



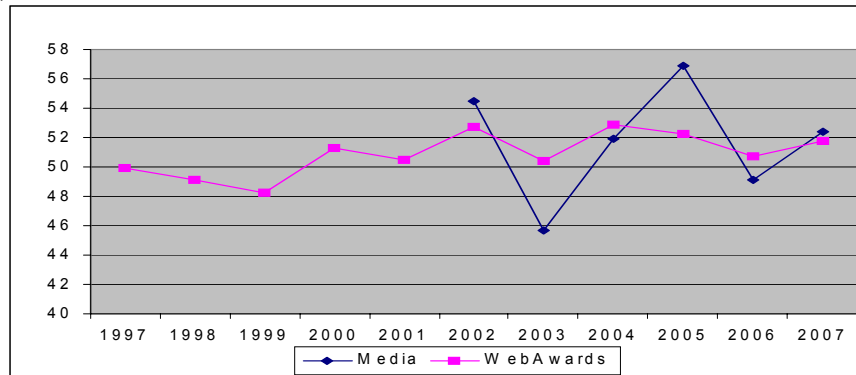
WebAward Internet Standards Assessment Report

2008 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
2006	49.1	50.7
2007	52.4	51.8

Score out of a possible 70 points

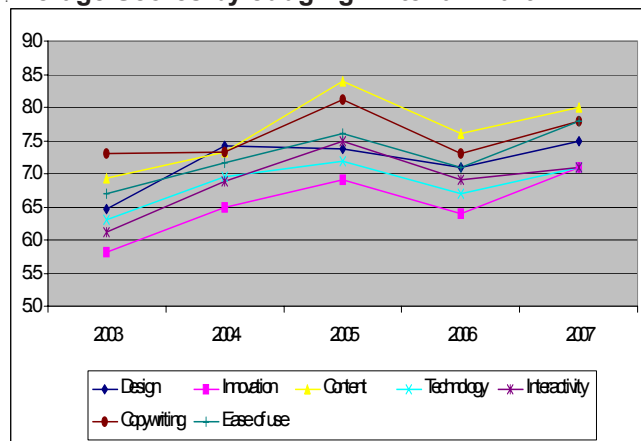


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.5	7.4	7.4	7.1	7.5
Innovation	5.8	6.5	6.9	6.4	7.1
Content	6.9	7.3	8.4	7.6	8.0
Technology	6.3	7.0	7.2	6.7	7.1
Interactivity	6.1	6.9	7.5	6.9	7.1
Copywriting	7.3	7.3	8.1	7.3	7.8
Ease of use	6.7	7.2	7.6	7.1	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

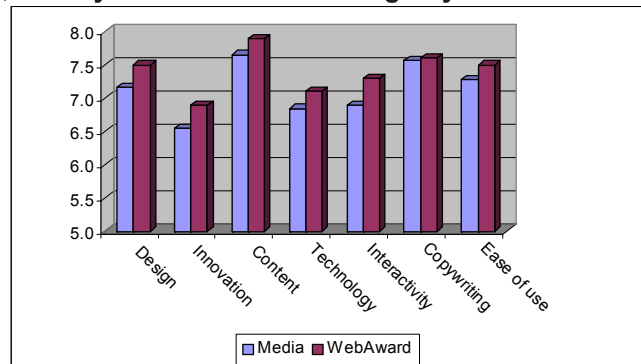


Analysis

Since joining the WebAwards in 2002, media Web sites have flip-flopped between over and underperformance in the ISAR index. In the six years competing, they have outperformed the index three times in the past six years. They most recently slightly outperformed the index. A particularly poor performing year of 2003 pulled down the media industry scores relative to the 5-year criteria benchmark average. They missed the benchmark in all areas except for copywriting. As an industry, they are strongest in content, copywriting, and ease of use.

Many top media Web sites have taken advantage of new technologies to deliver video and audio to site visitors, enhancing the user experience.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	USA Network	USANetwork.com
2006	Slate Magazine	Slate Magazine Website
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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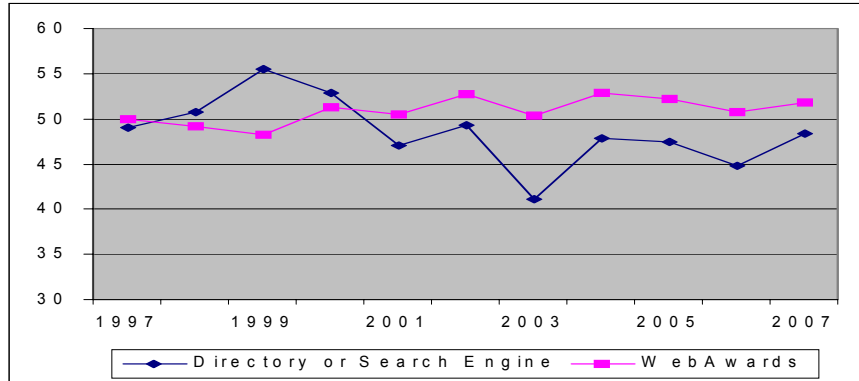
WebAward Internet Standards Assessment Report

