



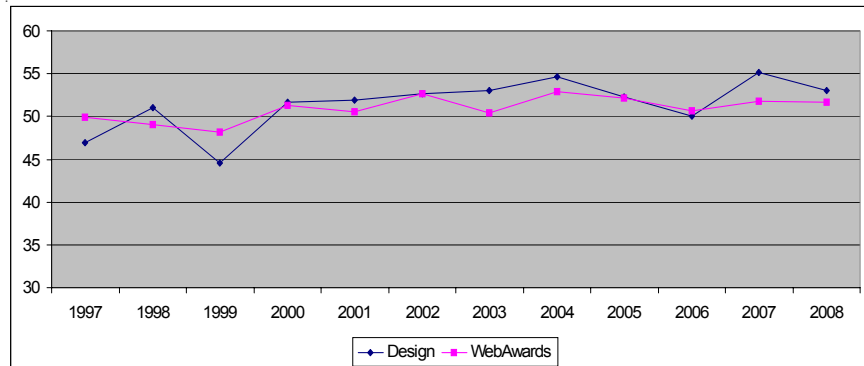
WebAward Internet Standards Assessment Report

2009 Design Industry Benchmark Results

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

Year	Design	WebAwards
1999	44.6	48.2
2000	51.7	51.3
2001	51.9	50.5
2002	52.7	52.7
2003	53	50.4
2004	54.6	52.9
2005	52.3	52.2
2006	50	50.7
2007	55.1	51.8
2008	53.0	51.6

Score out of a possible 70 points

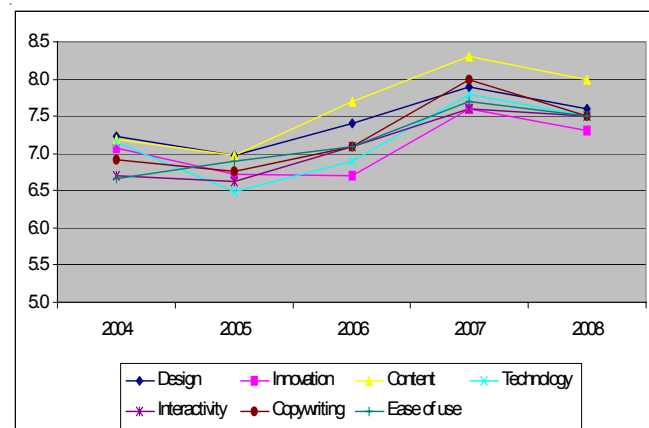


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.2	7.0	7.4	7.9	7.6
Innovation	7.1	6.7	6.7	7.6	7.3
Content	7.2	7.0	7.7	8.3	8.0
Technology	7.1	6.5	6.9	7.8	7.5
Interactivity	6.7	6.6	7.1	7.6	7.5
Copywriting	6.9	6.8	7.1	8.0	7.5
Ease of use	6.7	6.9	7.1	7.7	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

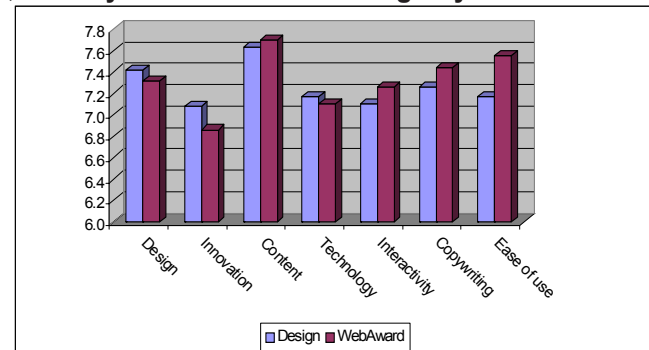


Analysis

Design Web sites have closely mirrored the ISAR index for the past decade with ten years of equal or slightly better performance. Design Web sites have scored higher than the 5-year criteria averages in design, innovation and use of technology. All other scores by criteria fell below the WebAward averages.

The design category has the distinguished honor of including the Best of Show winner for the 2007 WebAward competition. The Walt Disney Internet Group's Disney.com/Disney XD captured the top spot in the design category as well as taking the top honor of the 2007 competition.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	Azavar Technologies	Justyna Collections Catalog
2007	Walt Disney Internet Group	Disney.com / Disney XD (Best of Show)
2006	Publicis Net	Experience Wonder You
2005	R/GA	Nokia Nseries Sitelet
2004	Gigapixel Creative	Gigapixel Creative, Inc.
2003	Arnold Worldwide	The Touareg
2002	PriceWeber, Inc.	Canadian Mist Web Site
2001	Hillmancurtis, Inc.	Adobe.com
2000	Flywire	Flywire.com
1999	Hoffman Agency	think3 Web site
1998	Gr8	Gr8 Web Site
1997	Waters Design	The Waters Edge

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