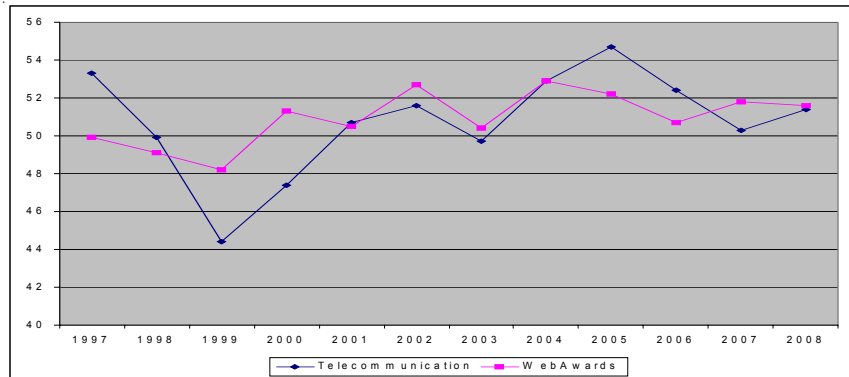# WebAward Internet Standards Assessment Report
2009 Telecommunications Industry Benchmark Results

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

Year	Telecomm	WebAwards
1999	44.4	48.2
2000	47.4	51.3
2001	50.7	50.5
2002	51.6	52.7
2003	49.7	50.4
2004	52.9	52.9
2005	54.7	52.2
2006	52.4	50.7
2007	50.3	51.8
2008	51.4	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

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

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
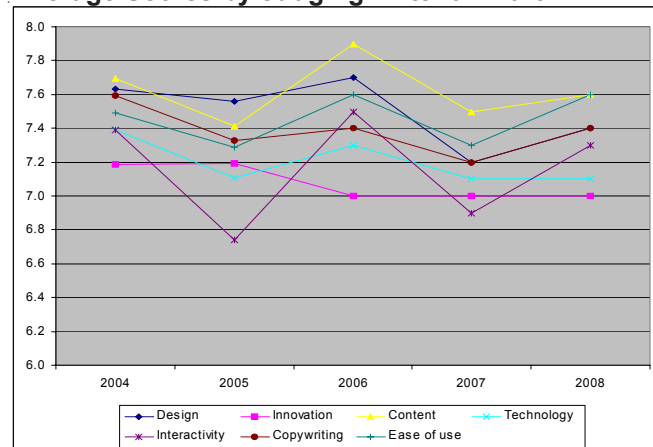
Analysis

Telecommunication Web sites have had inconsistent performance in the ISAR index. After two years of above average performance in 2005 and 2006, they dropped below the average in 2007 and then climbed back to match the average in 2008.

Telecommunication Web sites outperformed the 5-year criteria benchmark average in innovation, design, and technology. As an industry, they score high in content and lowest in innovation.

Telecommunications Web sites have embraced Flash as a way to add rich media demos to their Web sites. Being able to effectively demonstrate a new telephone, PDA, or piece of equipment increases the likelihood that buyers will purchase directly online or by telephone rather than in person through a third party.

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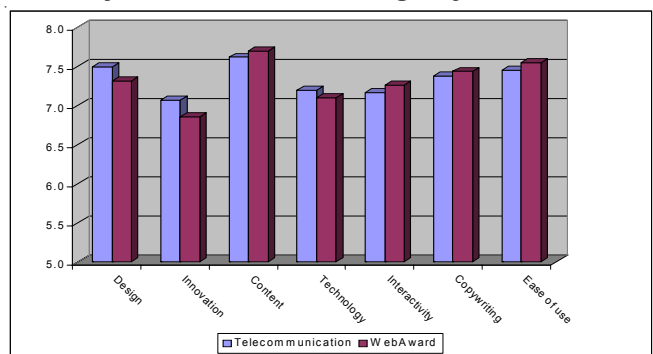
Best of Industry Winners

Year	Winner	Web site
2008	These Days	Nokia Jealous Computers
2007	Arnold Worldwide	Vonageland
2006	Teehan+Lax Inc.	TELUS Mike Microsite
2005	Walt Disney Internet Group	Disney Mobile Studios
2004	Organic, Inc.	Sprint PCS Ready Link
2003	THINK	BellSouth e-Bill Flash Demo
2002	Auragen Communications, Inc. Dixon Schwabl Advertising	Frontier CyberCenter Online Tour
2001	R/GA	Ericsson.com
2000	SBC Communications	SBC Communications
1999	Stackig/TMPW	Westell

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