



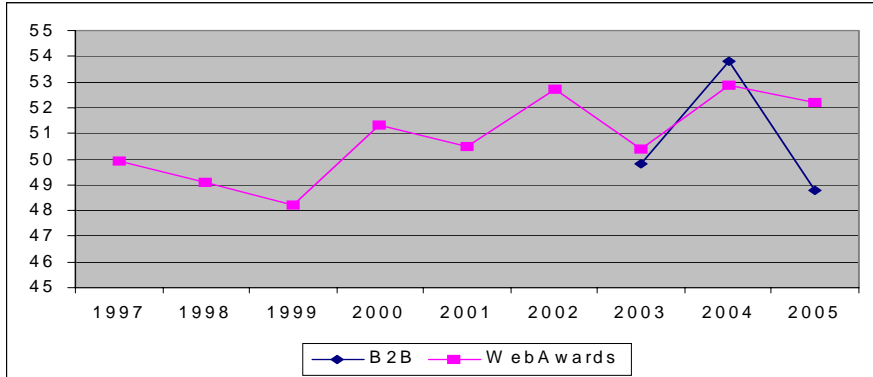
WebAward Internet Standards Assessment Report

B2B Industry Benchmark Results

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

Year	B2B	WebAwards
1997		49.9
1998		49.1
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003	49.8	50.4
2004	53.8	52.9
2005	48.8	52.2

Score out of a possible 70 points

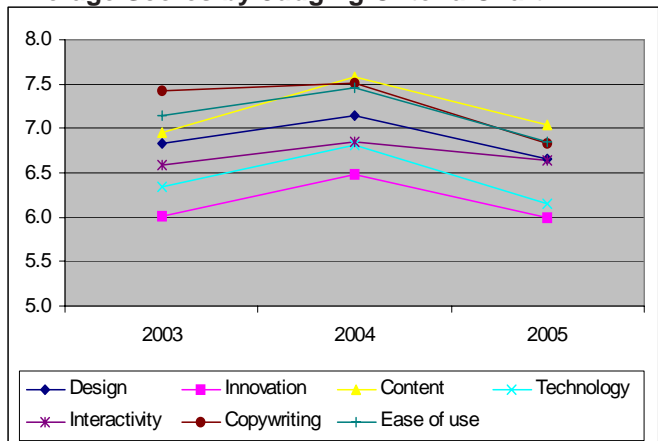


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	6.8	7.2	6.7	6.9
Innovation	6.0	6.5	6.0	6.2
Content	6.9	7.6	7.0	7.2
Technology	6.4	6.8	6.2	6.4
Interactivity	6.6	6.8	6.6	6.7
Copywriting	7.4	7.5	6.8	7.3
Ease of use	7.1	7.5	6.8	7.2

Score out of a possible 10 points

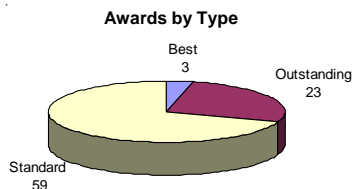
Average Scores by Judging Criteria Chart



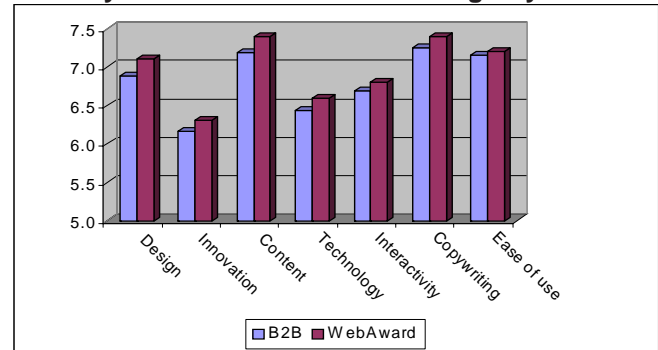
Commentary

B2B, or business to business, Web sites only joined the WebAwards in 2003. While individual sites might excel, the industry as a whole has lagged the overall ISAR Index with each of the criteria averages falling below their overall benchmarks.

B2B Web sites generally do better in content and copywriting while their lowest scores are for innovation and use of technology.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	WORX Multimedia GmbH	Signity - Inspiration, Innovation, Information
2004	Universal Studios CPG	Universal Studios Consumer Products Group
2003	Veer	Veer web site

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through it's 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