



# **World Wrestling Entertainment, Inc.**

## **Key Performance Indicators**

**Calendar Years: 2007 - 2009**

**(Data shown is through September 30, 2009)**

**November 5, 2009**



# Basis of Presentation

Operating metrics as shown in the following schedules are presented on a calendar basis, with the full year reflecting the twelve month periods ending December 31<sup>st</sup> of 2007 and 2008.

## Forward Looking Statements:

This presentation contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include the conditions of the markets for live events, broadcast television, cable television, pay-per-view, feature films, Internet, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; adverse conditions in the global economy and disruption of financial markets as well as other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated. In addition to these risks and uncertainties, our dividend is based on a number of factors, including our liquidity and historical and projected cash flow, strategic plan, our financial results and condition, contractual and legal restrictions on the payment of dividends and such other factors as our board of directors may consider relevant.

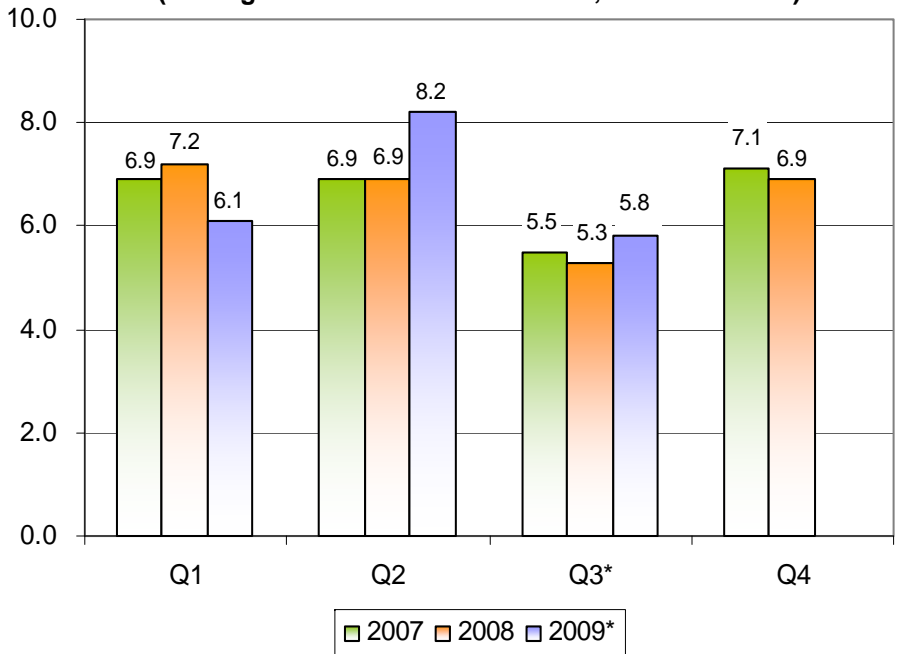


# Live Event Attendance

(Average Quarterly Paid Attendance)

## North America

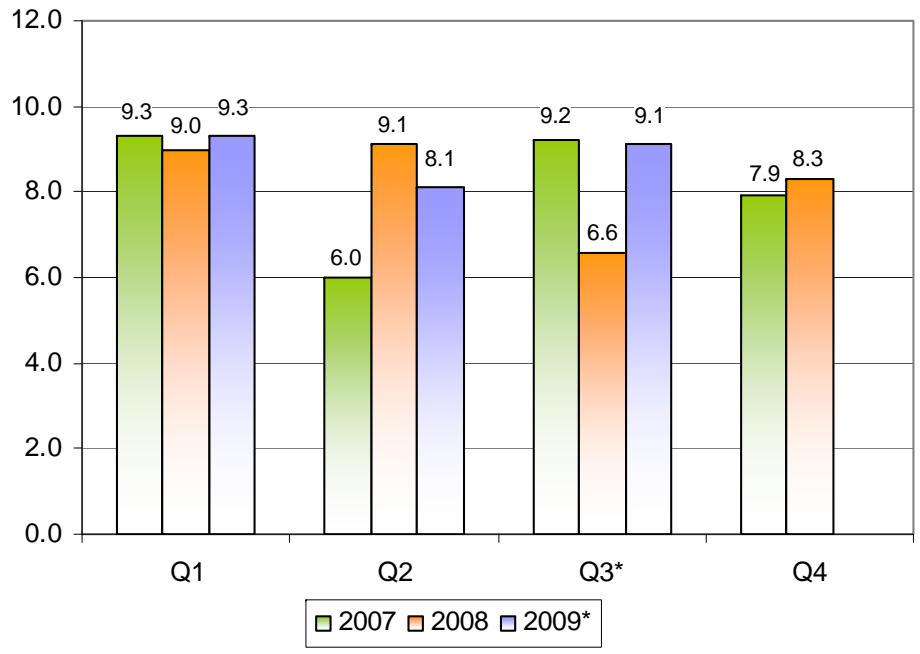
(Average attendance in thousands; Excludes ECW)



