

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:

Download the Webby Awards fact sheet pdf.

Key Dates:

15th Annual Webby Nominees will be announced on April 12, 2011, which is when the People's Voice Awards voting begins. Voting is ongoing until Webby Award and People's Voice Award Winners are announced on May 3, 2011. Winners will attend The 15th Annual Webby Awards live from Hammerstein Ballroom in New York City June 13, 2011.

Key Facts:

Webby Awards are handed out for categories in Websites, Interactive Advertising & Media, Online Film & Video and Mobile & Apps. The 15th Annual Webby Awards received a record nearly 10,000 entries from all 50 US states and over 60 countries worldwide, the most in its history.

Judges:

Winners are chosen by the International Academy of Digital Arts & Sciences, a global organization whose members included director Darren Aronofsky, Martha Stewart, Huffington Post Media Group President Arianna Huffington, Twitter Co-Founder Biz Stone, musician David Bowie, Internet co-creator Vint Cerf, Virgin Group Chairman Richard Branson, and R/GA Chairman and CEO Bob Greenberg. The online public chooses the Webby People's Voice winners by voting on their favorite nominees.

Judging Criteria:

Sites and apps are selected for recognition based on excellence in the following criteria (but not limited to): content, structure and navigation, visual design, functionality, interactivity and overall experience.

Past Winners:

Recognition by The Webby Awards 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, Mashable, Facebook, Twitter, The New Yorker, Wikipedia, Flickr, ESPN, Comedy Central, PBS, The Onion News Network, The Office webisodes, TED.com, and NASA.

Live Online Broadcast:

The Webby Awards will be broadcast live to a global audience through a new partnership with MLB Advanced Media (MLBAM), the interactive division of Major League Baseball. In addition to social media and multiple stream integrations, viewers will have the ability to share in-progress highlights, interact on multiple screens using custom developed mobile phone and tablet apps, and experience a tricked-out video stream that provides not just a front row seat to the ceremony, but also the ability to participate and shape the event as it unfolds.

IADAS:

The International Academy of Digital Arts and Sciences was founded in 1996 to help drive the creative, technical, and professional progress of the Internet and evolving forms of interactive media.