



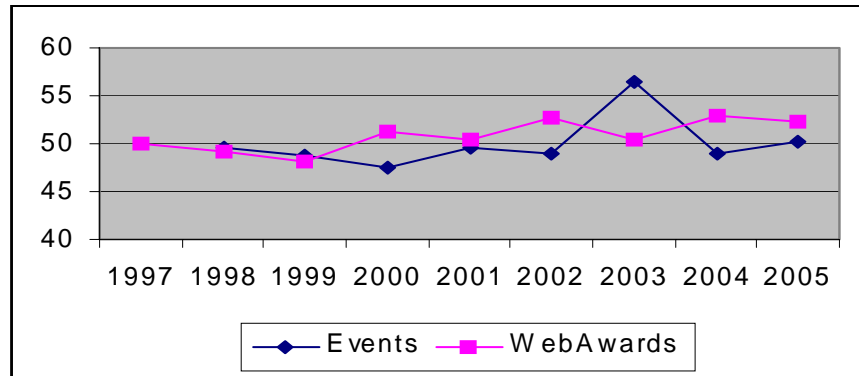
# WebAward Internet Standards Assessment Report

## Events Industry Benchmark Results

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

<u>Year</u>	<u>Events</u>	<u>WebAwards</u>
1997		49.9
1998	49.6	49.1
1999	48.7	48.2
2000	47.4	51.3
2001	49.5	50.5
2002	48.9	52.7
2003	56.5	50.4
2004	49	52.9
2005	50.3	52.2

*Score out of a possible 70 points*

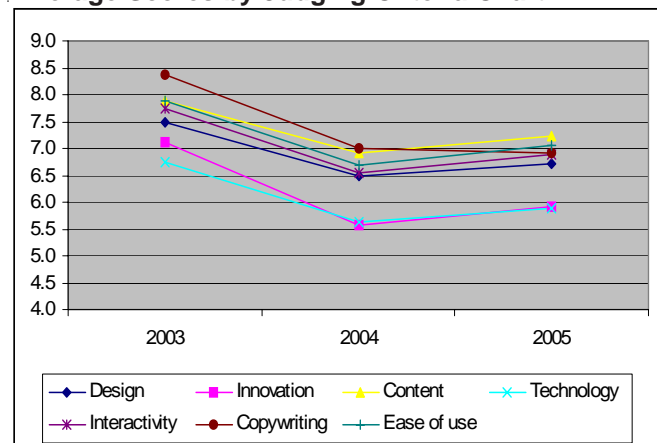


### Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	7.5	6.5	6.7	6.9
Innovation	7.1	5.6	5.9	6.2
Content	7.9	6.9	7.2	7.3
Technology	6.8	5.6	5.9	6.1
Interactivity	7.8	6.5	6.9	7.1
Copywriting	8.4	7.0	6.9	7.4
Ease of use	7.9	6.7	7.1	7.2

*Score out of a possible 10 points*

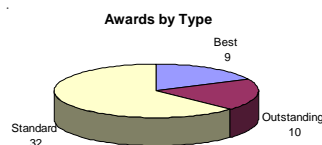
### Average Scores by Judging Criteria Chart



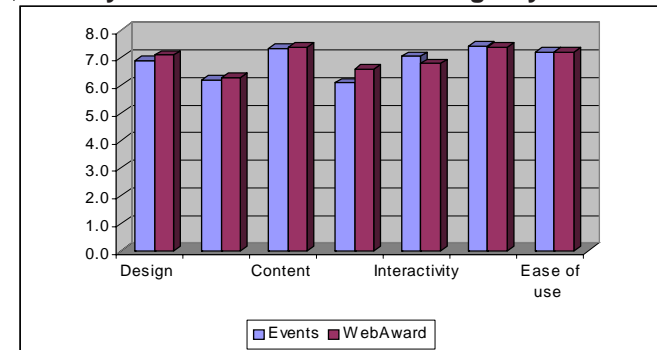
### Commentary

Events joined the WebAwards in 1998 and have generally been in line with the overall Web standards of excellence, but have slightly under performed the average in five of eight years evaluated. Each of the criteria averages are also very close to their 3-year averages. Event sites tend to be strong in content and copywriting and weaker in innovation and use of technology.

Event sites need to bring people together for a single purpose. They tend to be information driven and relatively conservative in adopting new technologies – leaving them right at the average for current web development.



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



### Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	Fingerprint Interactive	The Microsoft PDC Website
2004	Arnold Worldwide	Pods Unite
2003	Travers Collins & Company	Buffalo Niagara's One
2002	Creative Producers Group	Sprint Agents of Change
2001	Arnold Worldwide	Autoshow 2001
2000	Siegelgale	The Crave Conference
1999	Stackig/TMPW	SUPERCOMM 99
1998	Studio Archetype	IBM Kasparov v. Deep Blue

### 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)