



# **World Wrestling Entertainment, Inc.**

## **Key Business Drivers**

**October 13, 2006**



# 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, 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.**

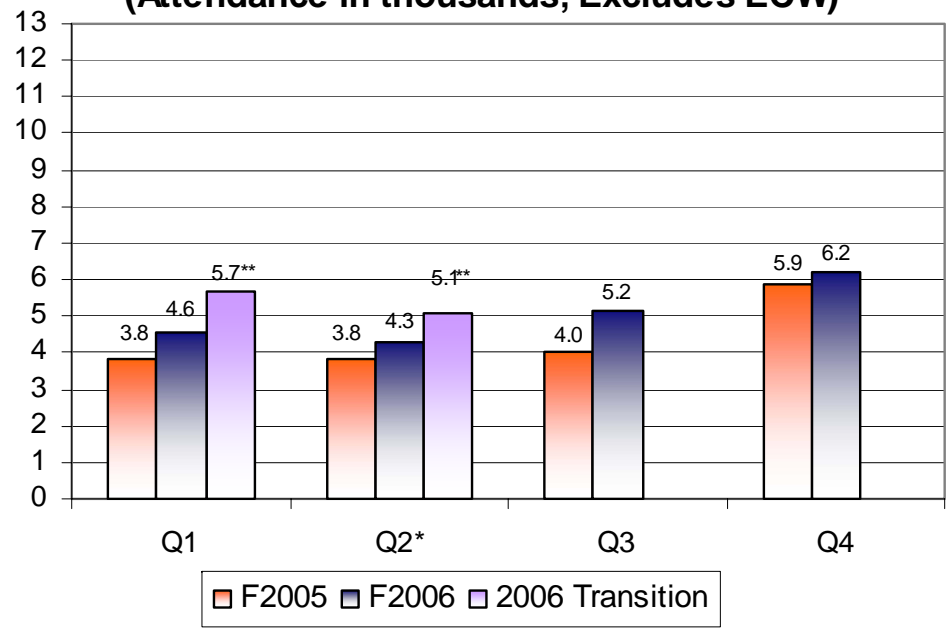


# Live Event Attendance

(Average Quarterly Paid Attendance)

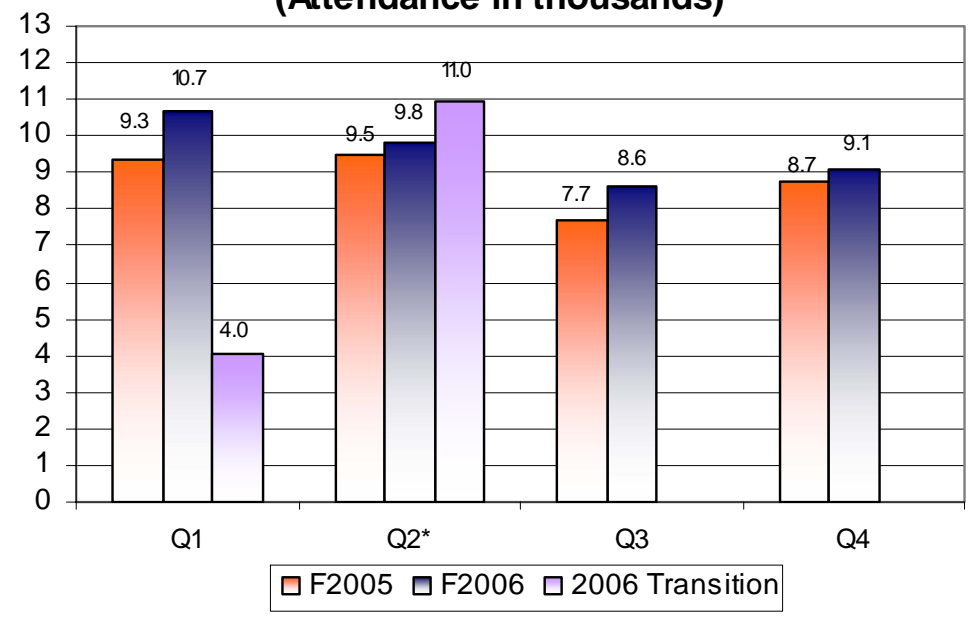
## North America

(Attendance in thousands; Excludes ECW)