2008 Directory or Search Engine Industry Benchmark Results

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

Year	Dir	WebAwards
1997	49	49.9
1998	50.7	49.1
1999	55.5	48.2
2000	52.8	51.3
2001	47.1	50.5
2002	49.3	52.7
2003	41.1	50.4
2004	47.9	52.9
2005	47.5	52.2
2006	44.8	50.7
2007	48.4	51.8

Score out of a possible 70 points

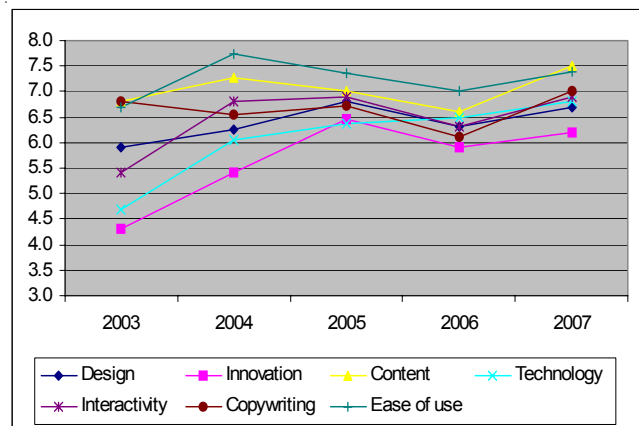


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	5.9	6.3	6.8	6.3	6.7
Innovation	4.3	5.4	6.5	5.9	6.2
Content	6.8	7.3	7.0	6.6	7.5
Technology	4.7	6.1	6.4	6.5	6.8
Interactivity	5.4	6.8	6.9	6.3	6.9
Copywriting	6.8	6.5	6.7	6.1	7.0
Ease of use	6.7	7.7	7.4	7.0	7.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

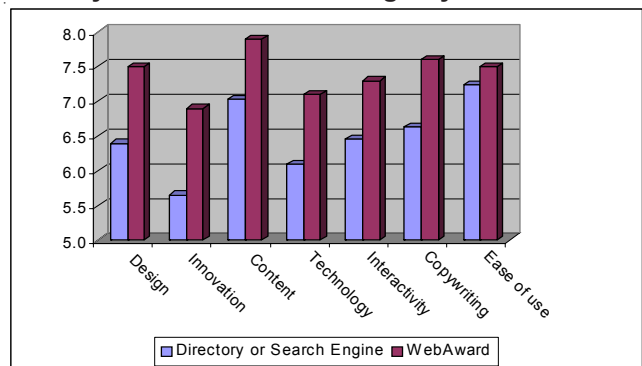


Analysis

Since 2001, directory and search engine Web sites have fallen below the ISAR index. These sub par scores have resulted in the industry scoring below the 5-year criteria averages in all areas. Despite the fact that there is complex technology behind the scenes of search engines, these sites score low in innovation and technology. They score strongest in ease of use and content.

In search, you don't have to look beautiful; you just have to produce results. Specialized search engines are becoming much better at delivering better results than general search engines like Google can do for users.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	VML	Live Search Sport Maps
2006	Fusion PR	Best Specialty Search Engine
2005	Scirus	Scirus, the science search engine
2004	Scirus	Scirus, the science search engine
2003	Insight Interactive	Cancer.com Website
2002	TowerRecords.com	TowerRecords.com
2001	search4science	search4science
2000	go2 Systems, Inc.	go2online
1999	About.com	About.com
1998	Urge Public Relations	The BizRate Guide
1997	GTE Directories Corp	SuperPages Interactive Service

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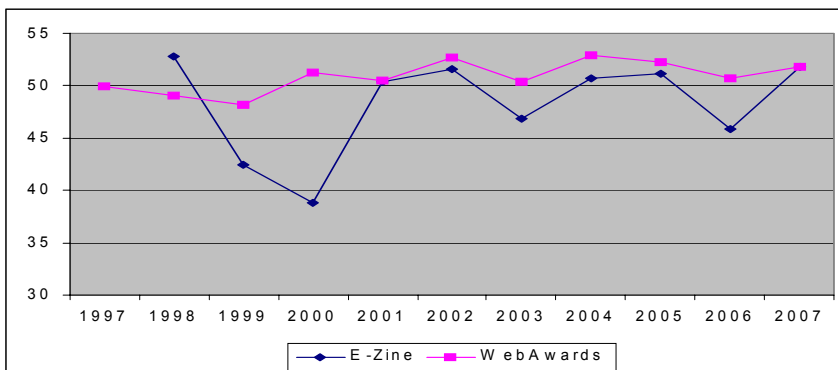
WebAward Internet Standards Assessment Report

