



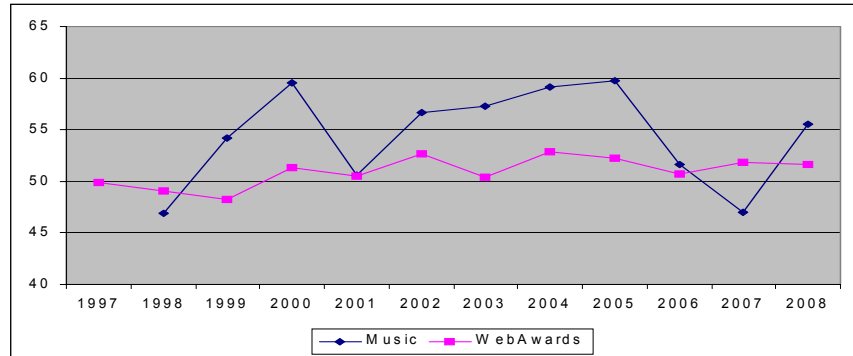
WebAward Internet Standards Assessment Report

2009 Music Industry Benchmark Results

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

Year	Music	WebAwards
1999	54.2	48.2
2000	59.5	51.3
2001	50.6	50.5
2002	56.7	52.7
2003	57.3	50.4
2004	59.1	52.9
2005	59.8	52.2
2006	51.6	50.7
2007	47	51.8
2008	55	51.6

Score out of a possible 70 points

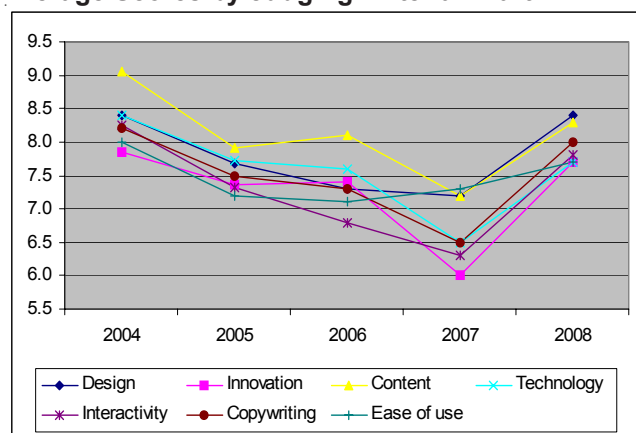


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	8.4	7.7	7.3	7.2	8.4
Innovation	7.9	7.4	7.4	6.0	7.7
Content	9.1	7.9	8.1	7.2	8.3
Technology	8.4	7.7	7.6	6.5	7.7
Interactivity	8.3	7.3	6.8	6.3	7.8
Copywriting	8.2	7.5	7.3	6.5	8.0
Ease of use	8.0	7.2	7.1	7.3	7.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

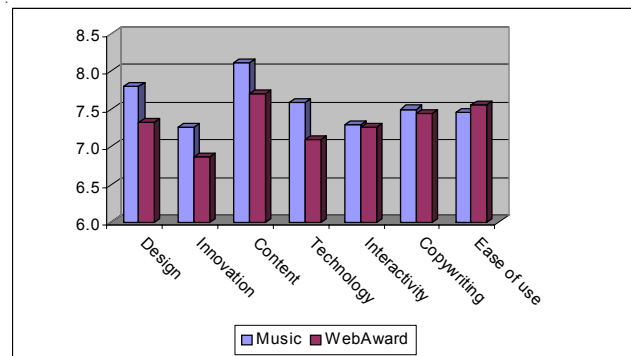


Analysis

Music Web sites have significantly outperformed the overall ISAR index since 1999 with the exception of a dramatic 2007 underperformance in the ISAR index. Despite the 2007 drop in scores, music sites still exceeded the 5-year criteria benchmark averages in all areas except ease of use. They scored the fifth highest in the design category across all industries.

The best music websites have taken advantage of streaming technologies to provide a dynamic user experience that does not require the downloading of plug-ins or launching of external applications.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	TribalDDB	SEDUCTION BY LIGHT
2007	BubbleUp Ltd.	Jimmy Buffett's Margaritaville.com
2006	Tellus	Metzler Violin
2005	Red Bull & Zugara	Red Bull Music Labs
2004	Mach18	Sting: Public & Pay Member Site
2003	Live365 Inc.	Live365
2002	415 Inc.	San Francisco Symphony Kids' Site
2000	415 Inc.	American Mavericks Festival-San Francisco Symphony
1999	AppNet	Harmony House
1998	Zentropy	Polygram US

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