

## **Webby Facts**

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:** 11<sup>th</sup> Annual Webby Nominees were announced on April 9, 2007, which is when the People's Voice Awards voting began. Voting ended on April 27, 2007. Webby Award and People's Voice Award Winners were announced on May 1, 2007. Winners attended The 11th Annual Webby Awards Celebration June 3-5, 2007 in New York City.

**Key Facts:** Webby Awards are handed out over 100 categories including Websites, Interactive Advertising, Online Film & Video and Mobile. The 11th Annual Webby Awards received over 8,000 entries from all 50 states and over 60 countries worldwide, the most in its history.

**Judges:** Winners are chosen by a global organization (IADAS) with a membership that includes musician David Bowie, Internet inventor Vinton Cerf, Naked Chef Jamie Oliver, The Weinstein Company's Harvey Weinstein, AKQA Global Creative Director Rei Inamoto, and "Simpsons" creator Matt Groening and Real Networks CEO Rob Glaser.

**Judging Criteria:** Sites 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 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, Salon Magazine, Evite, MySpace, Wikipedia, ESPN, Comedy Central, PBS, and The Onion.

**IADAS:** The International Academy of Digital Arts and Sciences was founded in 1998 to help drive the creative, technical, and professional progress of the Internet and evolving forms of interactive media.

### **KEY DATES:**

- **September 18, 2007:** 12<sup>th</sup> Annual Call for Entries Begins

- **November 2, 2007:** Early Entry Deadline (discounted entry fee)
- **December 14, 2007:** Regular Entry Deadline
- **January 25, 2008:** Extended Entry Deadline
- **March 2008:** Webby Awards Judging (ongoing)
- **April 8, 2008:** Webby Nominees Announced
- **April 29, 2008:** Webby Winners Announced
- **June 1, 2008:** Webby Sunset Cocktails, NYC
- **June 2, 2008:** Second Annual Webby Online Film & Video Awards, NYC
- **June 3, 2008:** 12<sup>th</sup> Annual Webby Awards Gala, NYC