



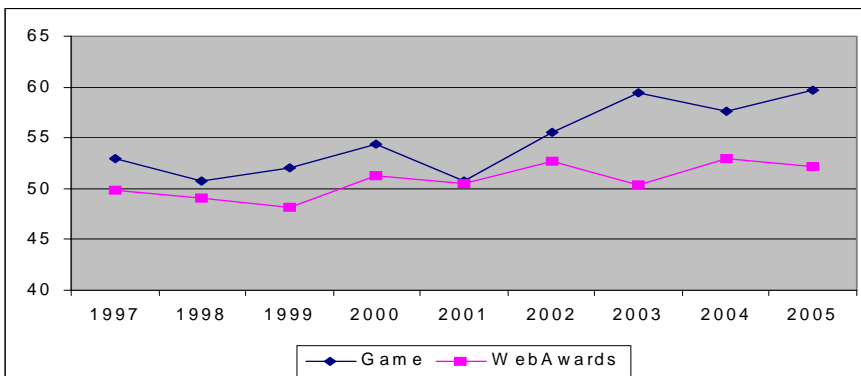
WebAward Internet Standards Assessment Report

Game Industry Benchmark Results

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

Year	Game	WebAwards
1997	53	49.9
1998	50.8	49.1
1999	52	48.2
2000	54.4	51.3
2001	50.8	50.5
2002	55.5	52.7
2003	59.4	50.4
2004	57.6	52.9
2005	59.7	52.2

Score out of a possible 70 points

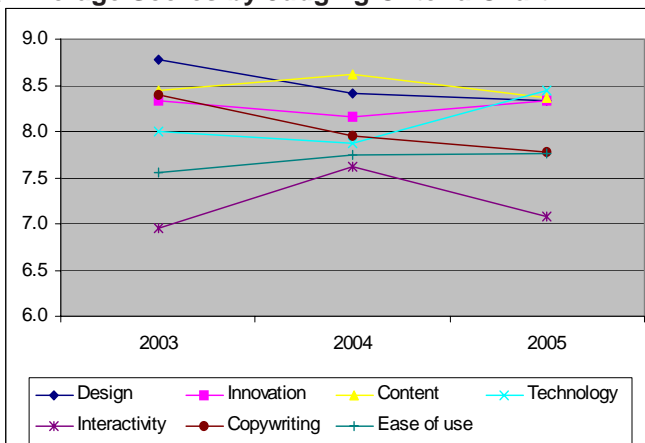


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	8.8	8.4	8.3	8.5
Innovation	8.3	8.2	8.3	8.3
Content	8.4	8.6	8.4	8.5
Technology	8.0	7.9	8.3	8.0
Interactivity	6.9	7.6	7.1	7.2
Copywriting	8.4	8.0	7.8	8.0
Ease of use	7.6	7.8	7.8	7.7

Score out of a possible 10 points

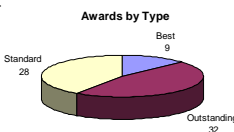
Average Scores by Judging Criteria Chart



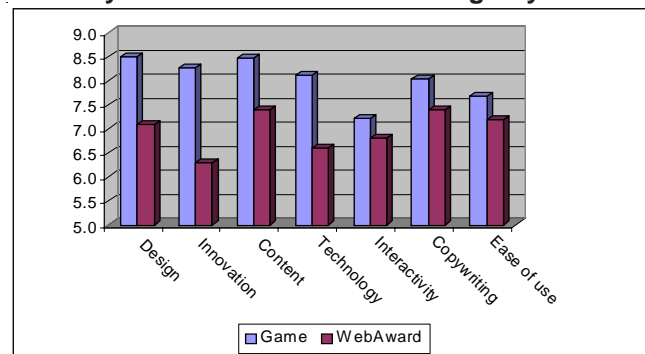
Commentary

While computer games certainly predate the commercialization of the Internet, being online has brought a whole new level of interactivity to the industry and their Web sites generally typify this embracement. Game Web sites have beaten the overall standard ISAR Index in each year of the WebAwards. In fact, they lead most of the individual criteria averages and received the highest average score overall.

Game Web sites tend to be well designed with strong innovative content. They need to be, as the user of these sites are young, Internet savvy, and unforgiving when it comes to things inconsistent with their gaming experience.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	BLITZ	Star Wars Mercenaries Game
2004	Zugara and Sony	SOCOM II: U.S. Navy SEALs
2003	Disney Online	Hot Shot Business
2002	Large Animal Games	The Galidor Quest
2001	Disney Online	Disney's Blast
2000	Maddock Douglas, Inc.	creaturesofdaweb
1999	R/GA	Multiplayer Wheel of Fortune
1998	Modem Media.Poppe Tyson	PlayStation North America
1997	Intersphere Communications	WarGames 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