



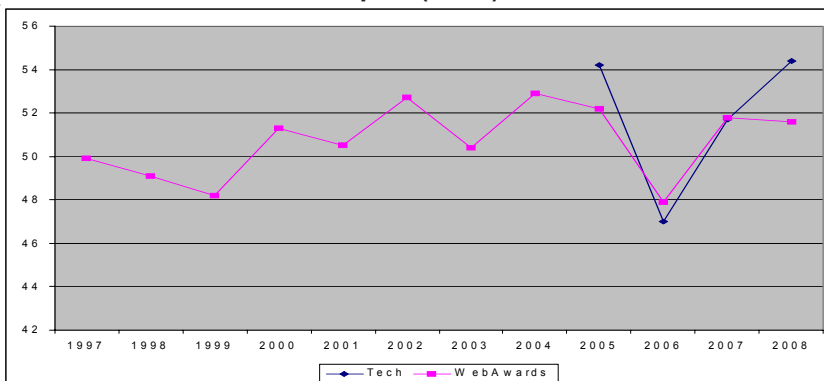
WebAward Internet Standards Assessment Report

2009 Technology Industry Benchmark Results

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

Year	Tech	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005	54.2	52.2
2006	47	47.9
2007	51.7	51.8
2008	54.4	51.6

Score out of a possible 70 points

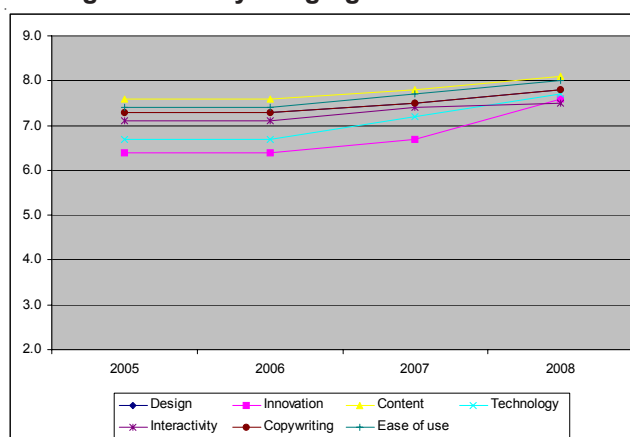


Average Scores by Judging Criteria

	2005	2006	2007	2008
Design	7.3	7.3	7.5	7.8
Innovation	6.4	6.4	6.7	7.6
Content	7.6	7.6	7.8	8.1
Technology	6.7	6.7	7.2	7.7
Interactivity	7.1	7.1	7.4	7.5
Copywriting	7.3	7.3	7.5	7.8
Ease of use	7.4	7.4	7.7	8.0

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

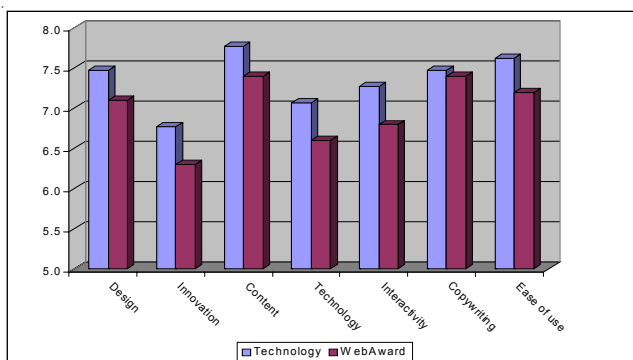


Analysis

Another new industry added to the ISAR study last year, the technology industry has outperformed the overall ISAR Index for two of the past four years. Content, copywriting, design, and ease of use tend to be their strengths and innovation received the lowest score.

Flash can really help technology companies bring their sites to life and provide effective product demonstrations without the need for having a salesperson visit every potential customer.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	eBusiness Marketing	Gene.com
2007	WIRED Digital	WIRED.com
2006	Streamload	MediaMax, powered by Streamload
2005	R/GA	Nokia Nseries Sitelet

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