



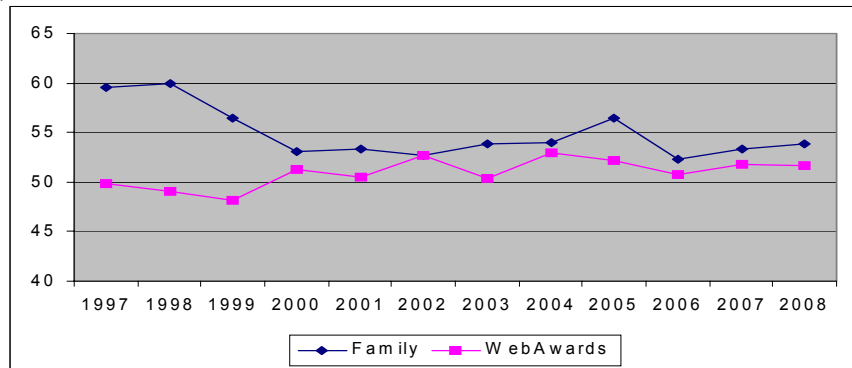
WebAward Internet Standards Assessment Report

2009 Family Industry Benchmark Results

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

Year	Family	WebAwards
1999	56.5	48.2
2000	53.1	51.3
2001	53.4	50.5
2002	52.7	52.7
2003	53.8	50.4
2004	54	52.9
2005	56.4	52.2
2006	52.3	50.1
2007	53.3	51.8
2008	53.9	51.6

Score out of a possible 70 points

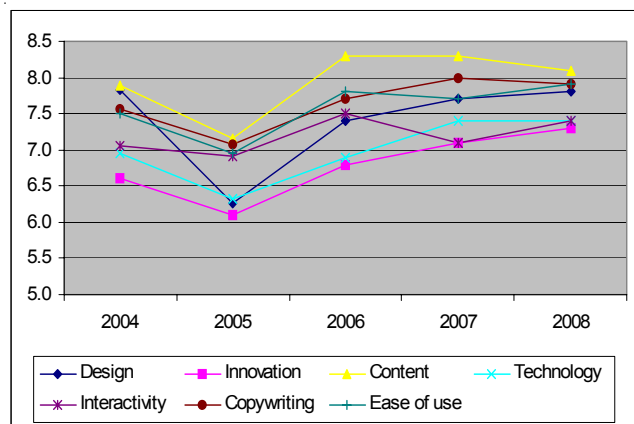


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.8	6.3	7.4	7.7	7.8
Innovation	6.6	6.1	6.8	7.1	7.3
Content	7.9	7.2	8.3	8.3	8.1
Technology	6.9	6.3	6.9	7.4	7.4
Interactivity	7.1	6.9	7.5	7.1	7.4
Copywriting	7.6	7.1	7.7	8.0	7.9
Ease of use	7.5	7.0	7.8	7.7	7.9

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

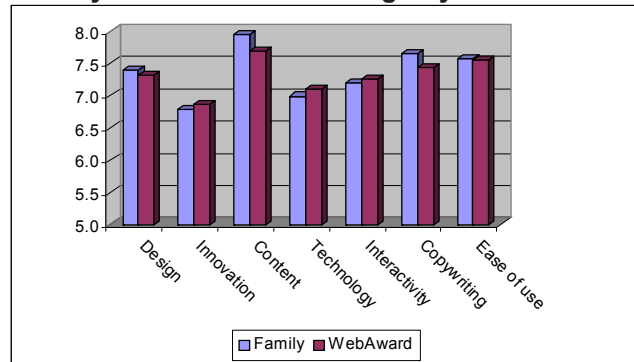


Analysis

Family oriented Web sites have consistently outperformed the ISAR index for the past twelve years. They are one of only a few industries that beat the index year after year. Family Web sites outperformed the 5-year criteria benchmark score in content and copywriting. Content and copywriting are this industry's strong suit while these sites could use improvement in innovation, technology and interactivity.

Family Web sites tend to have a clear understanding of their target audience and provide strong content to support their user's experience. Family sites that target youth are generally very good at using multimedia to enhance the user experience.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	Jetset Studios	Bee Movie Official Movie Website
2007	Ogilvy	SixFlags.com
2006	Family Cookbook Project	www.familycookbookproject.com
2005	Family Cookbook Project	www.familycookbookproject.com
2004	Zipatoni	Bring Elsie Home
2003	BabyCenter.com	BabyCenter
2002	Ripple Effects Interactive	Experience PA Web Site
2001	Disney Online	Family.com
2000	Yfactor Inc.	Family Channel Web Site
1999	Kevin Sebesky, Inc.	Official Berenstain Bears Website
1998	Kevin Sebesky, Inc.	Official Berenstain Bears Website
1997	Kevin Sebesky, Inc.	Official Berenstain Bears Website

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