2008 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
2006	45.9	50.7
2007	51.8	51.8

Score out of a possible 70 points

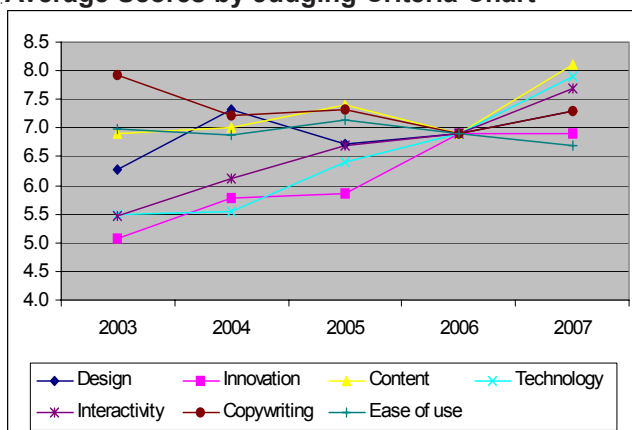


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.3	7.3	6.7	6.9	7.3
Innovation	5.1	5.8	5.9	6.9	6.9
Content	6.9	7.0	7.4	6.9	8.1
Technology	5.5	5.6	6.4	6.9	7.9
Interactivity	5.5	6.1	6.7	6.9	7.7
Copywriting	7.9	7.2	7.3	6.9	7.3
Ease of use	7.0	6.9	7.1	6.9	6.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

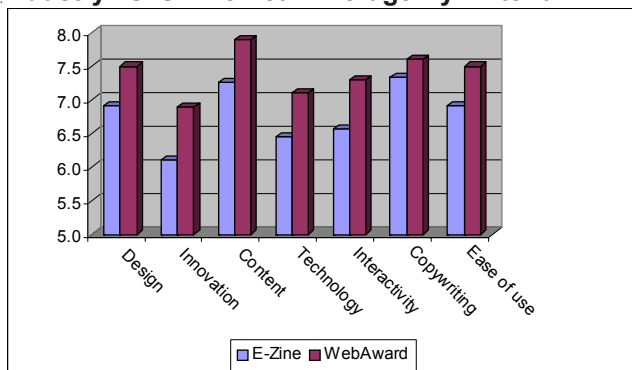


Analysis

Following an eight year run of underperformance with 2000 being a particularly poor year, E-zine Web sites matched the ISAR index in 2007. It is no surprise that E-zine sites lag the 5-year criteria benchmarks in all areas. They are strongest at copywriting and content, but lag in innovation and technology. E-zine sites are a one-way source of information with typically low scores in interactivity; however, the 5-year criteria benchmark shows that the industry has improved its interactivity scores each year.

E-zine sites embody the new face of journalism. Many of the best e-zine sites have developed content that interacts with the visitors in such a way that it creates a dialog where the journalist leads the discussion rather than is responsible for the entire conversation.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Slate Magazine	Slate Magazine
2006	National Geographic	The Gospel of Judas
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

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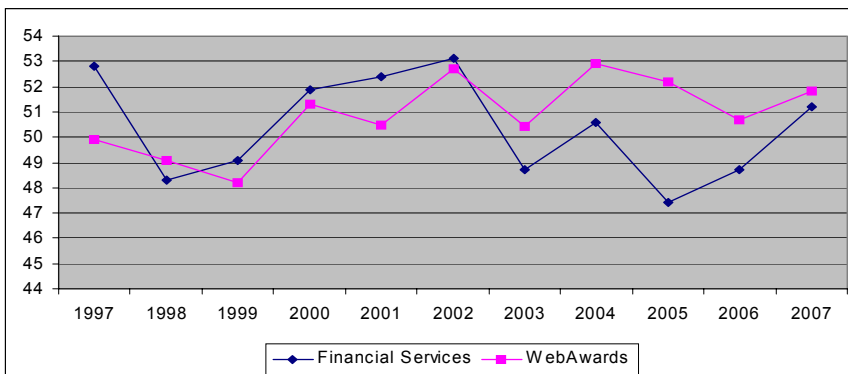
WebAward Internet Standards Assessment Report

