



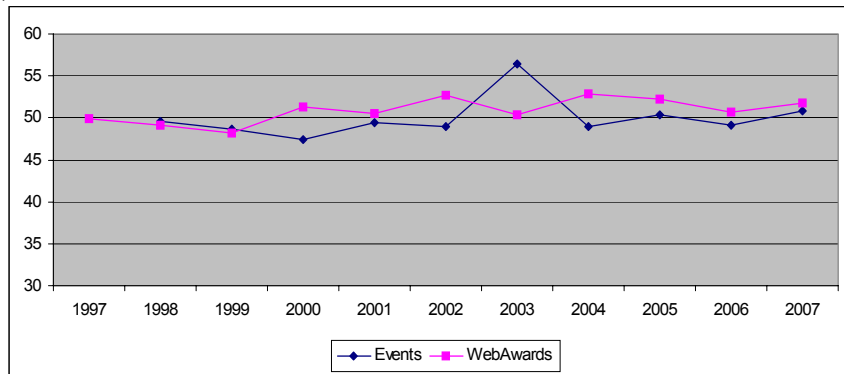
WebAward Internet Standards Assessment Report

2008 Events Industry Benchmark Results

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

Year	Events	WebAwards
1997		49.9
1998	49.6	49.1
1999	48.7	48.2
2000	47.4	51.3
2001	49.5	50.5
2002	48.9	52.7
2003	56.5	50.4
2004	49	52.9
2005	50.3	52.2
2006	49.1	50.7
2007	50.8	51.8

Score out of a possible 70 points

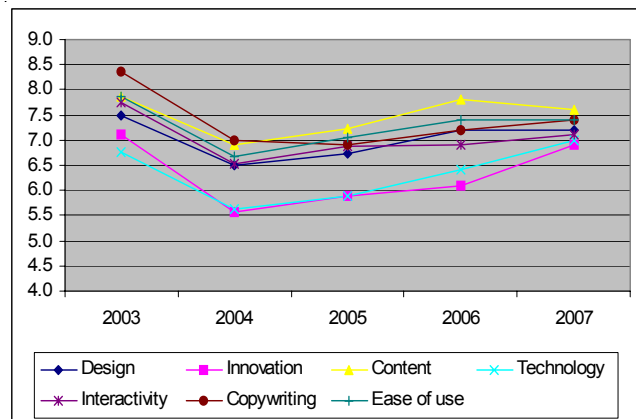


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.5	6.5	6.7	7.2	7.2
Innovation	7.1	5.6	5.9	6.1	6.9
Content	7.9	6.9	7.2	7.8	7.6
Technology	6.8	5.6	5.9	6.4	7.0
Interactivity	7.8	6.5	6.9	6.9	7.1
Copywriting	8.4	7.0	6.9	7.2	7.4
Ease of use	7.9	6.7	7.1	7.4	7.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

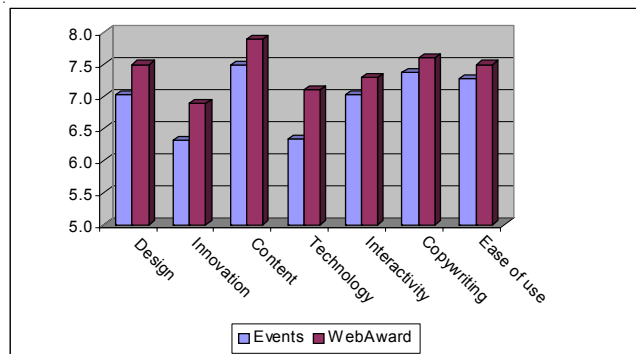


Analysis

Events Web sites have generally been in line with the ISAR index; however, with the exception of a strong 2003, they consistently match the index on the underperforming side. These below index average scores resulted in the industry scoring below the 5-year criteria benchmark scores in all areas. Events Web sites are strongest in content, copywriting, and ease of use. They lag in technology and innovation.

As event sites bring people together for a single purpose, they are strong in content and their audience usually shares a common interest. They tend to be information driven and relatively conservative in adopting new technologies which can hurt them over time.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	RED Interactive Agency	UFC 66: Liddell vs. Ortiz
2006	Zooma by Semcon	Rogers FIFA World Cup 06
2005	Fingerprint Interactive	The Microsoft PDC Website
2004	Arnold Worldwide	Pods Unite
2003	Travers Collins & Company	Buffalo Niagara's One
2002	Creative Producers Group	Sprint Agents of Change
2001	Arnold Worldwide	Autoshow 2001
2000	Siegelgale	The Crave Conference
1999	Stackig/TMPW	SUPERCOMM 99
1998	Studio Archetype	IBM Kasparov v. Deep Blue

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