



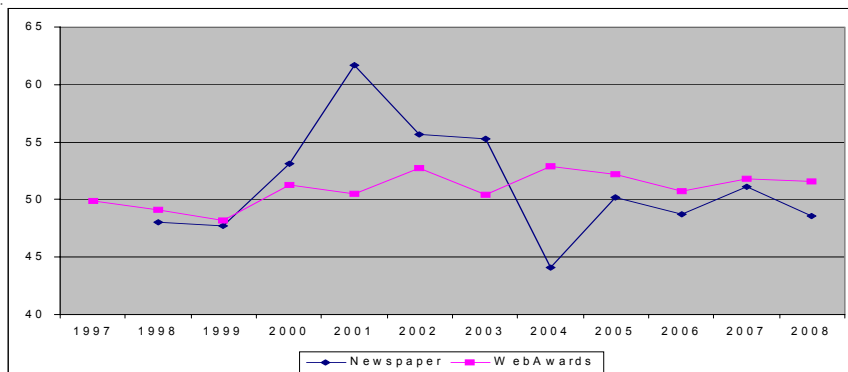
# WebAward Internet Standards Assessment Report

## 2009 Newspaper Industry Benchmark Results

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

Year	Newspaper	WebAward
1999	47.7	48.2
2000	53.1	51.3
2001	61.7	50.5
2002	55.7	52.7
2003	55.3	50.4
2004	44.1	52.9
2006	48.7	50.7
2007	51.1	51.8
2008	48.6	51.6

Score out of a possible 70 points

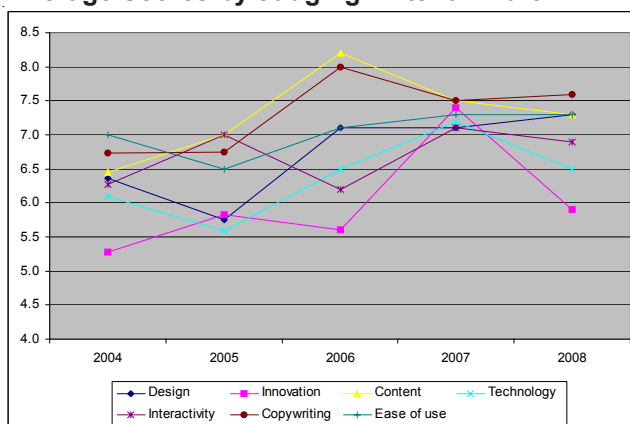


### Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.4	5.8	7.1	7.1	7.3
Innovation	5.3	5.8	5.6	7.4	5.9
Content	6.5	7.0	8.2	7.5	7.3
Technology	6.1	5.6	6.5	7.2	6.5
Interactivity	6.3	7.0	6.2	7.1	6.9
Copywriting	6.7	6.8	8.0	7.5	7.6
Ease of use	7.0	6.5	7.1	7.3	7.3

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart

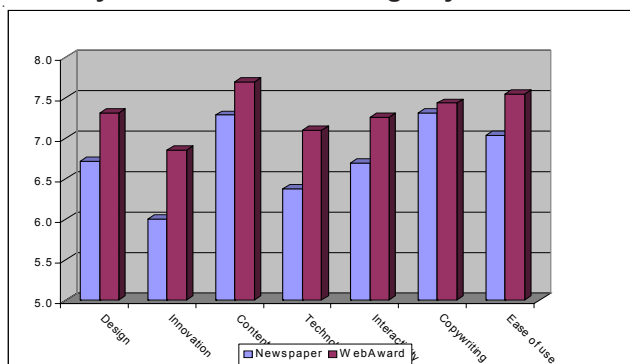


### Analysis

Newspaper Web sites joined the WebAwards in 1998 and, after several years of strong performance, have underperformed the ISAR index for the past five consecutive years. Not surprising, newspaper sites score highest in content and copywriting. Newspaper sites lag the 5-year criteria benchmark scores in all areas.

Newspapers have used their newsrooms to become the premier creators of trusted content on the Web. Their ability to cross-promote their offerings both online and off make them a powerful player in the local media space.

### Industry vs ISAR 5-Year Average By Criteria



### Best of Industry Winners

Year	Winner	Web site
2008	Variety.com	Variety.com
2007	Forward	TheJewishDailyForward.Com
2006	Avenue A   Razorfish	NYTimes.com
2005	Variety	Variety.com
2004	BURST! Media	Christian Science Monitor
2003	Dow Jones & Company	The Wall Street Journal Online
2002	Dow Jones & Co.	The Wall Street Journal Online
2001	Arkansas Business Publishing Group / Aristotle	Arkansas Business Online
2000	Los Angeles Times	latimes.com
1999	Times Company Digital	The New York Times on the Web
1998	The Cincinnati Enquirer	Enquirer.Com

### 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](http://www.webaward.org)