Number of Events				
	Q1	Q2	Q3*	Q4
2007	63	58	63	49
2008	66	52	77	47
2009*	83	51	77	

## International

(Average attendance in thousands)



Number of Events				
	Q1	Q2	Q3*	Q4
2007	8	26	15	26
2008	8	31	12	26
2009*	4	27	17	

\* 2009 attendance and number of events are through September 30, 2009.

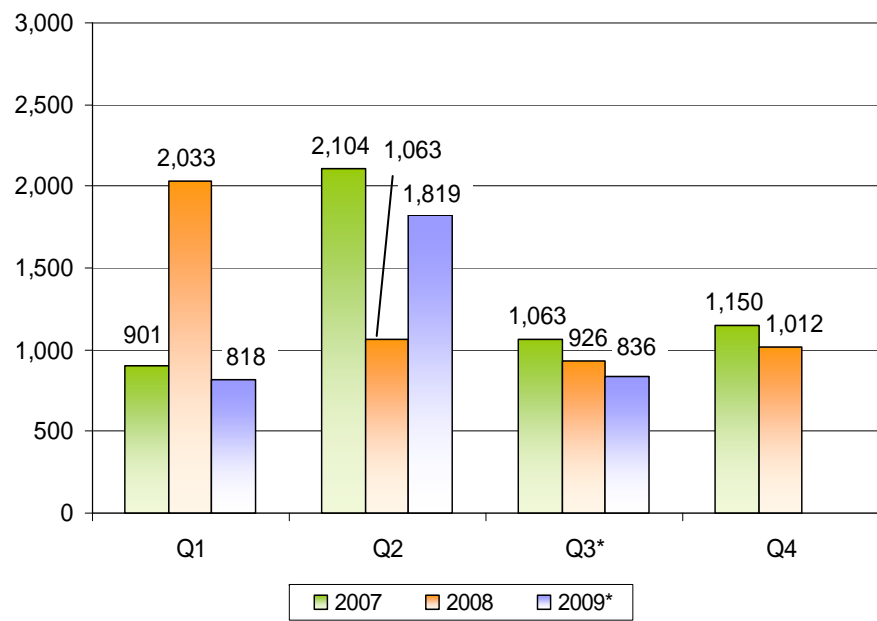
Note: *WrestleMania* occurred in the second quarter of 2009 and in the first quarter of 2008. Excluding *WrestleMania*, Q2 2009 North American attendance reached 7,200 fans per event and Q1 2008 Average North American attendance reached 6,300 fans per event.