## International

(Attendance in thousands)



Number of Events				
	Q1	Q2	Q3	Q4
<b>F2005</b>	79	68	76	53
<b>F2006</b>	63	76	53	56
<b>2006 Transition</b>	77	45*	-	-

Number of Events				
	Q1	Q2	Q3	Q4
<b>F2005</b>	10	15	1	23
<b>F2006</b>	7	2	19	24
<b>2006 Transition</b>	2	3*	-	-

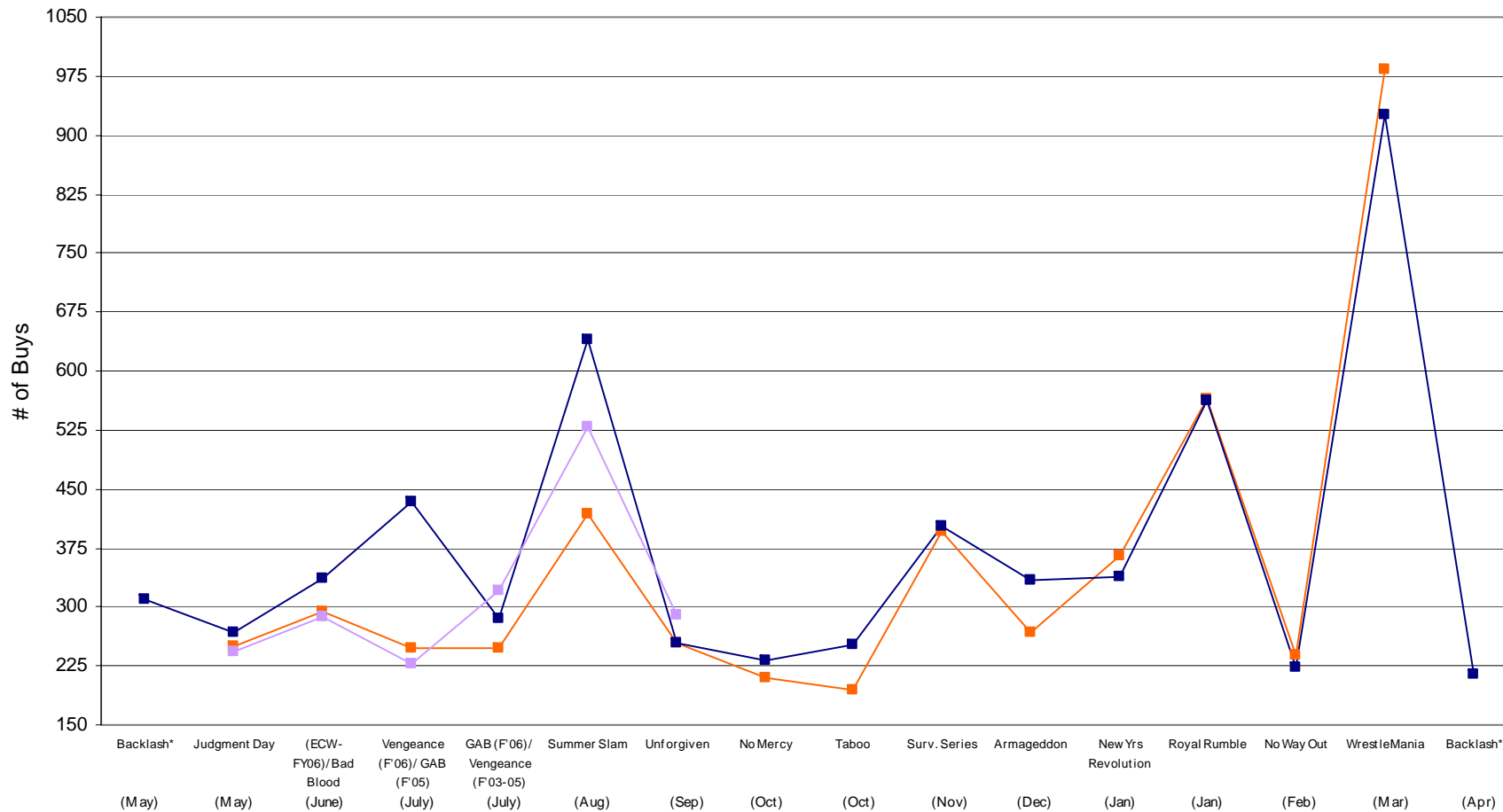
\* As of 9/30/06

\*\* Including ECW: Q1 average attendance was 5.3; Q2 average attendance (to date) is 3.9



