



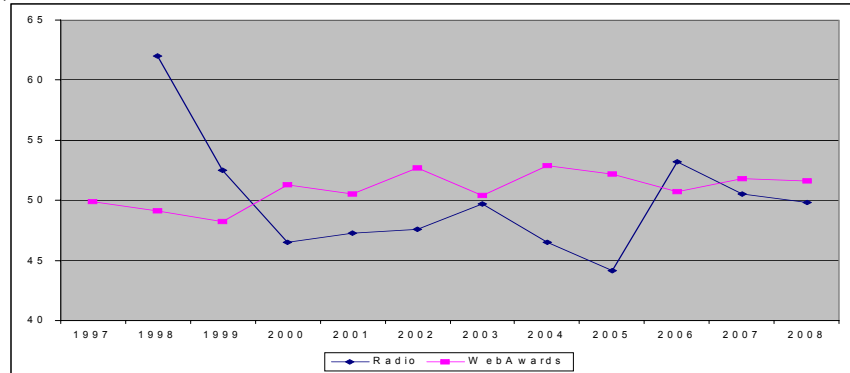
WebAward Internet Standards Assessment Report

2009 Radio Industry Benchmark Results

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

Year	Radio	WebAwards
1999	52.5	48.2
2000	46.5	51.3
2001	47.3	50.5
2002	47.6	52.7
2003	49.7	50.4
2004	46.5	52.9
2005	44.17	52.2
2006	53.2	50.7
2007	50.5	51.8
2008	49.8	51.6

Score out of a possible 70 points

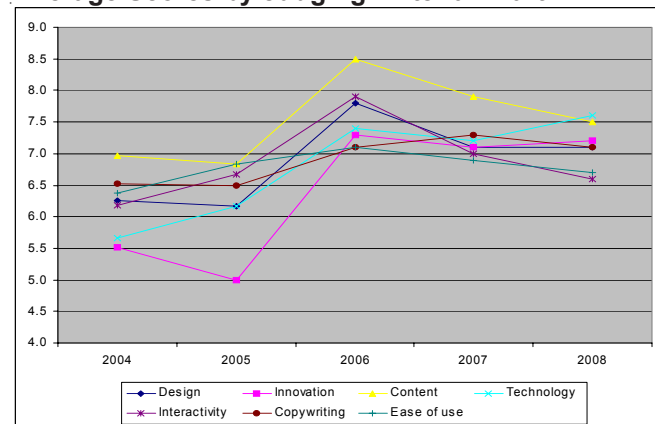


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.3	6.2	7.8	7.1	7.1
Innovation	5.5	5.0	7.3	7.1	7.2
Content	7.0	6.8	8.5	7.9	7.5
Technology	5.7	6.2	7.4	7.2	7.6
Interactivity	6.2	6.7	7.9	7.0	6.6
Copywriting	6.5	6.5	7.1	7.3	7.1
Ease of use	6.4	6.8	7.1	6.9	6.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

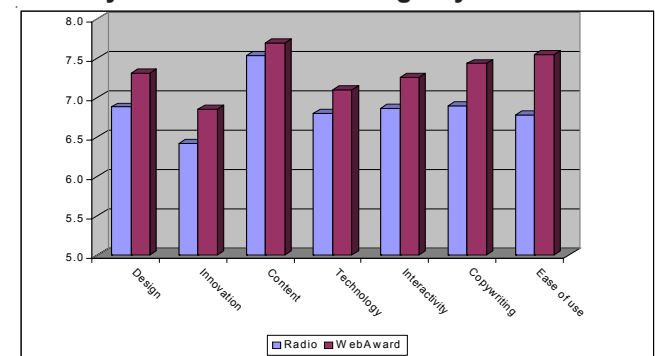


Analysis

Despite the positive swing in 2006, radio Web sites returned to their negative trend for the last two years. Radio sites have underperformed the overall ISAR index eight out of eleven years. These sites underperformed the 5-year criteria benchmark scores in all areas. Within their industry, they are strongest at content, copywriting, design and interactivity. They score lowest in innovation.

Many radio sites are overcrowded with content and promotions supporting multiple personalities.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	Digitaria	KCRW Media Player
2007	Avenue A Razorfish	XMRadio.com
2006	BubbleUp Ltd.	Radio Margaritaville
2005	KDFC Radio	Classical 102.1 KDFC
2004	live365	Live365 Internet Radio
2003	WBCL Radio Network	WBCL Radio Network
2002	live365.com	Live365
2001	netNumina & WBUR	WBUR.org
2000	Live365	Live365
1999	Worldwide Webmaster	99X World Wide
1998	WNNX-FM Atlanta	99X World Wide

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