

The WWE logo, featuring a stylized 'W' and 'E' in white with red outlines, is positioned in the top left corner. The background is a red gradient with faint, repeating text like 'Wrestling' and 'WWE' in a lighter red color. A horizontal grey bar runs across the top of the page.

# **World Wrestling Entertainment, Inc.**

## **Key Business Drivers**

**Calendar Years: 2004 - 2006**

**February 13, 2007**



# 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 2004, 2005, and 2006.

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## 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; and 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.

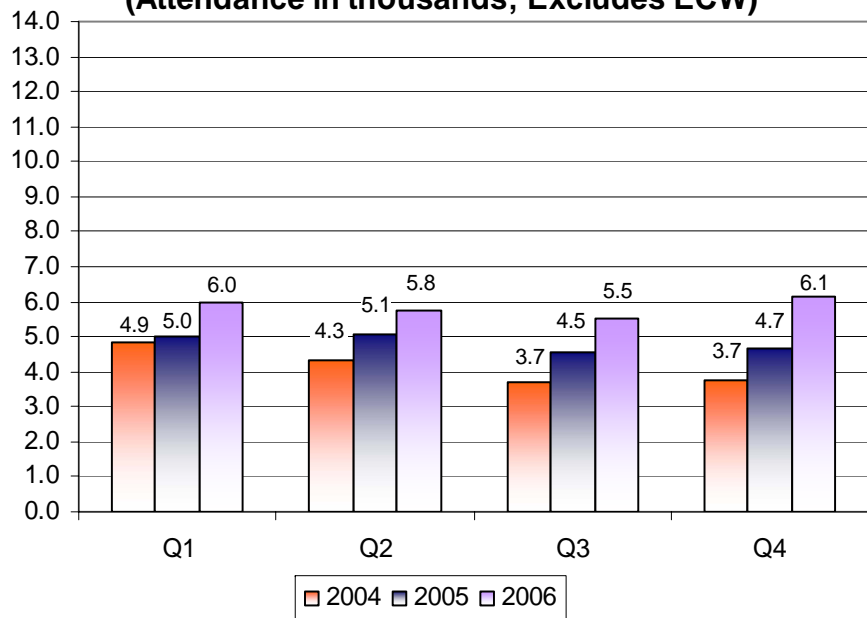


# Live Event Attendance

(Average Quarterly Paid Attendance)

## North America

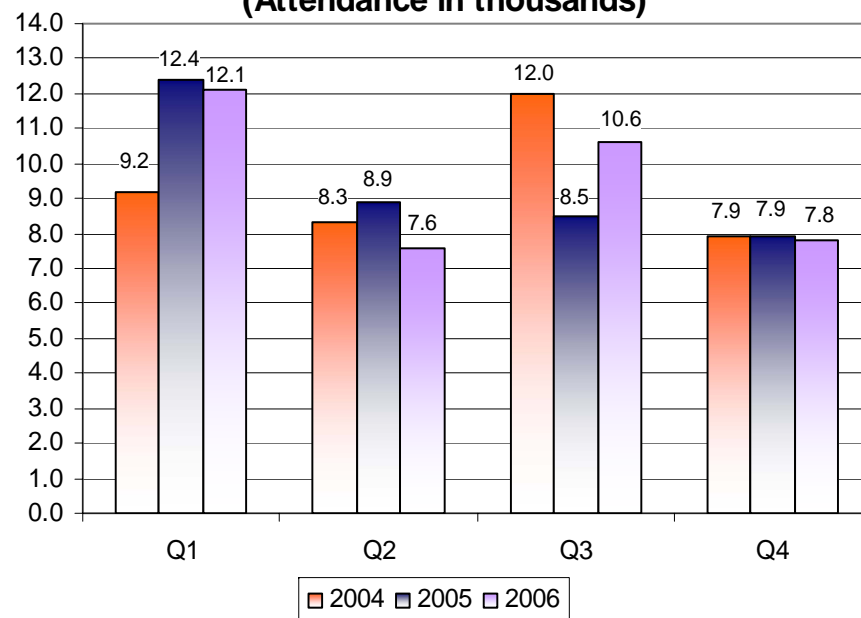
(Attendance in thousands; Excludes ECW)