# Pay Per View Buys

FY'05 - FY'06 - 2006 Transition (May'06-December '06)  
(in thousands)



**NOTE** - Great American Bash (GAB), Taboo, and New Yrs Revolution were new events in 2005

— FY'05 — FY'06 — 2006 Transition

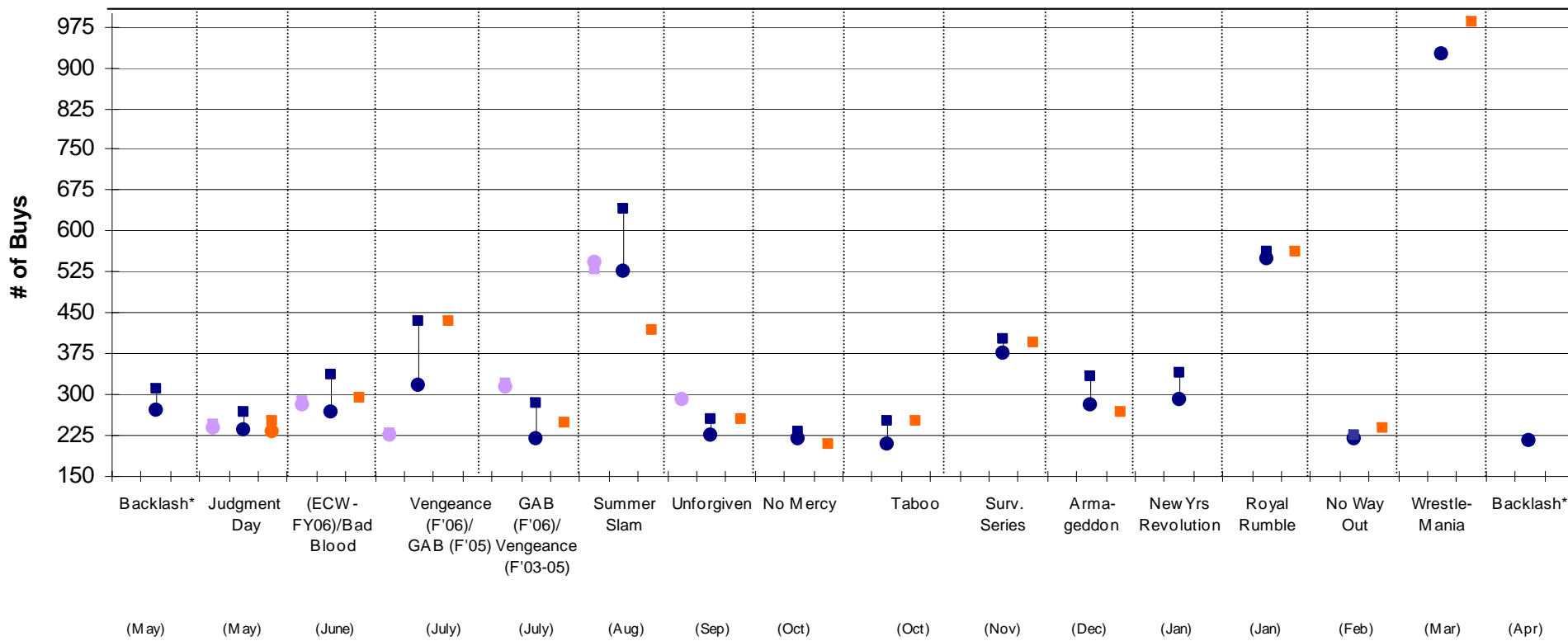
\* Backlash occurred twice in F2006

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



# Pay Per View Buys

FY'05 - FY'06 - 2006 Transition (May'06-December '06)  
(in thousands)