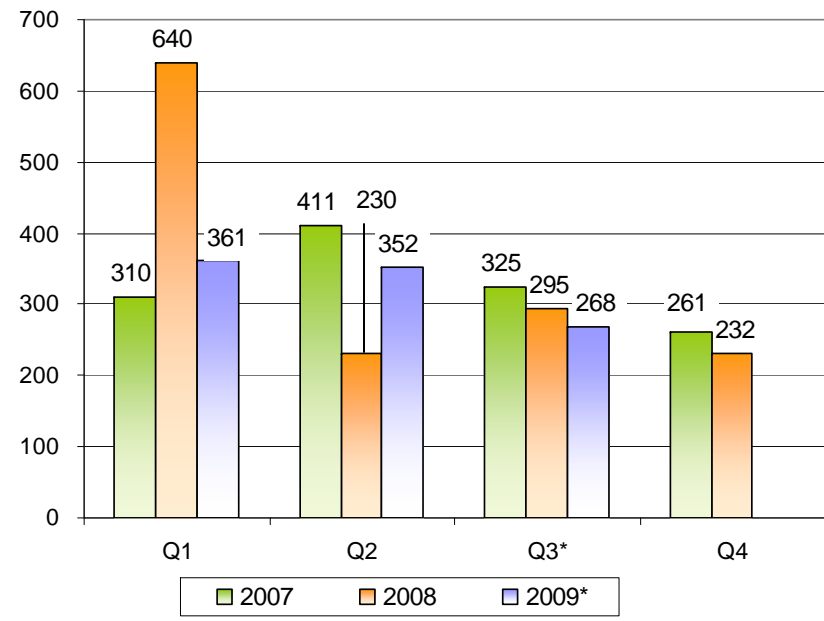
# Pay-Per-View Buys

(Buys in 000s)

**TOTAL BUYS**  
(includes prior period)



**AVERAGE CURRENT PERIOD BUYS†**  
(per event)



Number of Events				
	Q1	Q2	Q3*	Q4
<b>2007</b>	3	5	3	4
<b>2008</b>	3	4	3	4
<b>2009*</b>	2	5	3	

† Reflects the average current quarter buys of monthly Pay-Per-View events.

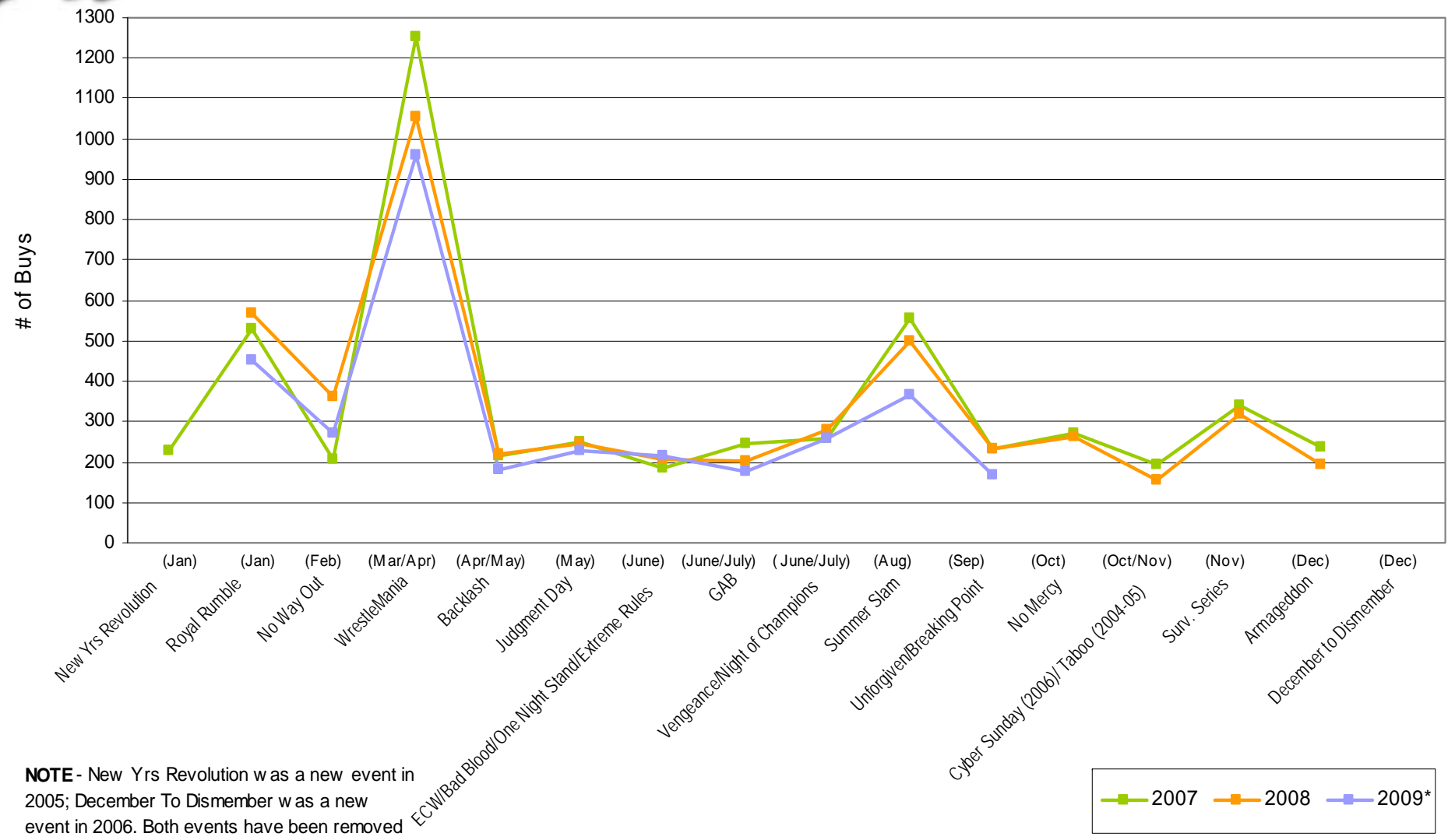
\*2009 buys and number of events are through September 30, 2009; the buys shown are based on preliminary estimates.

