



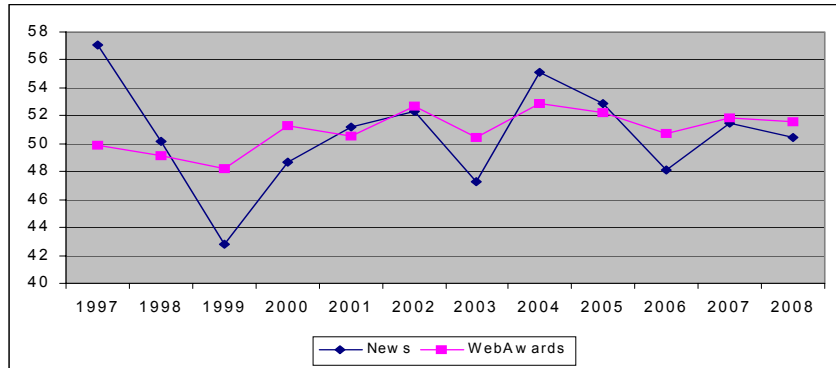
WebAward Internet Standards Assessment Report

2009 News Industry Benchmark Results

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

Year	News	WebAwards
1999	42.8	48.2
2000	48.7	51.3
2001	51.2	50.5
2002	52.3	52.7
2003	47.3	50.4
2004	55.1	52.9
2005	52.9	52.2
2006	48.1	50.7
2007	51.5	51.8
2008	50.4	51.6

Score out of a possible 70 points

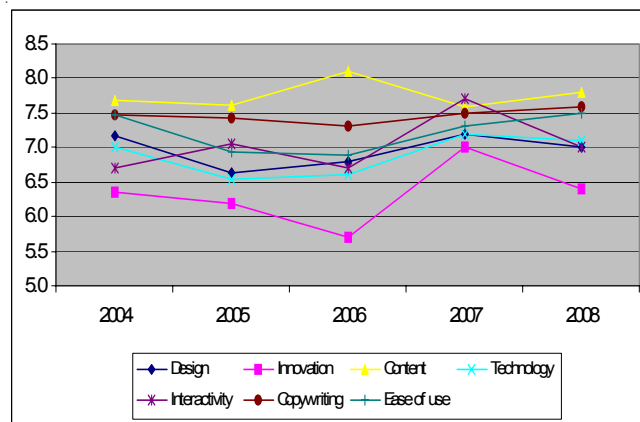


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.2	6.6	6.8	7.2	7.0
Innovation	6.4	6.2	5.7	7.0	6.4
Content	7.7	7.6	8.1	7.6	7.8
Technology	7.0	6.5	6.6	7.2	6.9
Interactivity	6.7	7.0	6.7	7.7	7.0
Copywriting	7.5	7.4	7.3	7.5	7.5
Ease of use	7.5	6.9	6.9	7.3	7.2

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

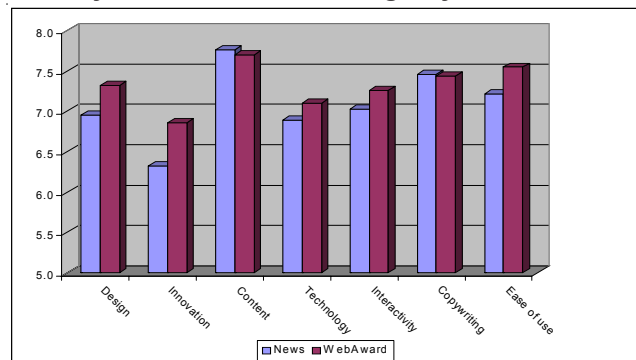


Analysis

News industry Web sites are generally in line with the overall ISAR index. News sites have fallen slightly below the index for the past three years. As an industry, it is no surprise that news sites are strongest in content and copywriting. They are also strong in ease of use. News sites underperformed the 5-year criteria benchmark averages in all areas except content and copywriting. They score weakest in innovation.

As you would expect, these sites are all about the content. More news sites are embracing multimedia to share its information with audiences.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	NBC News	iCue
2007	Slate Magazine	Slate Magazine
2006	Avenue A Razorfish	NYTimes.com
2005	BusinessWeek Online	BusinessWeek Online
2004	CNET News.com	CNET News.com
2003	ABCNEWS.com	ABCNEWS.com
2002	Dow Jones & Co.	The Wall Street Journal Online
2001	Online NewsHour	Online NewsHour Website
2000	ZDNet	Inter@ctive Week Online
1998	ABC Internet Group	ABCNEWS.com
1998	The Cincinnati Enquirer	Enquirer.Com
1997	NASD	The Nasdaq Newsroom

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