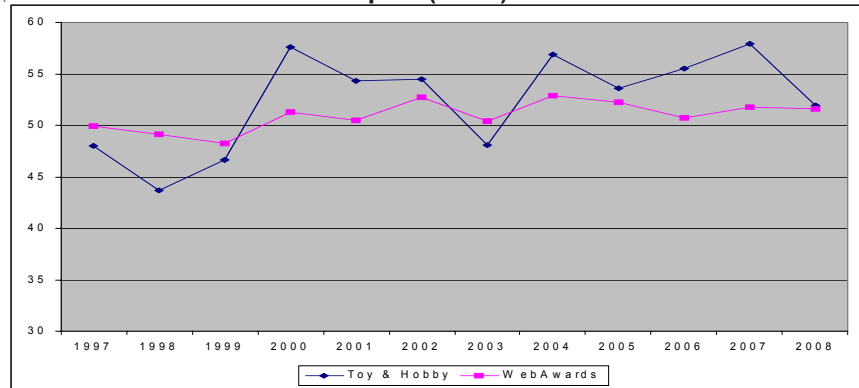# WebAward Internet Standards Assessment Report
2009 Toy & Hobby Industry Benchmark Results

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

Year	Hobby	WebAwards
1999	46.6	48.2
2000	57.6	51.3
2001	54.3	50.5
2002	54.5	52.7
2003	48.1	50.4
2004	56.88	52.9
2005	53.6	52.2
2006	55.5	50.7
2007	57.9	51.8
2008	51.9	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.6	7.4	8.3	8.9	7.3
Innovation	7.0	6.3	7.8	8.5	7.4
Content	7.4	7.4	8.3	8.8	7.5
Technology	7.4	6.5	7.9	8.3	7.0
Interactivity	6.4	6.9	7.8	7.4	7.9
Copywriting	7.7	7.2	8.2	8.4	7.1
Ease of use	7.7	7.1	7.3	7.7	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
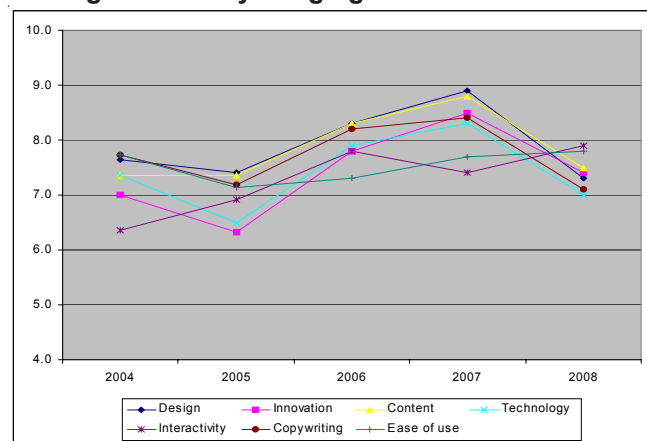
Analysis

Toy and hobby Web sites outperformed the ISAR index in eight out of the twelve years competing. Although they only marginally outperformed the index in 2008, they exceeded the index for the past five consecutive years. These recent high scores enabled the toy and hobby industry to score above the 5-year criteria average in all areas. Historically, toy and hobby sites have been strong in design, content, and copywriting.

Toy & Hobby Web sites make it easy for toy buyers and hobbyists to search for the latest and greatest gadget or game. These sites are also an important source for news and information relating to loyal hobbyists' interests.

Industry vs ISAR 5-Year Average By Criteria
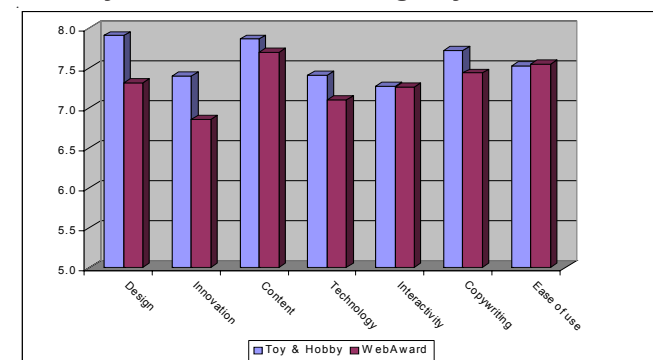
Best of Industry Winners

Year	Winner	Web site
2008	Studiocom	Activision
2007	Mattel	BarbieGirls.com
2006	Tellus	MJ Trim
2005	Endeca	A Toy Store of Toy Stores
2004	ChevronTexaco Products	Chevron Cars
2003	eleven inc.	Kodak LS420 Sitelet
2001	TEMPLAR STUDIOS, LLC	LEGO BIONICLE (Story Site)
2000	Aristotle	Brass Eagle
1999	BroadVision	Pets.com
1998	iXL, Inc.	Barbie.com for girls
1997	Carmichael Lynch Spong with Department 56	Hot Link to Holiday Villages

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