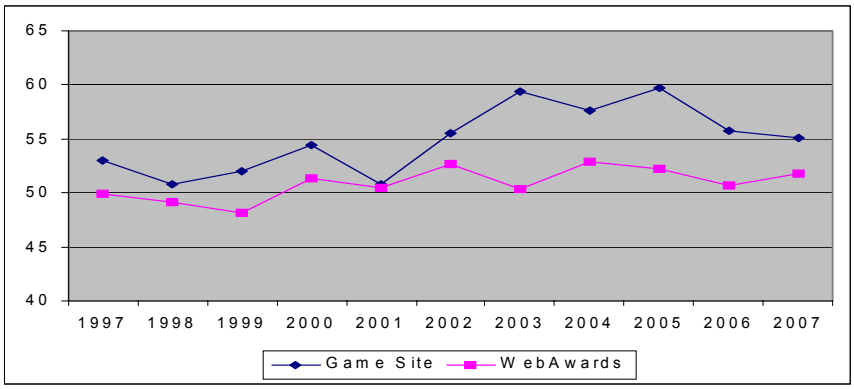
WebAward Internet Standards Assessment Report

2008 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
2006	55.7	50.7
2007	55.1	51.8

Score out of a possible 70 points

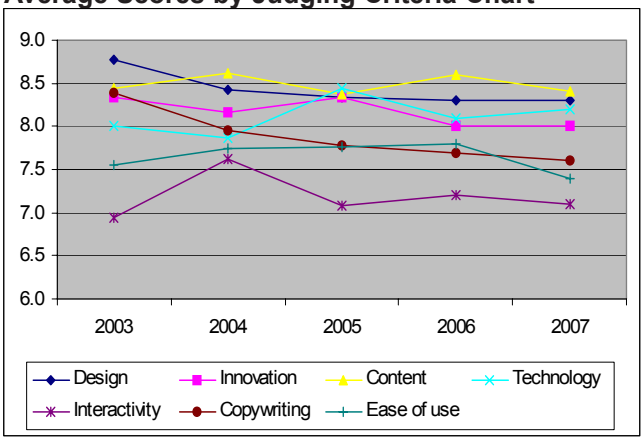


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	8.8	8.4	8.3	8.3	8.3
Innovation	8.3	8.2	8.3	8.0	8.0
Content	8.4	8.6	8.4	8.6	8.4
Technology	8.0	7.9	8.4	8.1	8.2
Interactivity	6.9	7.6	7.1	7.2	7.1
Copywriting	8.4	8.0	7.8	7.7	7.6
Ease of use	7.6	7.8	7.8	7.8	7.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

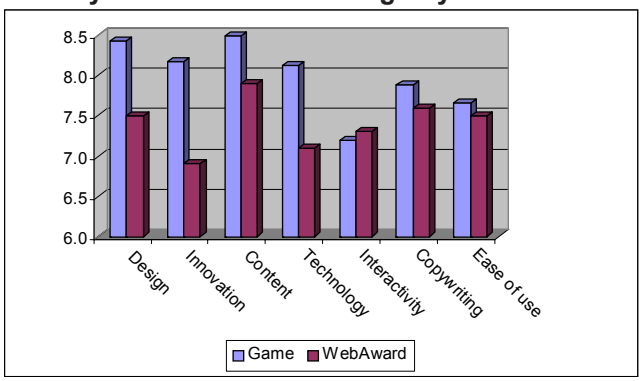


Analysis

Games sites have always posted stellar scores in the ISAR index. They are one of the few industries that have beaten the index every year.Game sites are strongest in content, design, technology, and innovation. They scored the third highest innovation score and fourth highest technology score across all industries in the ISAR index.

Game developers understand how their users interactive with their brands online and their Web site reflect the immersive nature of online gaming. Drawing from rich graphics and animation directly from the games they are promoting, game sites often can create an online experience to mimic their products.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Mindshare Interactive	BSA Cyber Tree House
2006	Ignited Minds	Knights of the old Republic
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 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

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