Note: *WrestleMania* occurred in the second quarter of 2009 and in the first quarter of 2008. Excluding *WrestleMania*, Q2 2009 had an average of 200 buys and Q1 2008 had an average of 431 buys.



# Pay-Per-View Buys

(Buys in 000s)



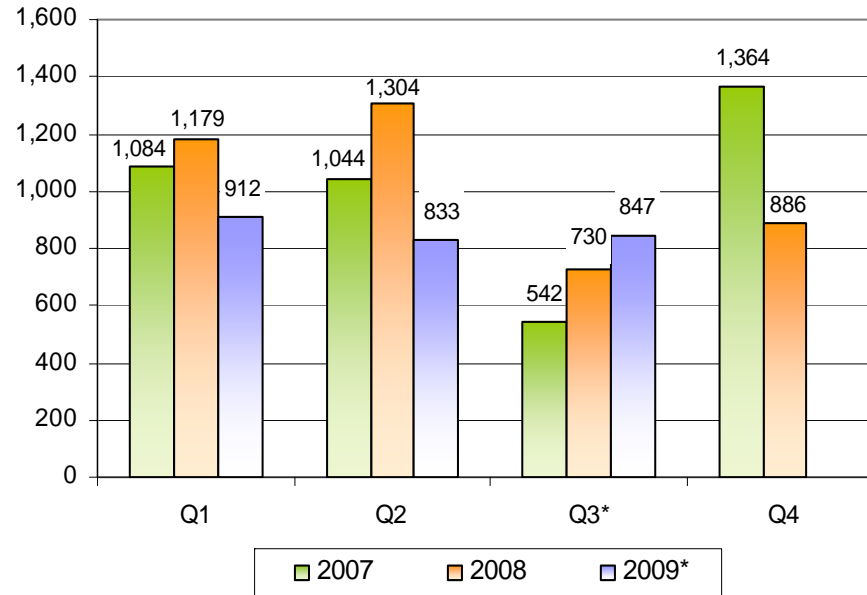
**NOTE** - New Yrs Revolution was a new event in 2005; December To Dismember was a new event in 2006. Both events have been removed from the 2009 schedule.

- Reflects current year buys of monthly Pay-Per-View events. Excludes buys recorded on a cash basis in subsequent years.
- \* 2009 current year buys are through September 30, 2009 and are based on preliminary estimates.



# Home Video

**Gross DVD Units Shipped (in 000s)**



<b>Effective DVD Price (Gross revenue per unit shipped)</b>				
	Q1	Q2	Q3*	Q4
<b>2007</b>	\$15	\$16	\$13	\$16
<b>2008</b>	\$15	\$15	\$16	\$17
<b>2009</b>	\$15	\$15	\$13	

<b>Significant 2009 Releases</b>		
Release Date	TITLE	Gross units shipped in Qtr.
(5/19) Q2	<i>WrestleMania 25</i>	203K (225K YTD)
(8/25) Q3	<i>Rise and Fall of WCW</i>	130K
(4/14) Q2	<i>Greatest Wrestling Stars of the 90's</i>	104K (114K YTD)
(2/10) Q1	<i>The Best of Saturday Night's Main Event</i>	104K (130K YTD)