Number of Events				
	Q1	Q2	Q3	Q4
2004	65	81	78	69
2005	77	52	72	58
2006	61	67	67	52

## International

(Attendance in thousands)



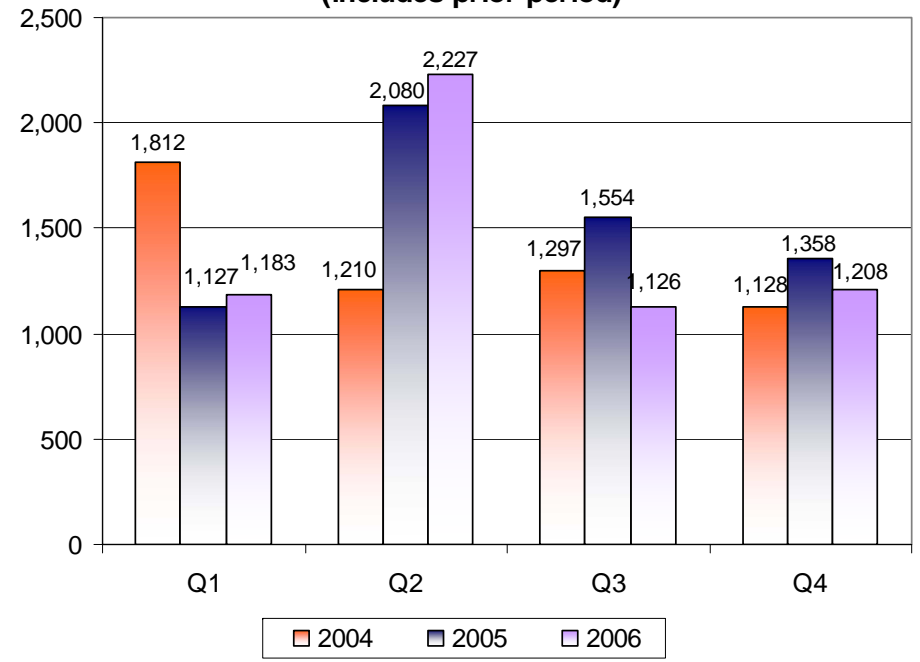
Number of Events				
	Q1	Q2	Q3	Q4
2004	7	11	5	11
2005	3	24	3	18
2006	11	17	8	25



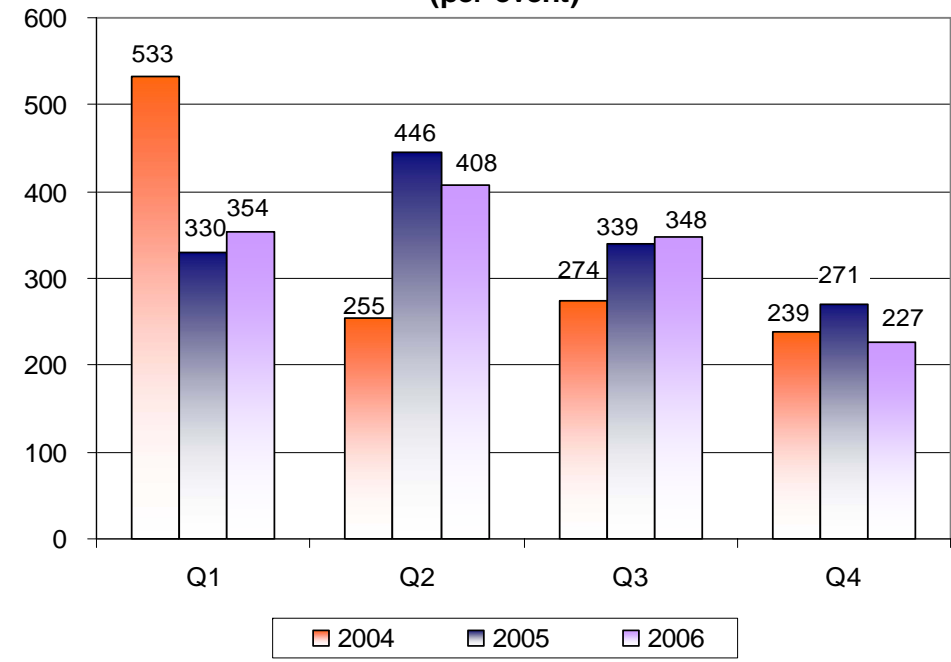
# Pay-Per-View Buys

(Buys in 000's)

