



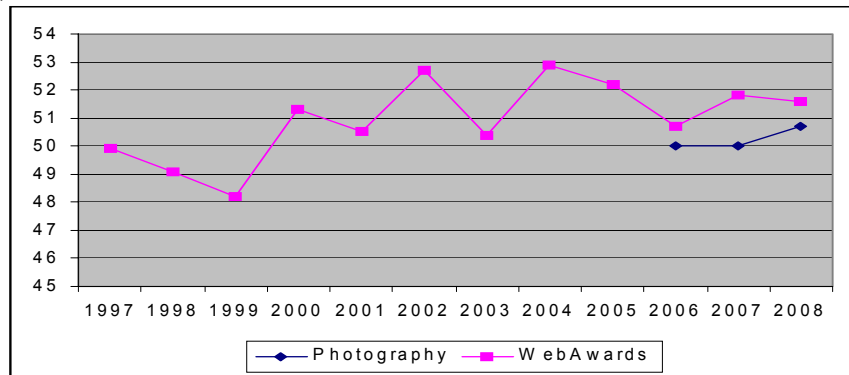
WebAward Internet Standards Assessment Report

2009 Photography Benchmark Results

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

	<u>Photo</u>	<u>WebAwards</u>
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005		52.2
2006	50	50.7
2007	50	51.8
2008	50.7	51.6

Score out of a possible 70 points

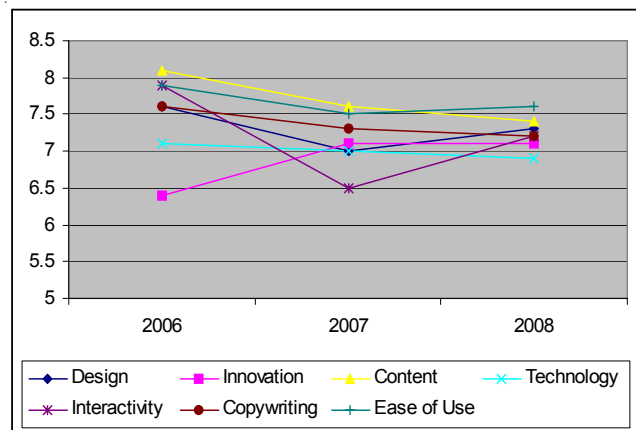


Average Scores by Judging Criteria

	2006	2007	2008
Design	7.6	7	7.3
Innovation	6.4	7.1	7.1
Content	8.1	7.6	7.4
Technology	7.1	7	6.9
Interactivity	7.9	6.5	7.2
Copywriting	7.6	7.3	7.2
Ease of Use	7.9	7.5	7.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

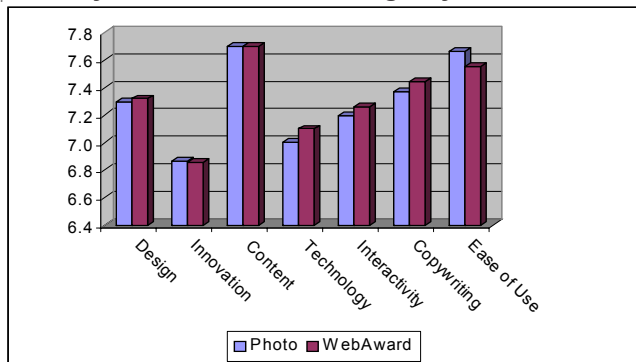


Analysis

Photography was added to the WebAwards in 2006 and is making it's first appearance in the ISAR Report. So far photography Websites have not yet met the WebAward Index standard. Photo Websites are strongest in content and ease of use.

The images found on photography Websites can be one of the most compelling content areas on the Internet today. Effective photo Websites weave these images into a compelling story to engage the user.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Website</u>
2008	MWW Group	Picnik
2007	Mass Transmit	Planet Billard
2006	Slate Magazine	Slate Magazine 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