## Key

- 2006T
- FY '06
- FY '05

- Top = Estimate as of April 30 of Fiscal Year
- Bottom = Initial Estimate

\* Backlash occurred twice in F2006

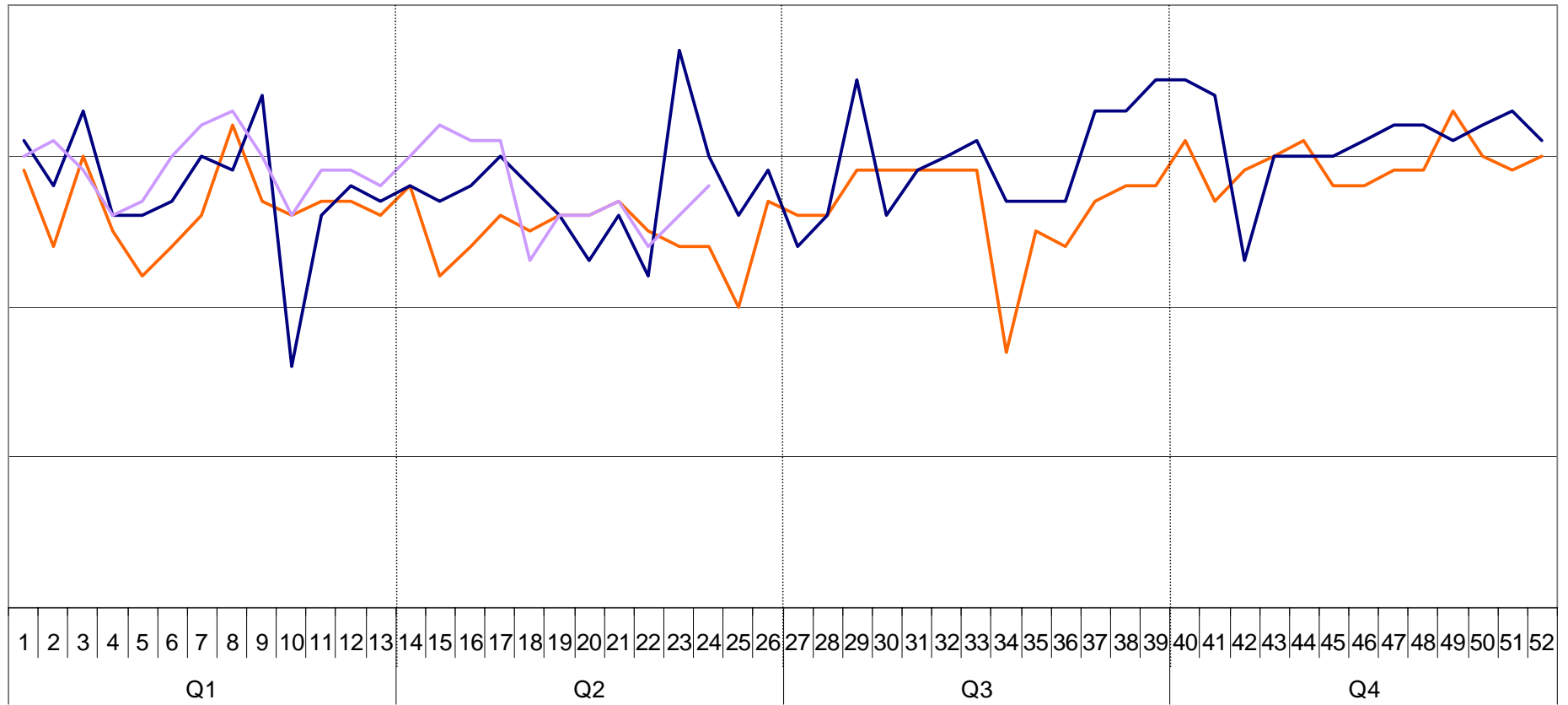
Pay-per-view buys are first reported when the event is aired and are based upon initial estimate provided by our pay-per-view distributors. Final reconciliation of the pay-per-view buys generally occurs within one year. Any adjustments that occur prior to the fiscal year end are reported in this chart.



# RAW Television Ratings

Source: Nielsen Media Research (5/03/04 - 10/09/06)

Raw Household Rating: CVG AA% based on Spike universe



Weekly Ratings

— FY 05    — FY 06    — 2006 Transition (May '06 - Dec '06)

\* Week 23 of FY'06 is the premier of RAW on USA Network. Ratings represent the 9pm – 11pm EST time slot.

