



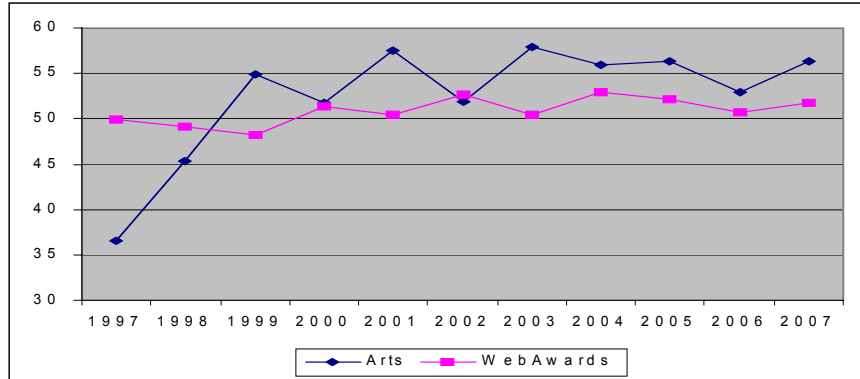
WebAward Internet Standards Assessment Report

2008 Arts Industry Benchmark Results

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

Year	Arts	WebAwards
1997	36.5	49.9
1998	45.3	49.1
1999	54.9	48.2
2000	51.7	51.3
2001	57.5	50.5
2002	51.8	52.7
2003	57.9	50.4
2004	55.9	52.9
2005	56.3	52.2
2006	52.9	50.7
2007	56.3	51.8

Score out of a possible 70 points

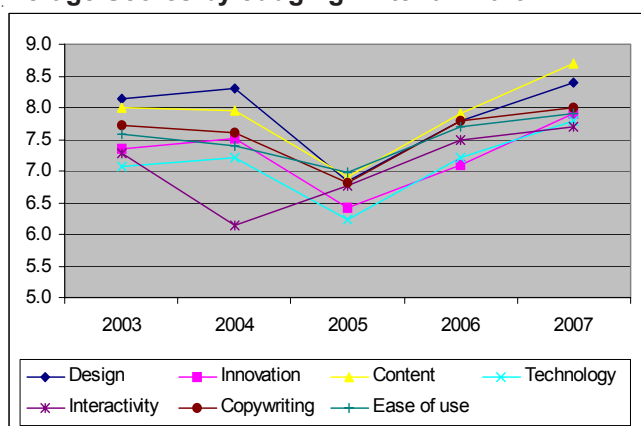


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	8.1	8.3	6.8	7.8	8.4
Innovation	7.4	7.5	6.4	7.1	7.9
Content	8.0	8.0	6.9	7.9	8.7
Technology	7.1	7.2	6.2	7.2	7.8
Interactivity	7.3	6.1	6.8	7.5	7.7
Copywriting	7.7	7.6	6.8	7.8	8.0
Ease of use	7.6	7.4	7.0	7.7	7.9

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

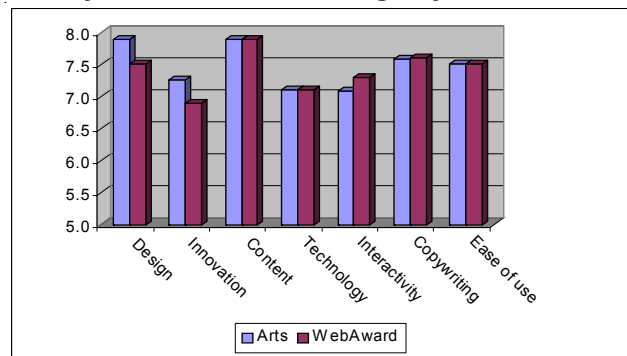


Analysis

Art Web sites have equaled or exceeded the ISAR index total scores every year since 1999. They have also equaled or exceeded the 5-year criteria average scores in every category except interactivity. They score strongest in design and innovation. They earned the fourth highest criteria average score across all industries in the design and innovation criteria area, as well as, the fifth highest score in content. Art sites are well written and designed, but limit user interaction as indicative to the art world itself.

If Web sites are art, then art Web sites often rely on the visual at the expense of the interaction. This remains an area that should be quicker to adopt video and other forms of rich media to help create a dynamic user experience.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Freedom Comm Ltd	Artware Limited
2006	Schipul	Houston Theater District Website
2005	Cool Blue Interactive	San Jose Repertory Theatre Web site
2004	EYE and MIND Studio	EYE and MIND Studio Website
2003	StoryPeople	storypeople.com
2002	Organic, Inc.	Chrysler Design Institute Web Site
2001	Popular Front /TCPTV	Continental Harmony
2000	Icon Nicholson	The Metropolitan Museum of Art
1999	Rare Medium Inc.	Artmuseum.net
1998	T3 Media, Inc	The Rodgers and Hammerstein Site
1997	Rich Goldman	Grub Street Writers Online

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