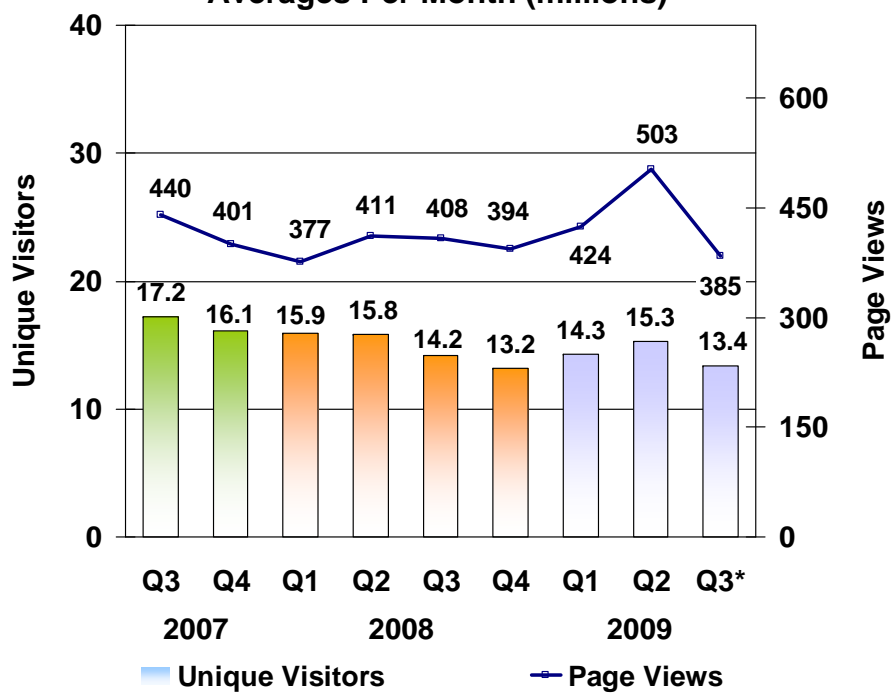
\* 2009 DVD units and pricing are through September 30, 2009.



# Digital Media

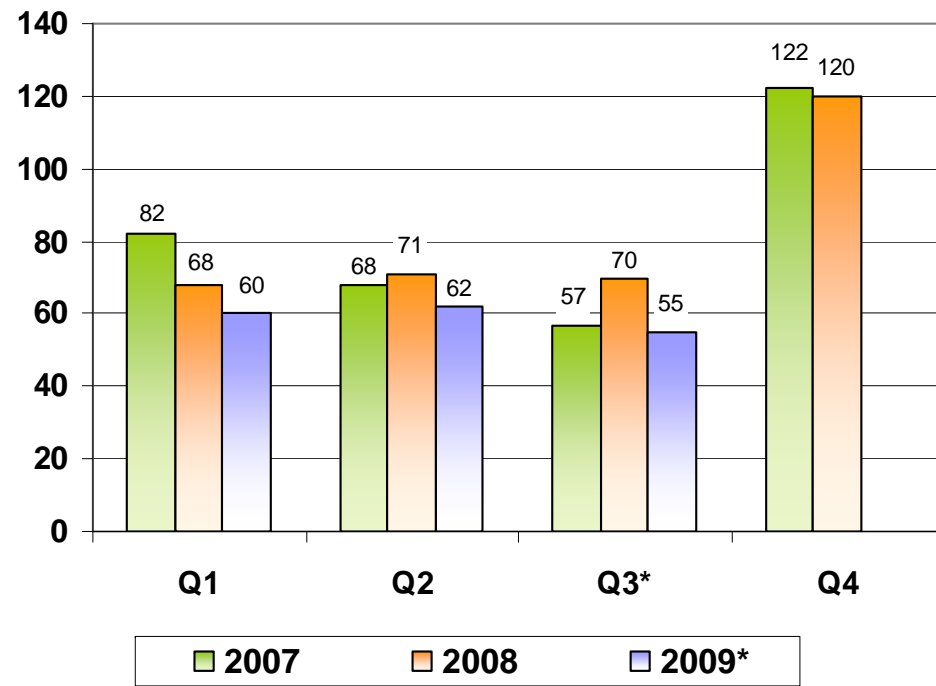
## Internet Traffic & Usage

Averages Per Month (millions)



## Online Merchandise Sales

WWEShop.com Orders (000s)



### Average Time Spent Per Monthly Unique Visitors

(in minutes)

	Q1	Q2	Q3*	Q4
2007	29	26	25	25
2008	25	23	23	22
2009*	23	22	20	

Source: Omniture

\* 2009 traffic and usage data, as well as online merchandise sales, are through September 30, 2009.