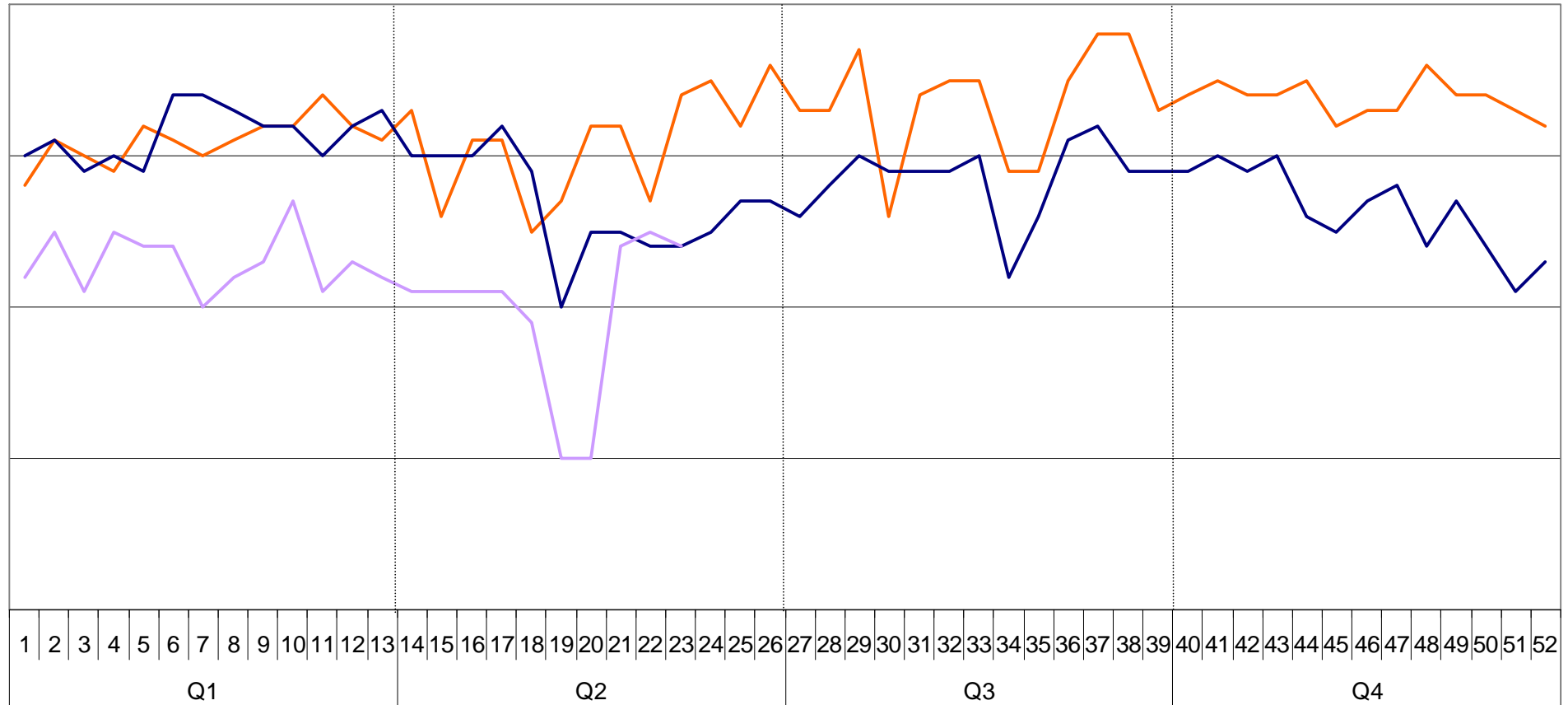
\* Graph tracks rating trends. Although we cannot disclose the underlying numbers, ratings are regularly reported in the New York Times and USA Today.



# SmackDown Television Ratings

Source: Nielsen Media Research (5/06/03 - 10/06/06)

SmackDown Household Rating: US AA% based on Total US universe



Weekly Ratings

— FY 05 — FY 06 — 2006 Transition (May '06 - Dec '06)

\* Week 19 of FY'06 is the premier of SmackDown on Friday nights