
2002	52.3	52.7
2003	47.3	50.4
2004	55.1	52.9
2005	52.9	52.2

Score out of a possible 70 points

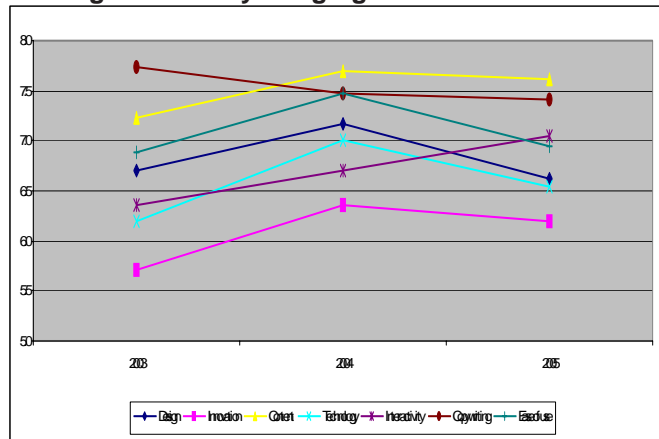


### Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	6.7	7.2	6.6	6.8
Innovation	5.7	6.4	6.2	6.1
Content	7.2	7.7	7.6	7.5
Technology	6.2	7.0	6.5	6.6
Interactivity	6.4	6.7	7.0	6.7
Copywriting	7.7	7.5	7.4	7.5
Ease of use	6.9	7.5	6.9	7.1

Score out of a possible 10 points

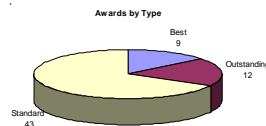
### Average Scores by Judging Criteria Chart



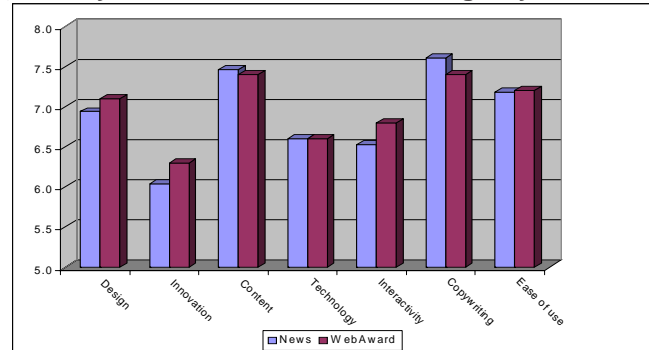
### Commentary

News industry Web site development is generally in line with the overall ISAR Index. As you would expect, news Web sites are strongest in content and copywriting and generally lack innovation. The news industry is typically in line with their 3-year criteria averages.

News is one of the most ubiquitous commodities on the Internet. However, the credibility of the provider based on brand and journalism standards - as well as the ability for the Web sites to deliver in the format desired by the user - is the key to a successful news Web site.



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



### Best of Industry Winners

Year	Winner	Web site
2005	BusinessWeek Online	BusinessWeek Online
2004	CNET News.com	CNET News.com
2003	ABCNEWS.com	ABCNEWS.com
2002	Dow Jones & Co.	The Wall Street Journal Online
2001	Online NewsHour	Online NewsHour Website
2000	ZDNet	Inter@ctive Week Online
1998	ABC Internet Group	ABCNEWS.com
1998	The Cincinnati Enquirer	Enquirer.Com
1997	NASD	The Nasdaq Newsroom

### About this Report

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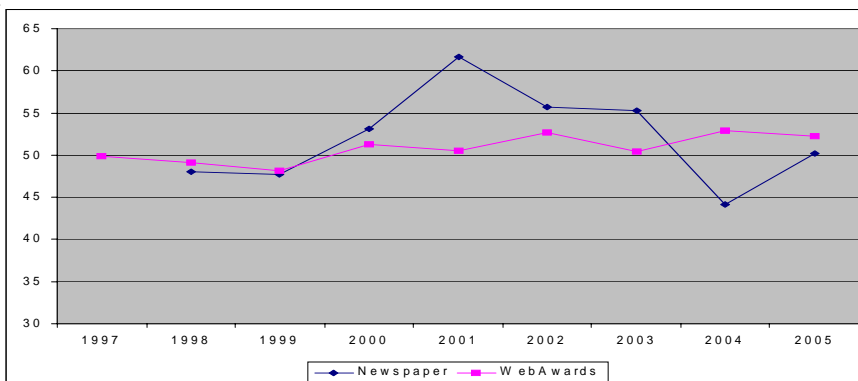
# WebAward Internet Standards Assessment Report