2008 Financial Services Industry Benchmark Results

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

Year	Fin Serv	WebAwards
1997	52.8	49.9
1998	48.3	49.1
1999	49.1	48.2
2000	51.9	51.3
2001	52.4	50.5
2002	53.1	52.7
2003	48.7	50.4
2004	50.6	52.9
2005	47.4	52.2
2006	48.7	50.7
2007	51.2	51.8

Score out of a possible 70 points

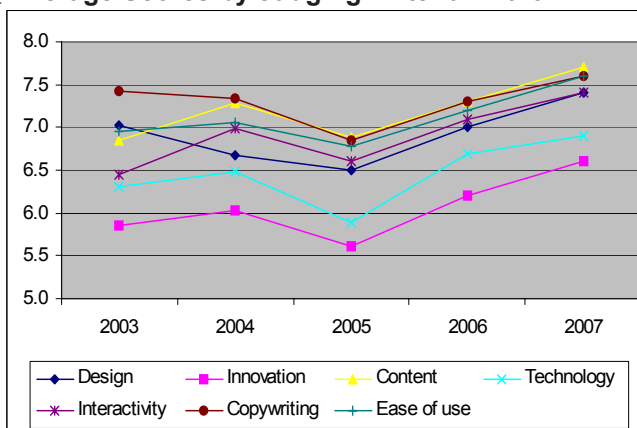


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.0	6.7	6.5	7.0	7.4
Innovation	5.8	6.0	5.6	6.2	6.6
Content	6.8	7.3	6.9	7.3	7.7
Technology	6.3	6.5	5.9	6.7	6.9
Interactivity	6.5	7.0	6.6	7.1	7.4
Copywriting	7.4	7.3	6.9	7.3	7.6
Ease of use	7.0	7.1	6.8	7.2	7.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

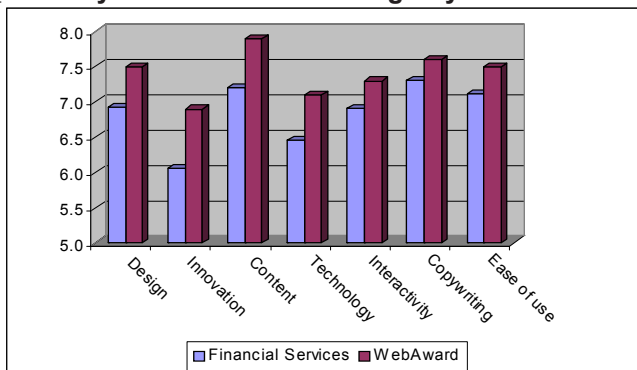


Analysis

Financial services Web sites have underperformed the ISAR index for the last five consecutive years. The most recent underperformance resulted in the industry scoring below the 5-year criteria benchmark averages in all areas. Financial services Web sites are strongest in content, copywriting, and ease of use. They lag in technology and innovation.

Like the mutual fund and brokerage industries, financial service companies are highly regulated which limits the creativity they can undertake on their Web sites. When someone does break out of the mold, they really stand out with users. Much of the best work is being done in password protected sites available only to licensed professionals where the regulations are not as stiff.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	John Hancock Funds, LLC	Financial Professional Website
2006	T3 (The Think Tank)	Chase card with Blink
2005	Merrill Lynch	Merrill Lynch Gateway
2004	Trancentrix, Inc.	Payment Solutions Website
2003	CNBC on MSN Money	CNBC on MSN Money
2002	GE Center for Financial Learning	GE Center for Financial Learning
2001	PCQuote.com	Financial Website
2000	Commerce One	Michigan National Bank
1999	SmartMoney.com	SmartMoney.com
1998	Nasdaq	The Nasdaq Stock Market
1997	Bowne Internet solutions	Roney & Co. Web Site

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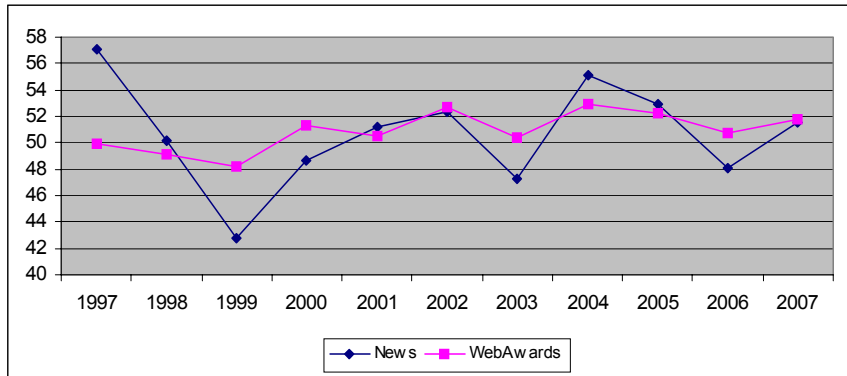
WebAward Internet Standards Assessment Report