**TOTAL BUYS**  
(includes prior period)



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



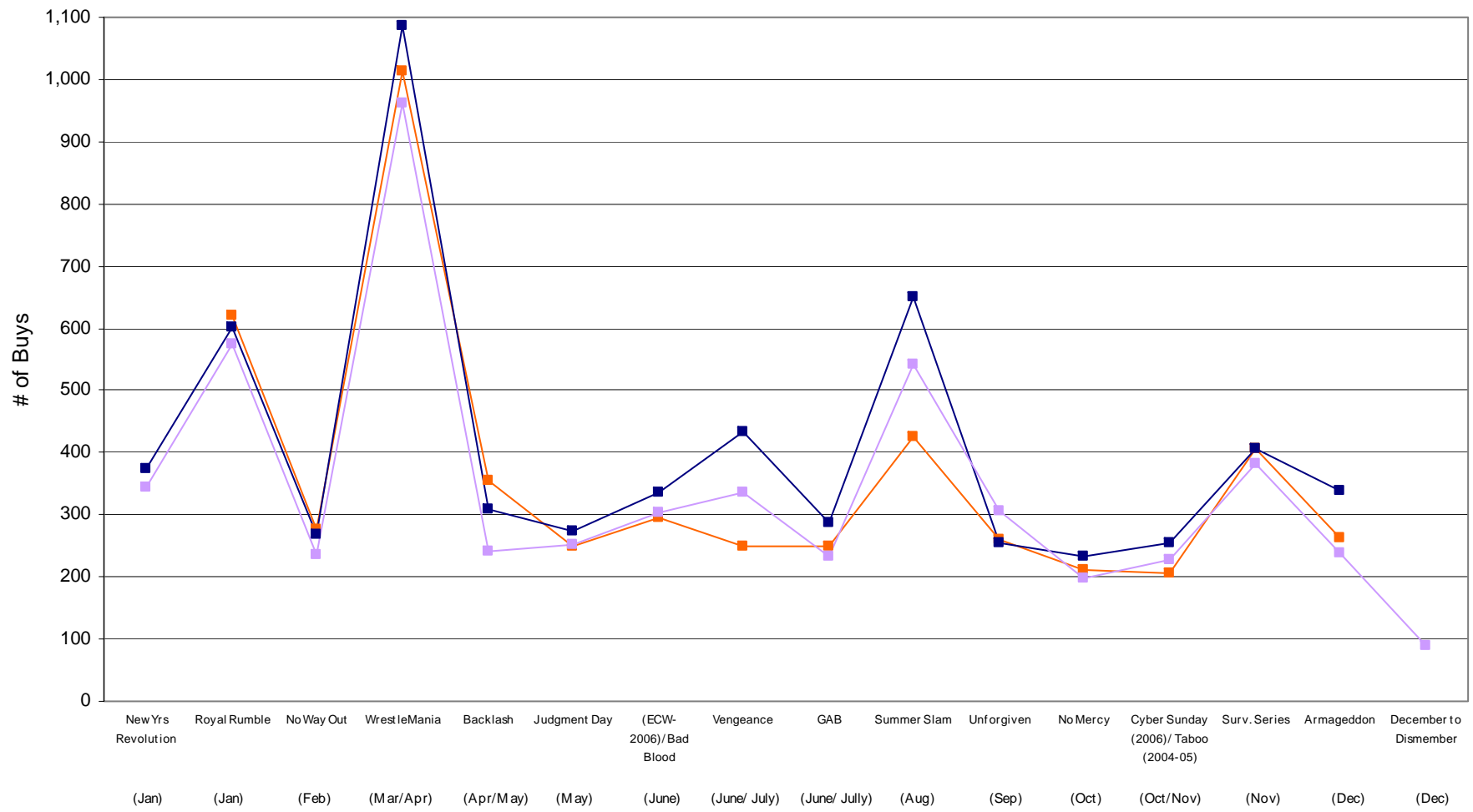
Number of Events				
	Q1	Q2	Q3	Q4
<b>2004</b>	3	3	4	4
<b>2005</b>	3	4	4	4
<b>2006</b>	3	5	3	5