## Newspaper Industry Benchmark Results

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

Year	Newspaper	WebAward
1997		49.9
1998	48	49.1
1999	47.7	48.2
2000	53.1	51.3
2001	61.7	50.5
2002	55.7	52.7
2003	55.3	50.4
2004	44.1	52.9

Score out of a possible 70 points

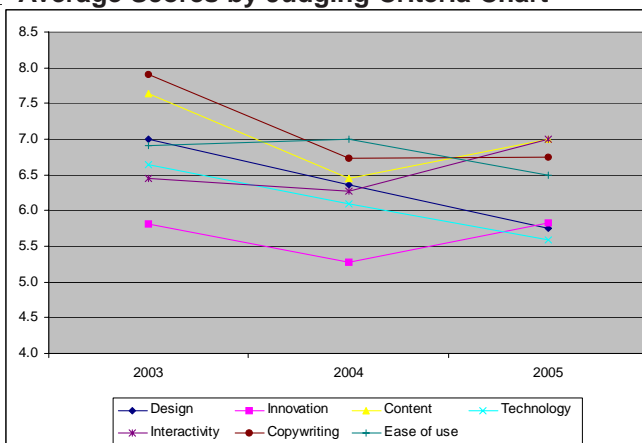


### Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	7.0	6.4	5.8	6.4
Innovation	5.8	5.3	5.8	5.6
Content	7.6	6.5	7.0	7.0
Technology	6.6	6.1	5.6	6.1
Interactivity	6.5	6.3	7.0	6.6
Copywriting	7.9	6.7	6.8	7.1
Ease of use	6.9	7.0	6.5	6.8

Score out of a possible 10 points

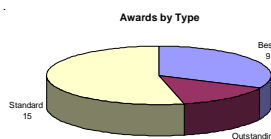
### Average Scores by Judging Criteria Chart



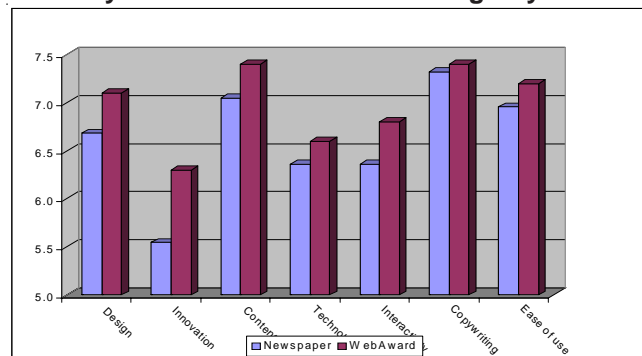
### Commentary

Most newspapers first resented the Internet, but now embrace it. They joined the WebAwards in 1998 and after several years of strong outperformance have underperformed the average for the past two years. This recent performance has resulted in the newspaper industry being below the 3-year average in all judging categories.

As creators of trusted content, newspaper Web sites have become important news portals that develop a strong online community of loyal users.



