



Key Performance Indicators

Calendar Years: 2013-2015

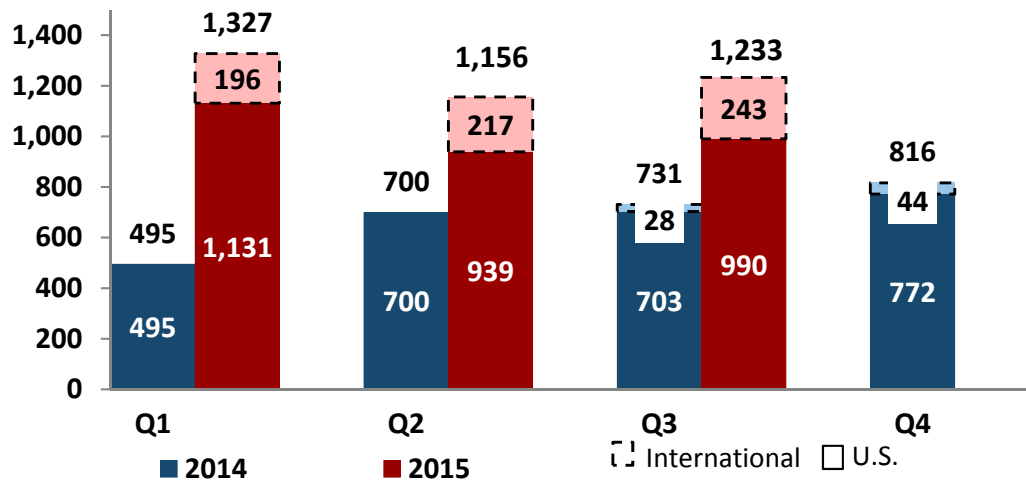
(Data shown is through September 30, 2015)

October 29, 2015

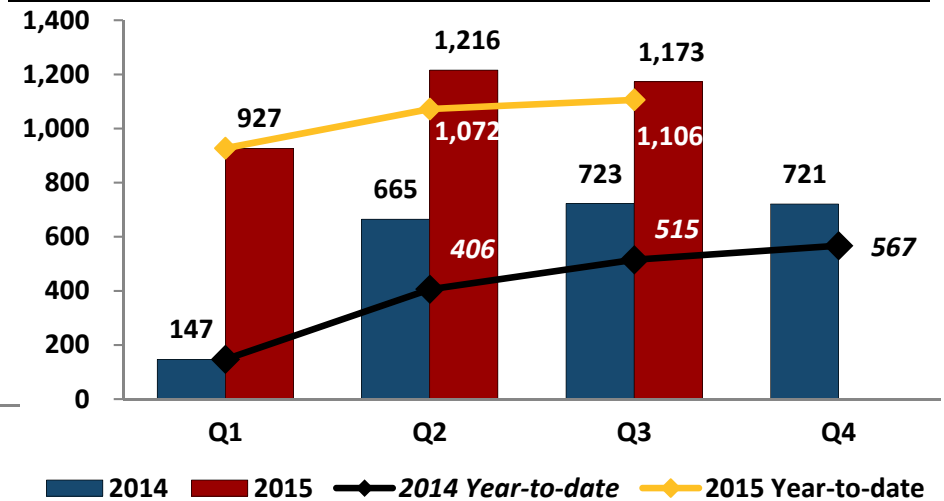
WWE Network Subscribers¹

(in thousands – Quarterly data only)

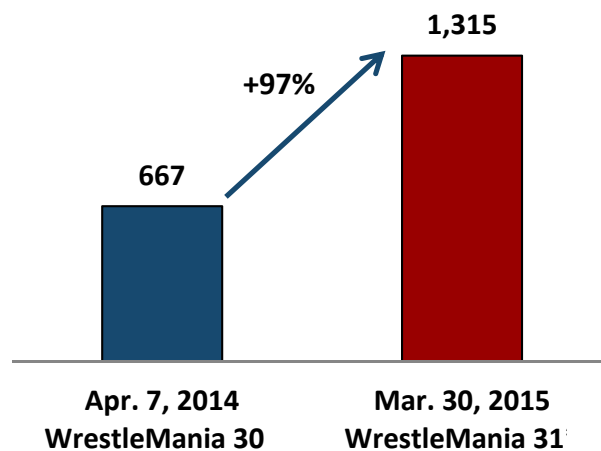
Paid Subscribers (end of period)



