



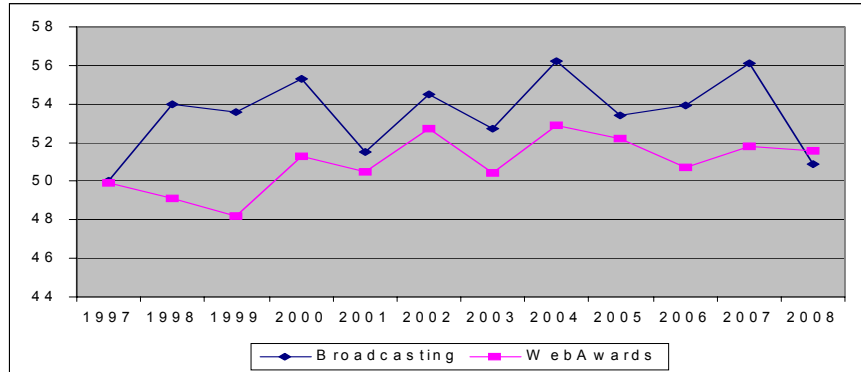
# WebAward Internet Standards Assessment Report

## 2009 Broadcasting Industry Benchmark Results

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

Year	Broadcast	WebAwards
1999	53.6	48.2
2000	55.3	51.3
2001	51.5	50.5
2002	54.5	52.7
2003	52.7	50.4
2004	56.2	52.9
2005	53.4	52.2
2006	53.9	50.7
2007	56.1	51.8
2008	50.9	51.6

*Score out of a possible 70 points*

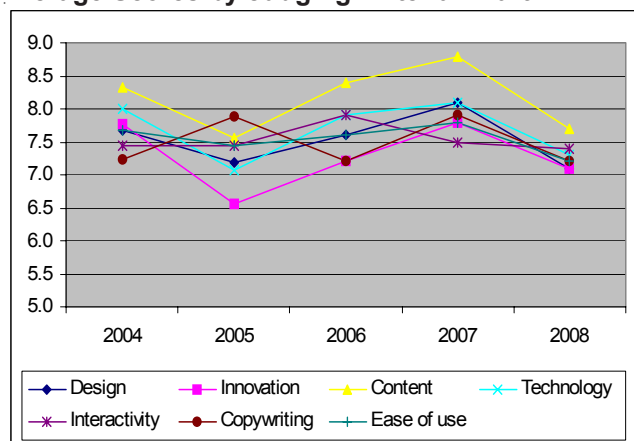


### Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.7	7.2	7.6	8.1	7.1
Innovation	7.8	6.6	7.2	7.8	7.1
Content	8.3	7.6	8.4	8.8	7.7
Technology	8.0	7.1	7.9	8.1	7.3
Interactivity	7.4	7.4	7.9	7.5	7.4
Copywriting	7.2	7.9	7.2	7.9	7.2
Ease of use	7.7	7.4	7.6	7.8	7.2

*Score out of a possible 10 points*

### Average Scores by Judging Criteria Chart

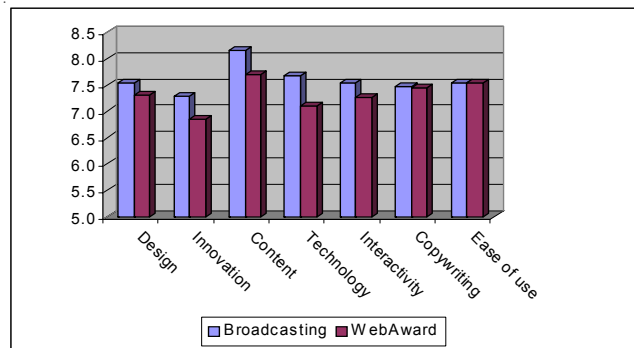


### Analysis

Broadcast Web sites have consistently outperformed the overall ISAR index for over a decade. In 2008 they fell just short. These sites scored highest in content followed by strong scores in design, interactivity and use of technology. Broadcast sites outperformed each of the seven criteria areas over the past eleven years except for ease of use which it equaled.

When broadcasting is your business, rich media content is abundant and a significant advantage over other news related sites. Broadcasting sites need to stay on top of video and audio delivery technologies to be sure to wow today's consumers.

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



### Best of Industry Winners

Year	Winner	Web site
2008	USA Network	USANetwork.com
2007	Digitaria	KCET Online
2006	USA Network	USA Network Website
2005	Astral Television Networks	The Family Channel website
2004	Endemol Deutschland GmbH	Endemol Corporate website
2003	HistoryChannel.com	Comic Book Superheroes
2002	Fry, Inc.	Fine Living Television
2001	Cartoon Network Online	CartoonNetwork.com
2000	Rosanna Jackson	E-Business Network Web Site
1999	R/GA	BBC America
1998	WebCrossings, Ltd.	WDIV Online

### 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)