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



### Best of Industry Winners

Year	Winner	Web site
2005	Variety	Variety.com
2004	BURST! Media	Christian Science Monitor
2003	Dow Jones & Company	The Wall Street Journal Online
2002	Dow Jones & Co.	The Wall Street Journal Online
2001	Arkansas Business Publishing Group / Aristotle	Arkansas Business Online
2000	Los Angeles Times	latimes.com
1999	Times Company Digital	The New York Times on the Web
1998	The Cincinnati Enquirer	Enquirer.Com

### About this Report

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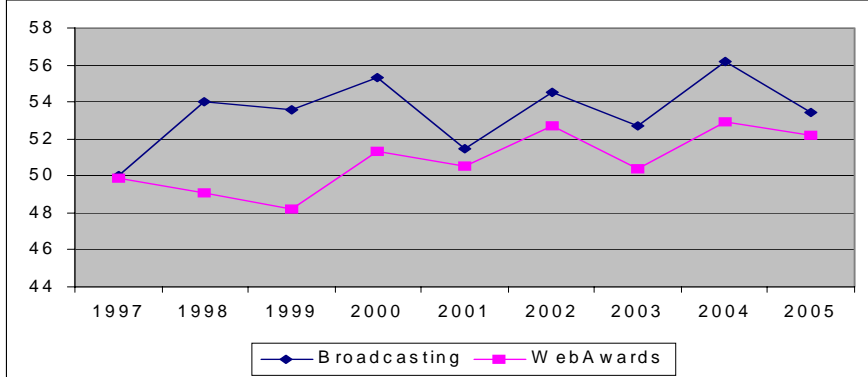
# WebAward Internet Standards Assessment Report

## 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*

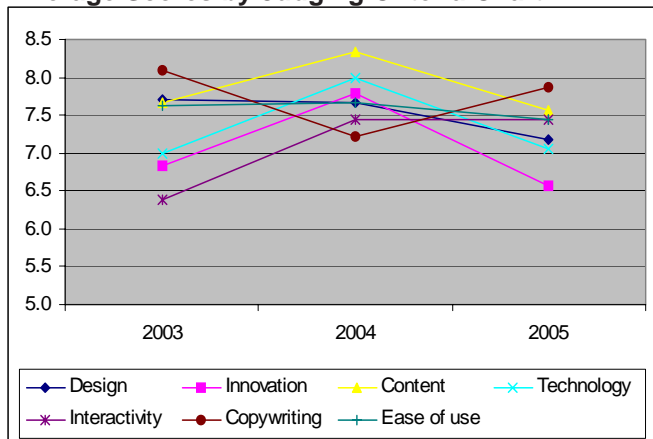


### Average Scores by Judging Criteria

	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*

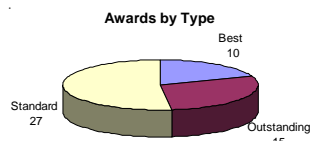
### Average Scores by Judging Criteria Chart



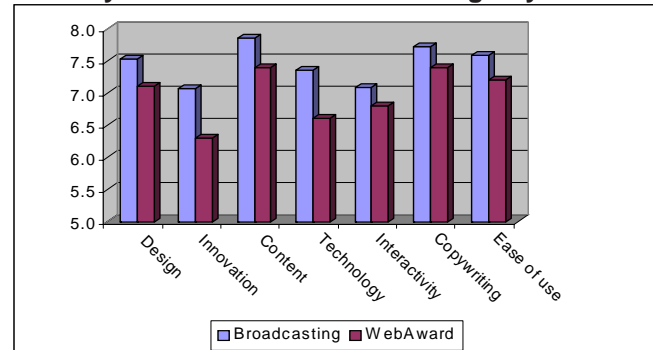
### Commentary

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

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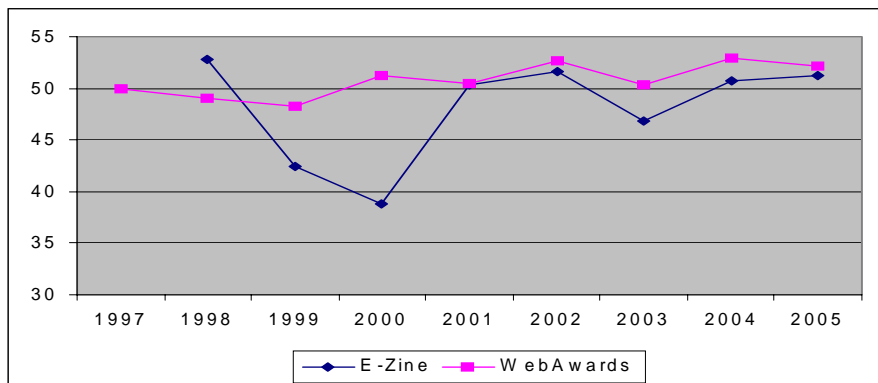
# WebAward Internet Standards Assessment Report