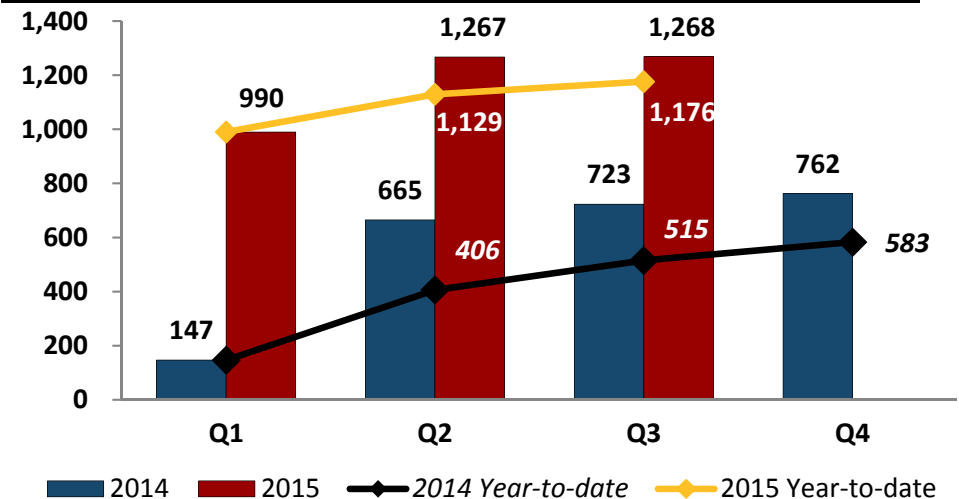
Average Paid Subscribers



Paid Subscribers (WrestleMania)²



Average Total Subscribers



Notes

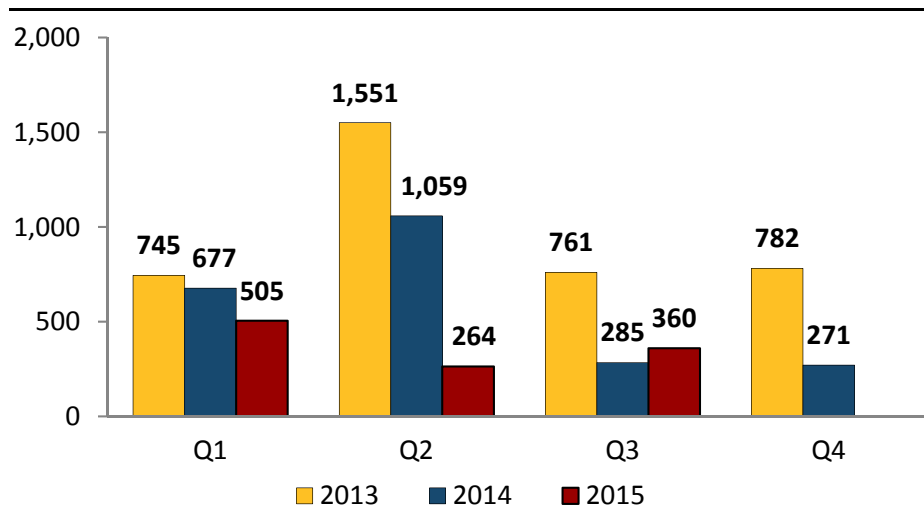
¹ Subscriber numbers in UK/Ireland are subject to local consumer protection laws and regulations governing fee charges

² WrestleMania 31 was held on March 29, 2015 and subscribers announced March 30 are as of March 29. WrestleMania 30 was held on Apr. 6, 2014