\* Reflects current quarter buys of monthly PPV events

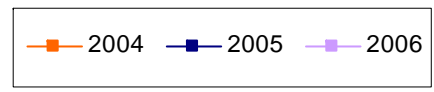


# Pay Per View Buys

(Buys in 000's)



**NOTE** - New Yrs Revolution was a new event in 2005; December To Dismember was a new event in 2006

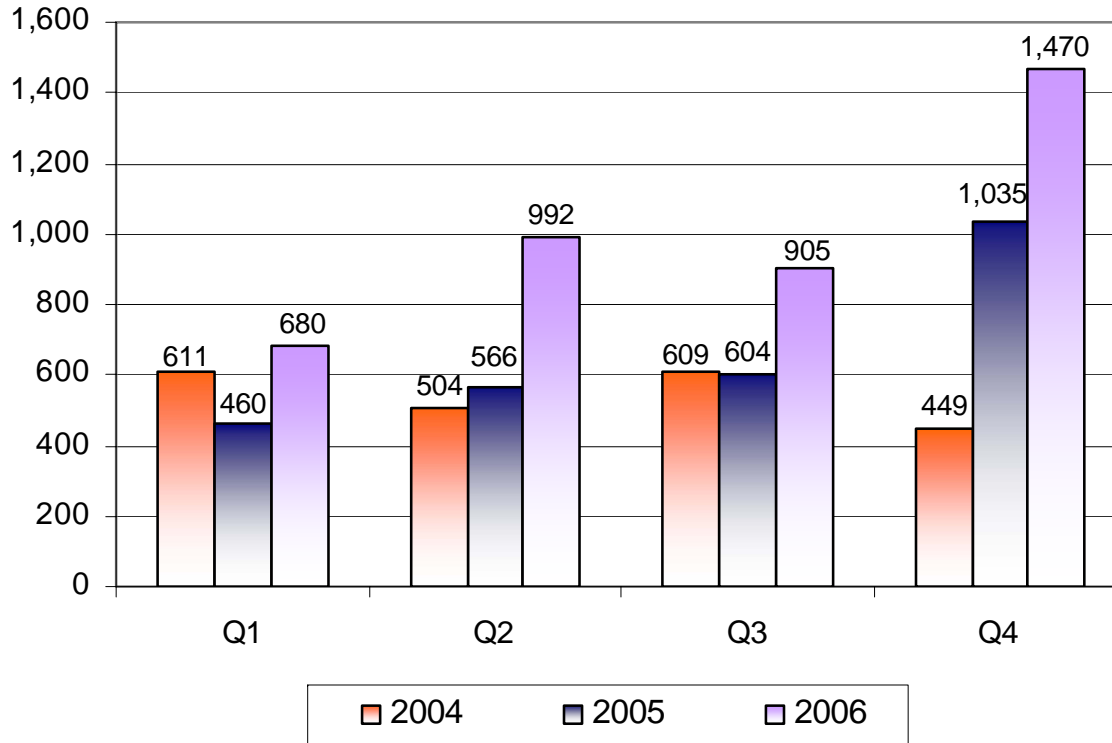


\* Reflects current year buys of monthly Pay Per View events. Excludes buys recorded on a cash basis in subsequent years.



# Home Video

Gross DVD Units Shipped (in 000's)



Effective DVD Price (Gross revenue per unit shipped)				
	Q1	Q2	Q3	Q4
2004	\$11	\$14	\$11	\$13
2005	\$11	\$15	\$14	\$17
2006	\$16	\$15	\$14	\$13

Significant 2006 Releases		
Release Date	TITLE	Gross units shipped in Qtr.
5/23 (Q2)	<i>WrestleMania 22</i>	314K (426K YTD)
8/22 (Q3)	<i>McMahon</i>	136K (158K YTD)
10/17 (Q4)	<i>Hulk Hogan: The Ultimate Anthology</i>	194K (234K YTD)

