



Webby Awards Fact Sheet

All media love facts, numbers and statistics. Here are some media-friendly facts and statistics about The Webby Awards to help strengthen your pitch for your story:

- KEY DATES:**
- **April 8, 2008:** People's Voice Awards voting begins
 - **May 1, 2008:** People's Voice Awards voting ends
 - **May 6, 2008:** Webby Award and People's Voice Award Winners announced
 - **June 9, 2008:** The Webby Film and Video Awards
 - **June 10, 2008:** The 12th Annual Webby Awards

KEY FACTS: The Webby Awards is the Internet's most respected symbol of success. The 12th Annual Webby Awards received nearly 10,000 entries from all 50 states and over 60 countries worldwide. Webby Awards are awarded in over 100 categories including websites, interactive advertising, online film & video and the mobile web.

JUDGES: Winners are chosen by a global organization David Bowie, Harvey Weinstein, Matt Groening, Jamie Oliver, Internet co-inventor Vinton Cerf, RealNetworks CEO Rob Glaser, AKQA Global Creative Director Rei Inamoto, and R/GA CEO Bob Greenberg.

JUDGING CRITERIA: Winners are selected for recognition based on excellence in the following criteria:

Websites & Mobile: content, structure and navigation, visual design, functionality, interactivity and overall experience

Interactive Advertising: creativity, integration, overall experience

Film & Video: concept & writing, quality of craft, integration, overall experience.

PAST WINNERS: Recognition by the Webby Award puts you in the esteemed group of industry leaders such as Amazon.com, eBay, Yahoo!, iTunes, Google, FedEx, BBC News, CNN, MSNBC, *The New York Times*, NPR, Salon Magazine, Evite, Meetup, Wikipedia, Flickr, ESPN, Comedy Central, PBS, and *The Onion*.