2008 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
2006	48.1	50.7
2007	51.5	51.8

Score out of a possible 70 points

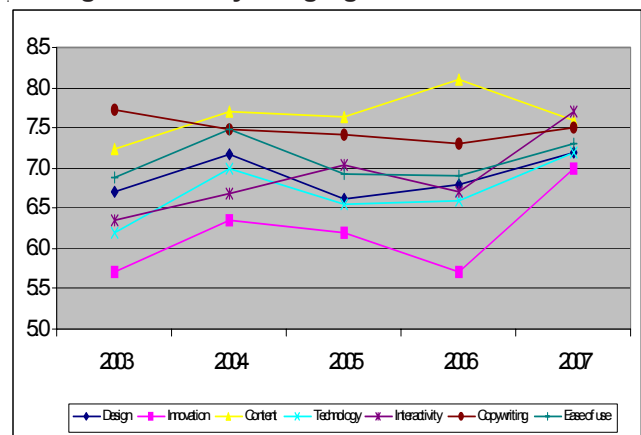


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.7	7.2	6.6	6.8	7.2
Innovation	5.7	6.4	6.2	5.7	7.0
Content	7.2	7.7	7.6	8.1	7.6
Technology	6.2	7.0	6.5	6.6	7.2
Interactivity	6.4	6.7	7.0	6.7	7.7
Copywriting	7.7	7.5	7.4	7.3	7.5
Ease of use	6.9	7.5	6.9	6.9	7.3

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

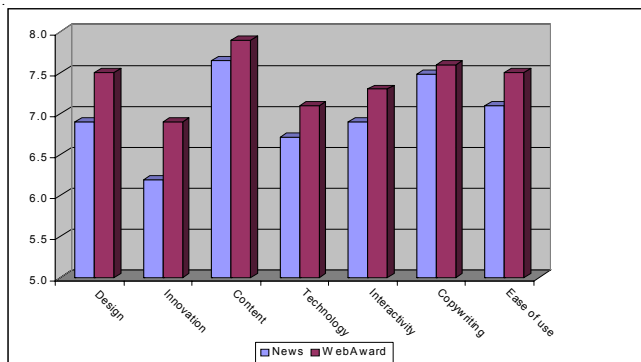


Analysis

News industry Web sites are generally in line with the overall ISAR index. As an industry, it is no surprise that news sites are strongest in content and copywriting. They are also strong in interactivity. News sites underperformed the 5-year criteria benchmark averages in all areas. They score weakest in innovation.

As you would expect, these sites are all about the content. More news sites are embracing multimedia to share its information with audiences.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Slate Magazine	Slate Magazine
2006	Avenue A Razorfish	NYTimes.com
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

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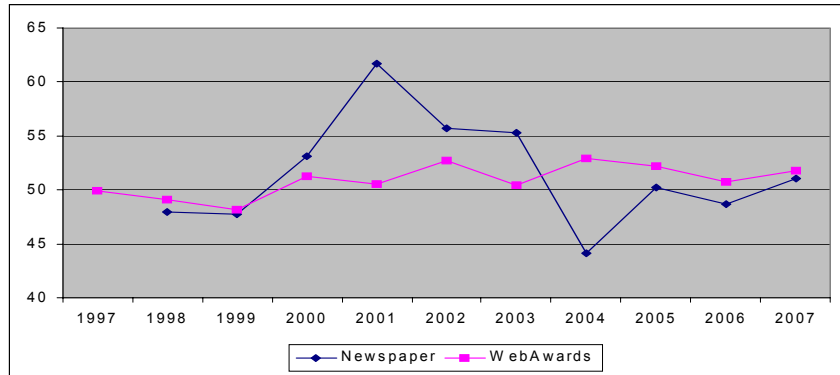
WebAward Internet Standards Assessment Report

2008 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
2006	48.7	50.7
2007	51.1	51.8

Score out of a possible 70 points

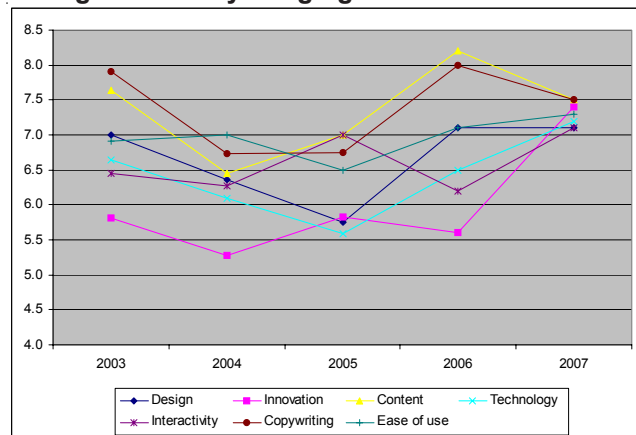


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.0	6.4	5.8	7.1	7.1
Innovation	5.8	5.3	5.8	5.6	7.4
Content	7.6	6.5	7.0	8.2	7.5
Technology	6.6	6.1	5.6	6.5	7.2
Interactivity	6.5	6.3	7.0	6.2	7.1
Copywriting	7.9	6.7	6.8	8.0	7.5
Ease of use	6.9	7.0	6.5	7.1	7.3

