



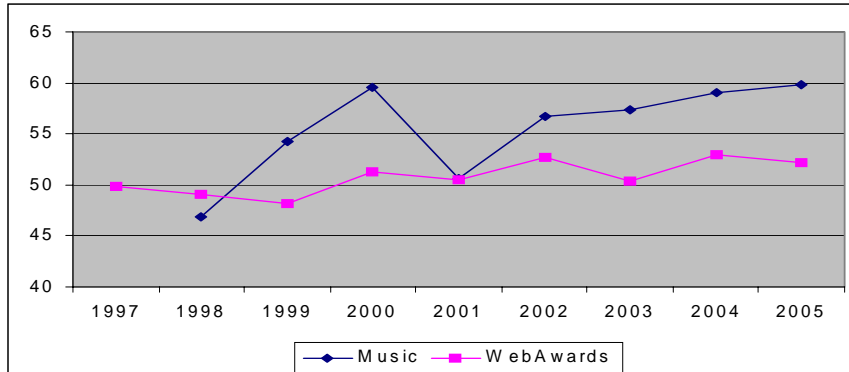
# WebAward Internet Standards Assessment Report

## Music Industry Benchmark Results

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

<u>Year</u>	<u>Music</u>	<u>WebAwards</u>
1997		49.9
1998	46.9	49.1
1999	54.2	48.2
2000	59.5	51.3
2001	50.6	50.5
2002	56.7	52.7
2003	57.3	50.4
2004	59.1	52.9
2005	59.8	52.2

Score out of a possible 70 points

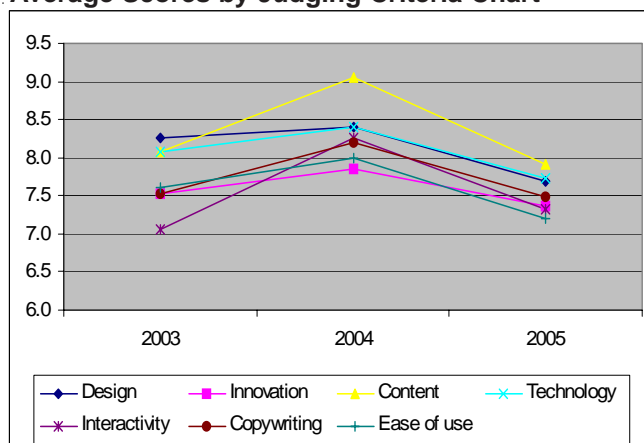


### Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	8.3	8.4	7.7	8.1
Innovation	7.5	7.9	7.4	7.6
Content	8.1	9.1	7.9	8.3
Technology	8.1	8.4	7.7	8.1
Interactivity	7.1	8.3	7.3	7.5
Copywriting	7.5	8.2	7.5	7.7
Ease of use	7.6	8.0	7.2	7.6

Score out of a possible 10 points

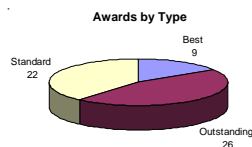
### Average Scores by Judging Criteria Chart



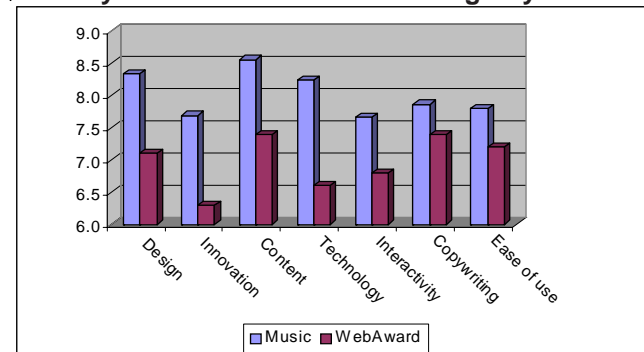
### Commentary

Joining the WebAwards in 1998, music Web sites have significantly outperformed the overall ISAR Index except in 1998 when they under performed the average and 2001 when they matched it. Music Web sites significantly outperformed the 3-year criteria averages across the board, and excel in design, use of technology, and content. Music sites rank only behind games as the best overall Web sites on the Internet and have the highest scores for use of technology and second highest scores for design, content and innovation among all of the industries reviewed.

Users come to music sites for the content, but they stay for the experience. Music sites can build the most loyal following by effective uses of technology to stream rich media content to user's online enjoyment.



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



### Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	Red Bull North America & Zugarra	Red Bull Music Labs
2004	Mach18	Sting: Public & Pay Member Site
2003	Live365 Inc.	Live365
2002	415 Inc.	San Francisco Symphony Kids' Site
2000	415 Inc.	American Mavericks Festival-San Francisco Symphony
1999	AppNet	Harmony House
1998	Zentropy	Polygram US

### 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)