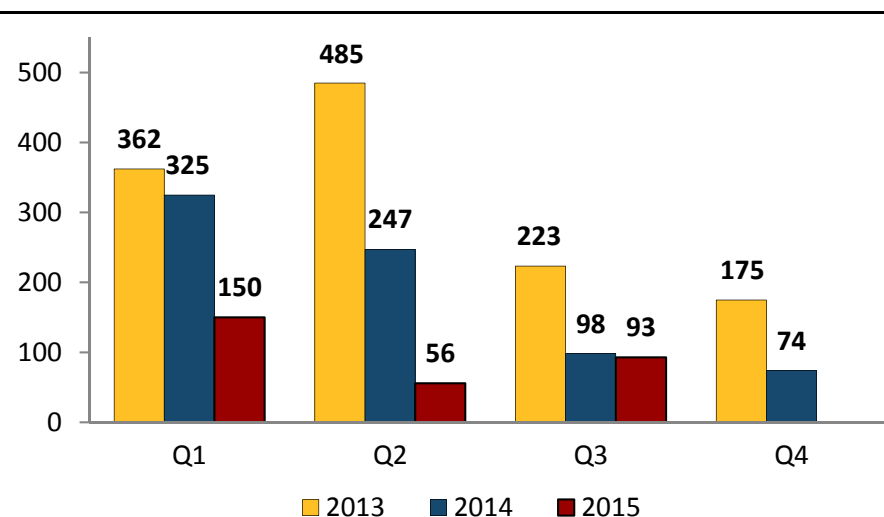
Pay-Per-View Buys

(Buys in thousands)

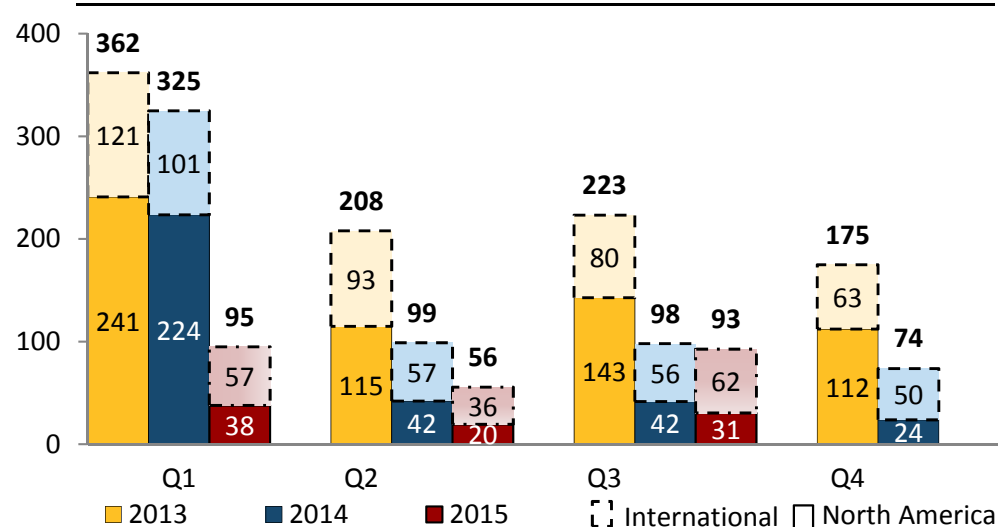
Total Buys (includes prior period)



Average Current Period Buys (per event)



Average Current Period Buys (per event, excluding *WrestleMania*)