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

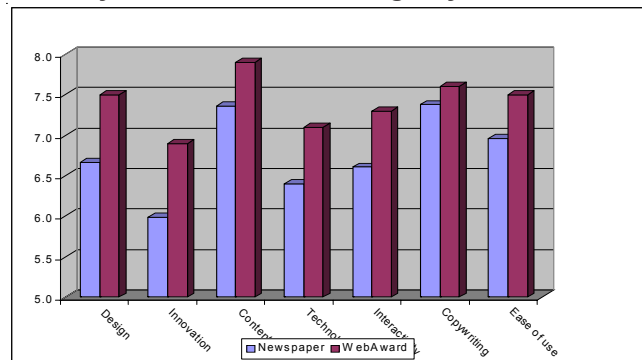


Analysis

Newspaper Web sites joined the WebAwards in 1998 and, after several years of strong performance, have underperformed the ISAR index for the past four consecutive years. Not surprising, newspaper sites score highest in content and copywriting. Newspaper sites lag the 5-year criteria benchmark scores in all areas.

Newspapers have used their newsrooms to become the premier creators of trusted content on the Web. Their ability to cross-promote their offerings both online and off make them a powerful player in the local media space.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Forward	TheJewishDailyForward.Com
2006	Avenue A Razorfish	NYTimes.com
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

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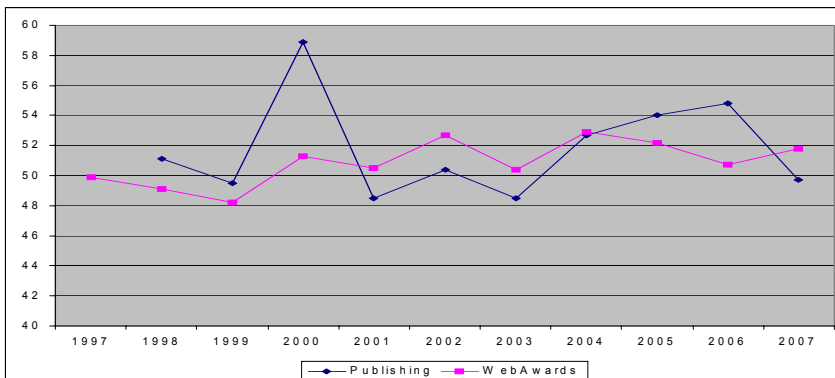
WebAward Internet Standards Assessment Report

2008 Publishing Industry Benchmark Results

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

Year	Publish	WebAward
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
2006	54.8	50.7
2007	49.7	51.8

Score out of a possible 70 points

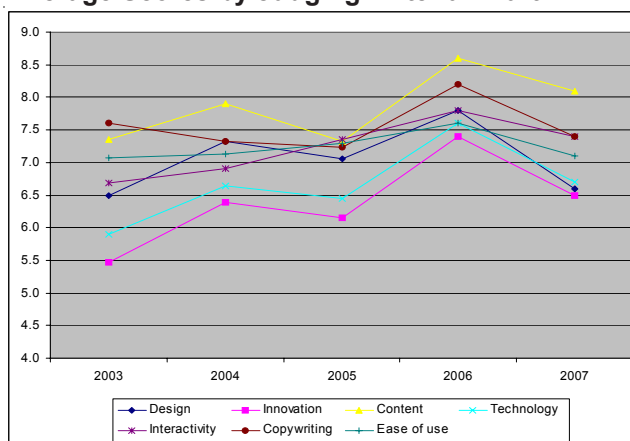


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.5	7.3	7.1	7.8	6.6
Innovation	5.5	6.4	6.1	7.4	6.5
Content	7.4	7.9	7.3	8.6	8.1
Technology	5.9	6.6	6.4	7.6	6.7
Interactivity	6.7	6.9	7.4	7.8	7.4
Copywriting	7.6	7.3	7.2	8.2	7.4
Ease of use	7.1	7.1	7.3	7.6	7.1