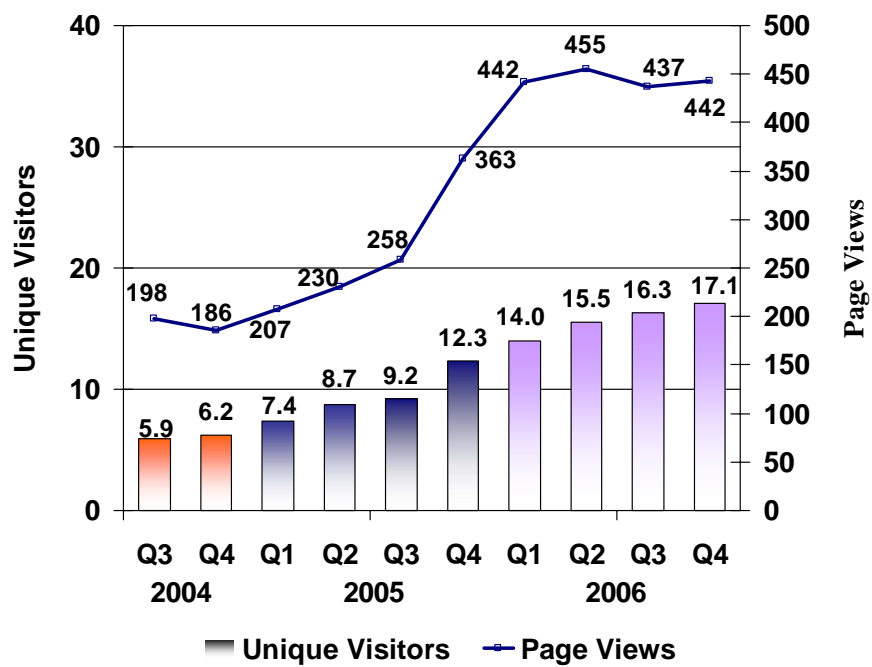
Recent/Upcoming Key DVD Releases	
TITLE	Release Date
<i>Wrestlemania III: Championship Collection</i>	03/06/07



# Digital Media

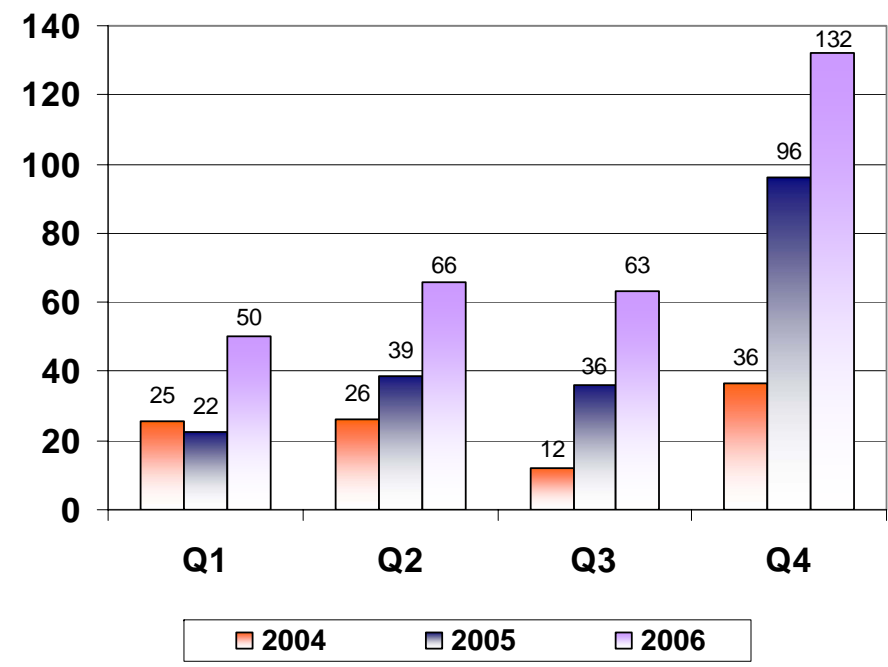
## Internet Traffic & Usage

Averages Per Month (millions)



## Online Merchandise Sales

WWEShop.com Orders (000's)



Average Time Spent Per Monthly Unique Visitors (in minutes)				
	Q1	Q2	Q3	Q4
2004	N/A	N/A	N/A	20
2005	22	24	29	31
2006	33	32	31	29

Source: Omniture