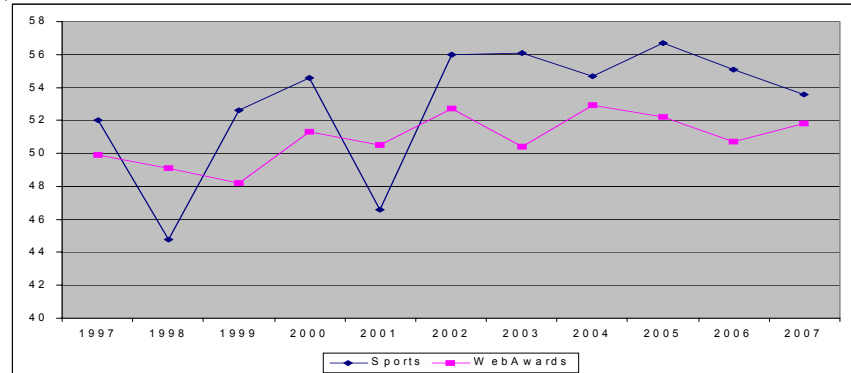# WebAward Internet Standards Assessment Report

2008 Sports Industry Benchmark Results

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

Year	Sports	WebAwards
1997	52	49.9
1998	44.8	49.1
1999	52.6	48.2
2000	54.6	51.3
2001	46.6	50.5
2002	56	52.7
2003	56.1	50.4
2004	54.7	52.9
2005	56.7	52.2
2006	55.1	50.7
2007	53.6	51.8

Score out of a possible 70 points

Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	8.1	7.9	7.9	8.2	7.9
Innovation	7.5	7.4	7.6	7.7	7.4
Content	8.4	8.1	8.2	8.4	8.1
Technology	7.8	7.5	7.6	7.8	7.4
Interactivity	7.3	7.1	7.2	7.4	7.3
Copywriting	8.4	7.7	7.6	7.9	7.8
Ease of use	7.6	7.5	7.6	7.8	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
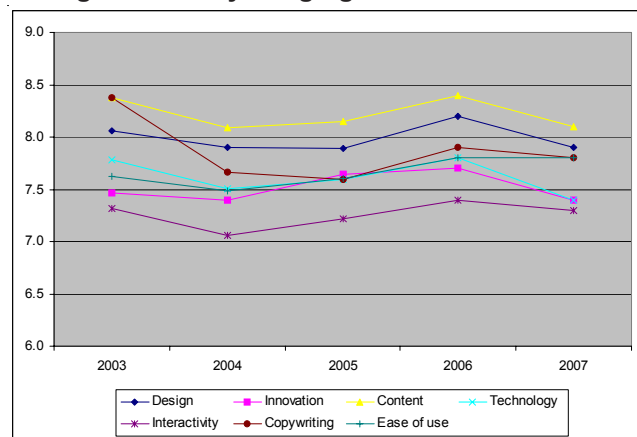
Analysis

Sports Web sites have significantly outperformed the ISAR index in each of the last six years. Content is the driving force behind most sports Web sites. They also score well in design, copywriting, and ease of use. Sports sites are one of the few Web sites that outperformed the 5-year criteria benchmark averages in every category except interactivity which it tied.

Sport Web sites have become an essential part of supporting a fanatical fan base where stats, scores, and news help fans stay up-to-date on their favorite team or player. These sites also include an expansion of the retail aspect where sport and fitness minded people can make important buying decisions.

Industry vs ISAR 5-Year Average By Criteria
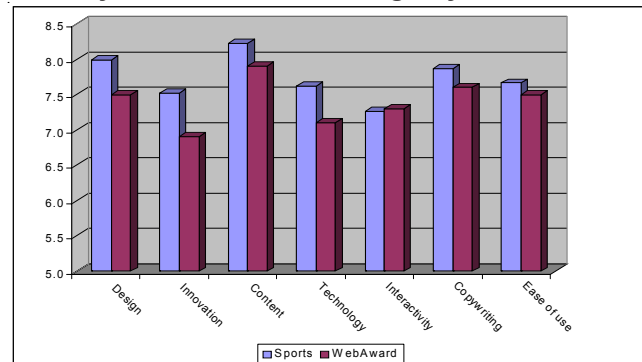
Best of Industry Winners

Year	Winner	Web site
2007	bbdigital (Blattner Brunner)	Golf Pride Website
2006	The Overland Agency	Soloflex, Inc. Microsite
2005	R/GA	Nike Basketball
2004	Zugara and Reebok	RBK Sound and Rhythm
2003	Refinery, Inc.	Prince Tennis Website
2002	SportsLine.com	CBS SportsLine.com
2001	Cole & Weber / Red Cell	Nike Women's Site
2000	A.D.2, Inc. & Insync Media	Mission Hockey's Flyweight.com
1999	News Digital Media	FOXSports.com
1998	Black Dog Design Co.	LPGA.com
1998	Modem Media Poppe Tyson	InsideEdge.com
1997	Quantic Communications	Boston Marathon 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