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

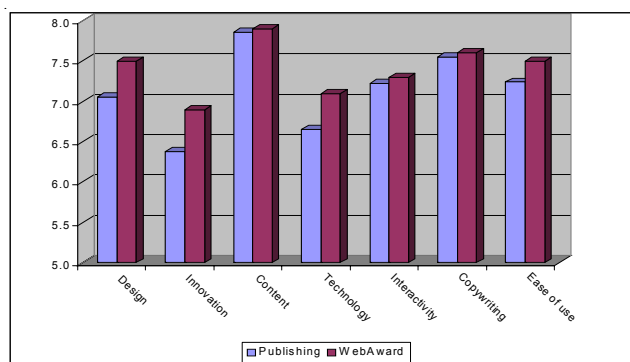


Analysis

Publishing Web site performance continues to be erratic within the ISAR index. After two years of outperformance, publishing sites have again dropped to below the index in 2007. Since joining the WebAwards in 1998, publishing sites have seen five years of outperformance and five years of underperformance. These sites have matched the 5-year criteria benchmark averages in content and copywriting. They score lowest in innovation.

Publishing sites have the opportunity to create a sense of community around a central topic or subject. The best publishing sites create a user experience that supports their publications and creates buzz to support other marketing efforts.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Entrepreneur Media Inc.	Entrepreneur Media Inc.
2006	Arcadia Publishing	Arcadia Publishing Website
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

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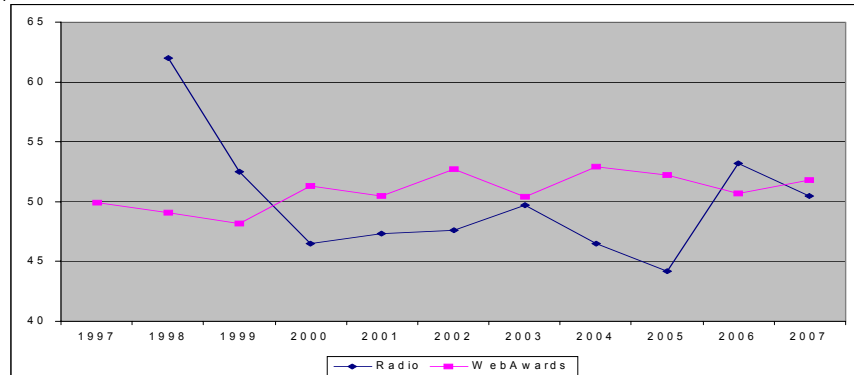
WebAward Internet Standards Assessment Report

2008 Radio Industry Benchmark Results

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

Year	Radio	WebAwards
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
2006	53.2	50.7
2007	50.5	51.8

Score out of a possible 70 points

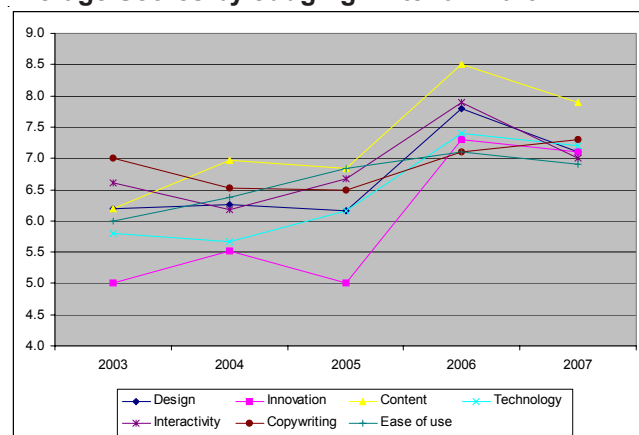


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.2	6.3	6.2	7.8	7.1
Innovation	5.0	5.5	5.0	7.3	7.1
Content	6.2	7.0	6.8	8.5	7.9
Technology	5.8	5.7	6.2	7.4	7.2
Interactivity	6.6	6.2	6.7	7.9	7.0
Copywriting	7.0	6.5	6.5	7.1	7.3
Ease of use	6.0	6.4	6.8	7.1	6.9

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

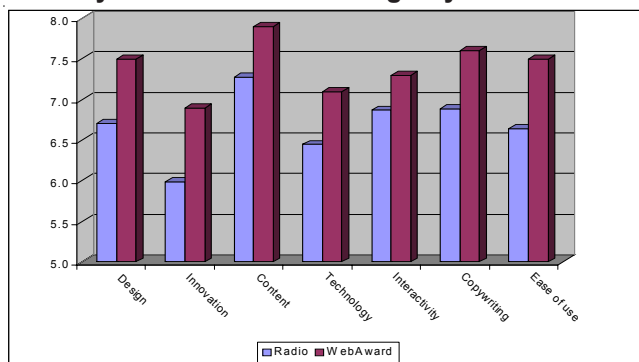


Analysis

Despite the positive swing in 2006, radio Web sites returned to their negative trend in 2007. Radio sites have underperformed the overall ISAR index seven out of ten years. These sites underperformed the 5-year criteria benchmark scores in all areas. Within their industry, they are strongest at content, copywriting, and interactivity.

