



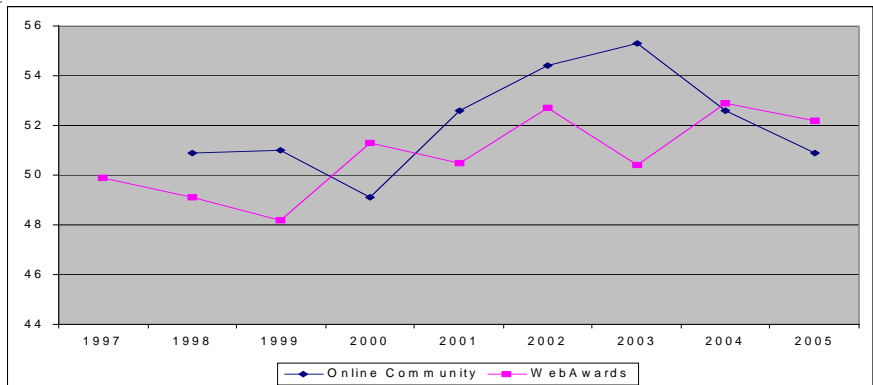
WebAward Internet Standards Assessment Report

Online Community Industry Benchmark Results

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

Year	Community	WebAwards
1997		49.9
1998	50.9	49.1
1999	51	48.2
2000	49.1	51.3
2001	52.6	50.5
2002	54.4	52.7
2003	55.3	50.4
2004	52.6	52.9
2005	50.9	52.2

Score out of a possible 70 points

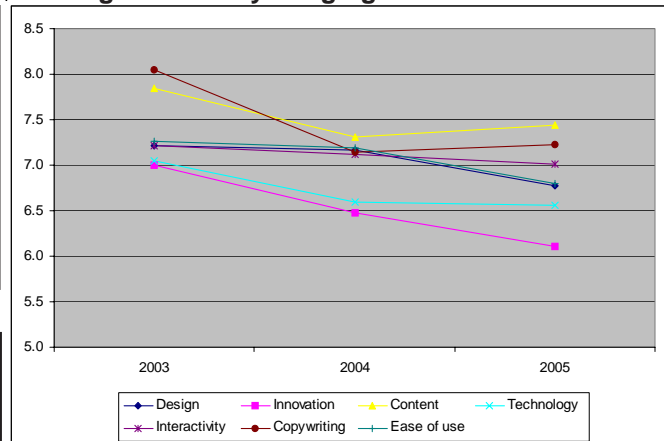


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	7.2	7.2	6.8	7.1
Innovation	7.0	6.5	6.1	6.5
Content	7.8	7.3	7.4	7.5
Technology	7.1	6.6	6.6	6.7
Interactivity	7.2	7.1	7.0	7.1
Copywriting	8.1	7.1	7.2	7.5
Ease of use	7.3	7.2	6.8	7.1

Score out of a possible 10 points

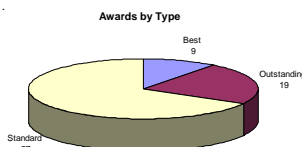
Average Scores by Judging Criteria Chart



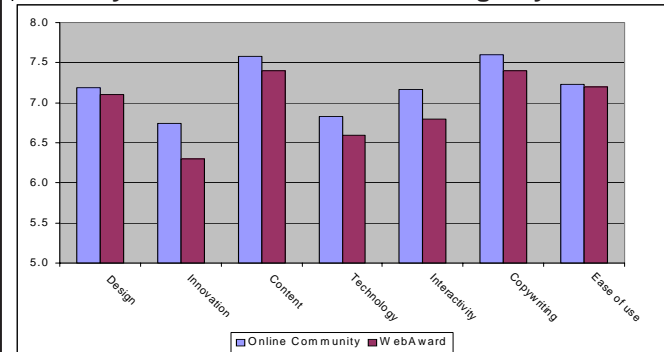
Commentary

Online community joined the WebAwards in 1998 and, after several years of above average Web development, has fallen below the standard for the past two years. Even so, they outperformed the 3-year criteria averages across the board.

Online communities are an important part of the World Wide Web experience. The best online communities are focused on a free flow of information and ideas between members; however, spam continues to be a constant problem in most unrestricted online forums.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	Procter & Gamble and imc ²	Procter & Gamble's Beimgirl
2004	WeightWatchers.com	WeightWatchers.com
2003	StudioCom	CokeMusic.com
2002	Oxygen Media	Oxygen.com
2001	IBM Corporate Intranet Team	World Jam
2000	Alexander Ogilvy PR	PlanetOut Web Site
1999	AppNet	The Wedding Channel
1998	Eastman Kodak Company	Kodak PhotoQuilt 2000 Project

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