## E-zine Industry Benchmark Results

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

Year	E-Zine	WebAwards
1997		49.9
1998	52.8	49.1
1999	42.4	48.2
2000	38.8	51.3
2001	50.4	50.5
2002	51.6	52.7
2003	46.9	50.4
2004	50.7	52.9
2005	51.2	52.2

*Score out of a possible 70 points*

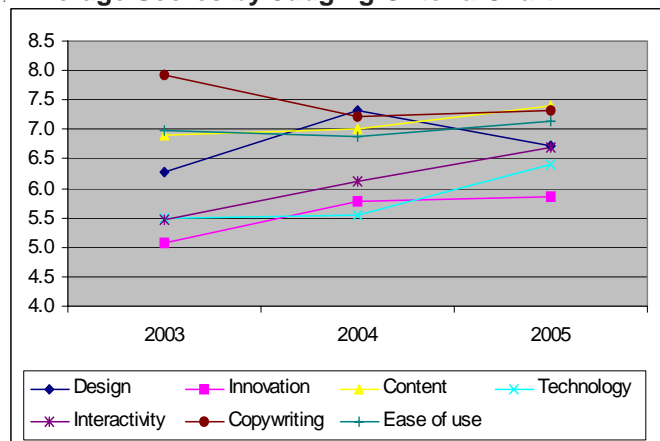


### Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	6.3	7.3	6.7	6.8
Innovation	5.1	5.8	5.9	5.6
Content	6.9	7.0	7.4	7.1
Technology	5.5	5.6	6.4	5.8
Interactivity	5.5	6.1	6.7	6.1
Copywriting	7.9	7.2	7.3	7.5
Ease of use	7.0	6.9	7.1	7.0

*Score out of a possible 10 points*

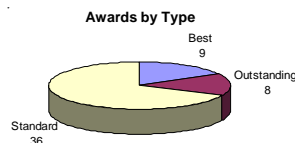
### Average Scores by Judging Criteria Chart



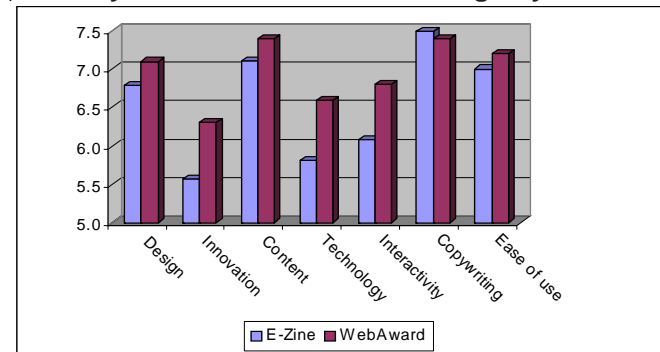
### Commentary

E-zines are a creation of the Internet dating back to the early 80's as a reworking of the popular magazine format of monthly or weekly topical publication of articles tightly focused on a subject area in an electronic format. E-zines have under performed the overall standard of Web excellence in seven of the eight years it has been included in the WebAwards. They also lag each of the criteria 3-year averages other than copywriting.

E-zines are typically well written, scoring highest in copywriting and content, but tend to lack interactivity and innovation in their web site development.



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



### Best of Industry Winners

Year	Winner	Web site
2005	Hong Kong Tourism Board & ICLP, Greater China	Hong Kong E-zine
2004	Bridge Worldwide	Health Expressions
2003	Symantec Corporation	Symantec Exec Security Center
2002	Cisco Systems	The Business Strategies and Solutions Site
2001	Fast Company Web Team	Fast Company Online
2000	Briefme.com	Briefme.com
1999	Devlin Applied Design	Denote
1998	First Marketing Company	NationsBank IRA NetLetter

### 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](http://www.webaward.org)