Many radio sites are overcrowded with content and promotions supporting multiple personalities.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Avenue A Razorfish	XMRadio.com
2006	BubbleUp Ltd.	Radio Margaritaville
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

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its 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



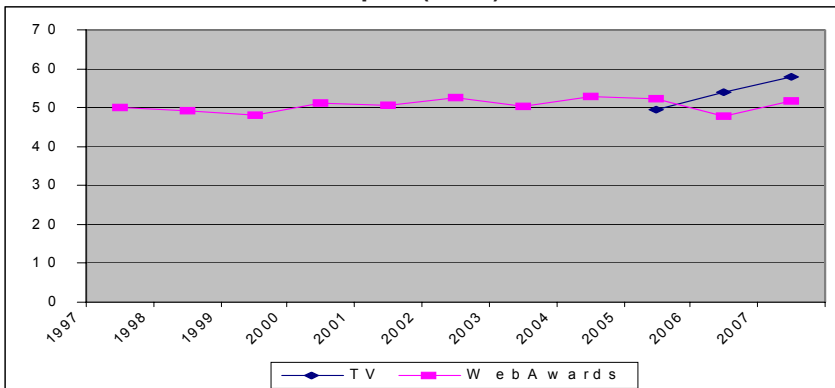
WebAward Internet Standards Assessment Report

2008 Television Industry Benchmark Results

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

TV	WebAwards
1997	49.9
1998	49.1
1999	48.2
2000	51.3
2001	50.5
2002	52.7
2003	50.4
2004	52.9
2005	49.4
2006	54
2007	58

Score out of a possible 70 points

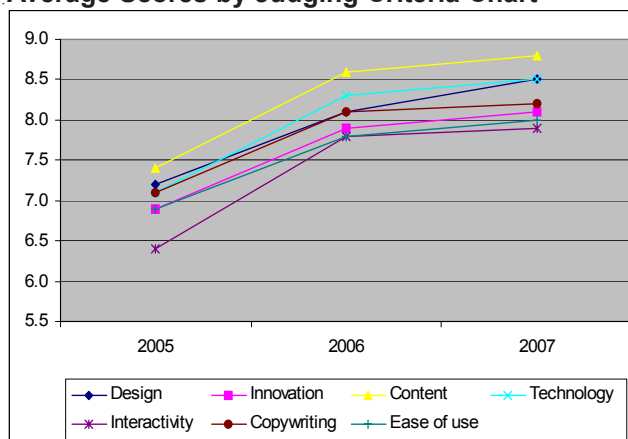


Average Scores by Judging Criteria

	2005	2006	2007
Design	7.2	8.1	8.5
Innovation	6.9	7.9	8.1
Content	7.4	8.6	8.8
Technology	7.1	8.3	8.5
Interactivity	6.4	7.8	7.9
Copywriting	7.1	8.1	8.2
Ease of use	6.9	7.8	8.0

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

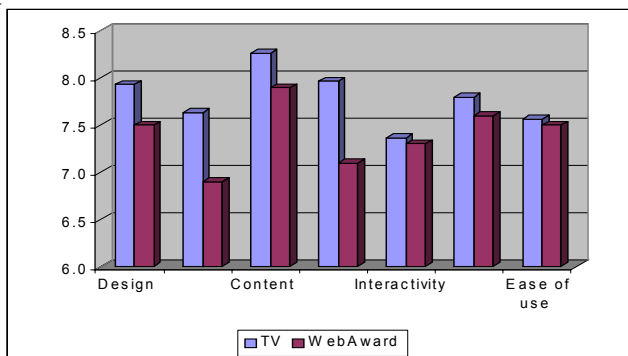


Analysis

TV Web sites are new to the ISAR study this year as they are a recent entrant in the WebAwards joining in 2005. TV Web sites have exceeded the ISAR index for the past two years. TV sites scored second in design, innovation, and content across all industries, while placing first in technology in relation to the 5-year criteria benchmark averages. TV sites are strongest in content, design, and technology.

Like movie Web sites, TV Web sites know how to create a sense of ownership with the viewers who become online visitors. The best sites use the Internet to expand the viewing experience and allow fans to better understand the motivation of the cast and plot twists.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	USA Network	USANetwork.com
2006	Big Spaceship	TBS: Department of Humor Analysis
2005	Bayshore Solutions	Jon Brunson Outdoors

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