Number of Events				
	Q1	Q2	Q3	Q4
2013	2	3	3	4
2014	2	4	3	3
2015	3	3	3	

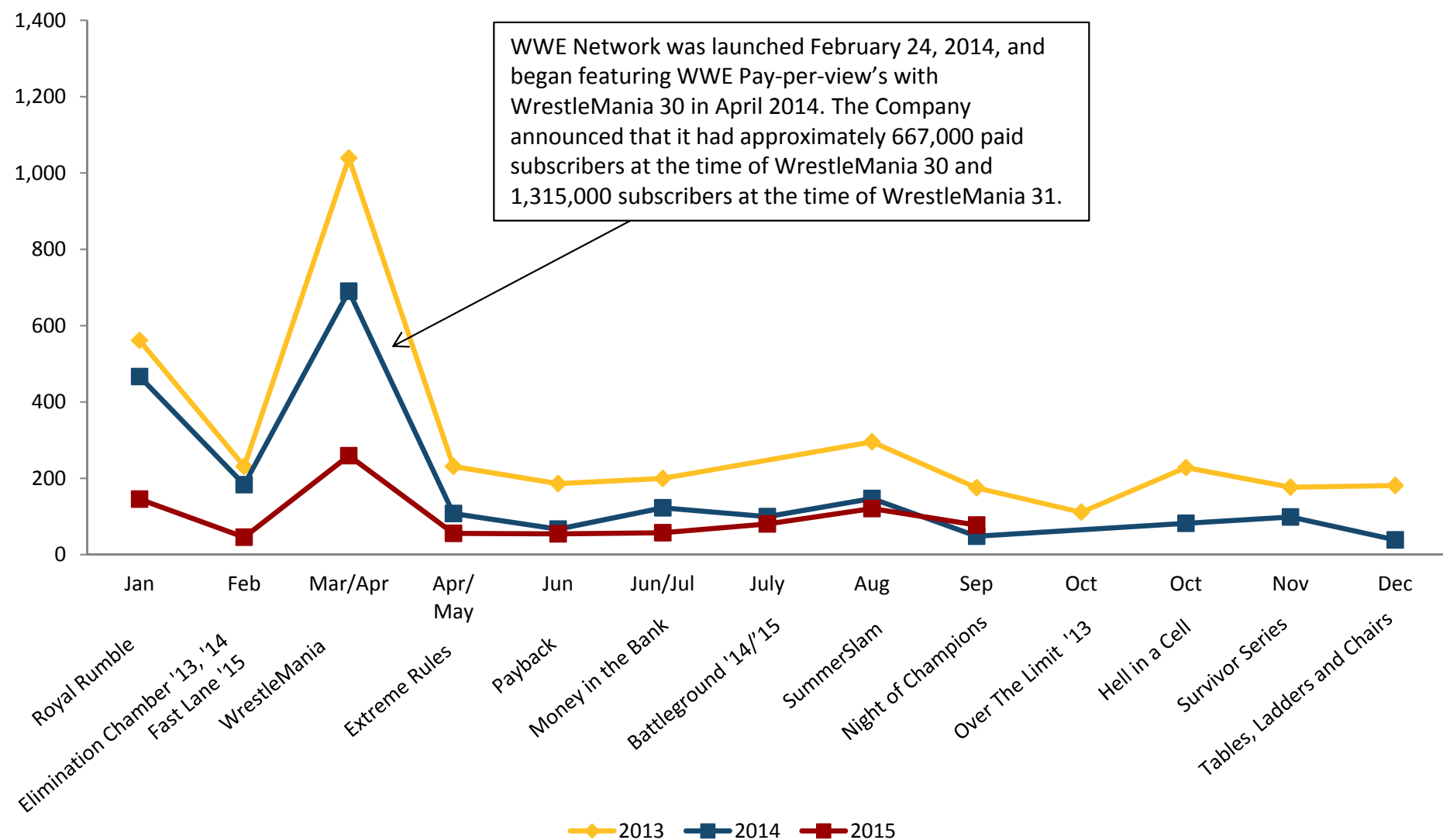


Notes

- *WrestleMania* took place in the second quarter of 2013 & 2014 and during the first quarter 2015
- WWE Network was launched February 24, 2014, and began featuring WWE Pay-per-view's with *WrestleMania* 30 in April 2014

Pay-Per-View Buys by Event

(in thousands)

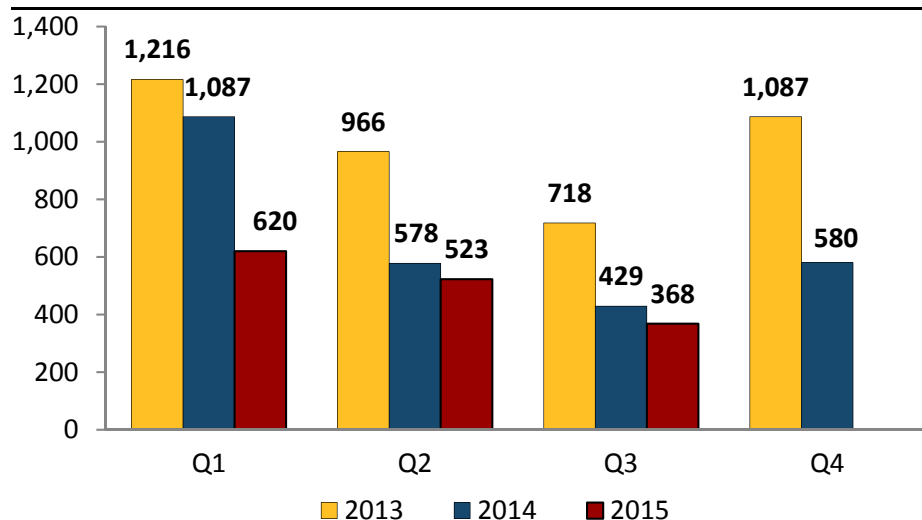


Notes

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

Home Entertainment

Gross Units Shipped (in thousands)



Effective Home Entertainment Price
(Gross revenue per unit shipped)

	Q1	Q2	Q3	Q4
2013	\$10	\$11	\$11	\$8
2014	\$8	\$13	\$9	\$13
2015	\$9	\$11	\$12	

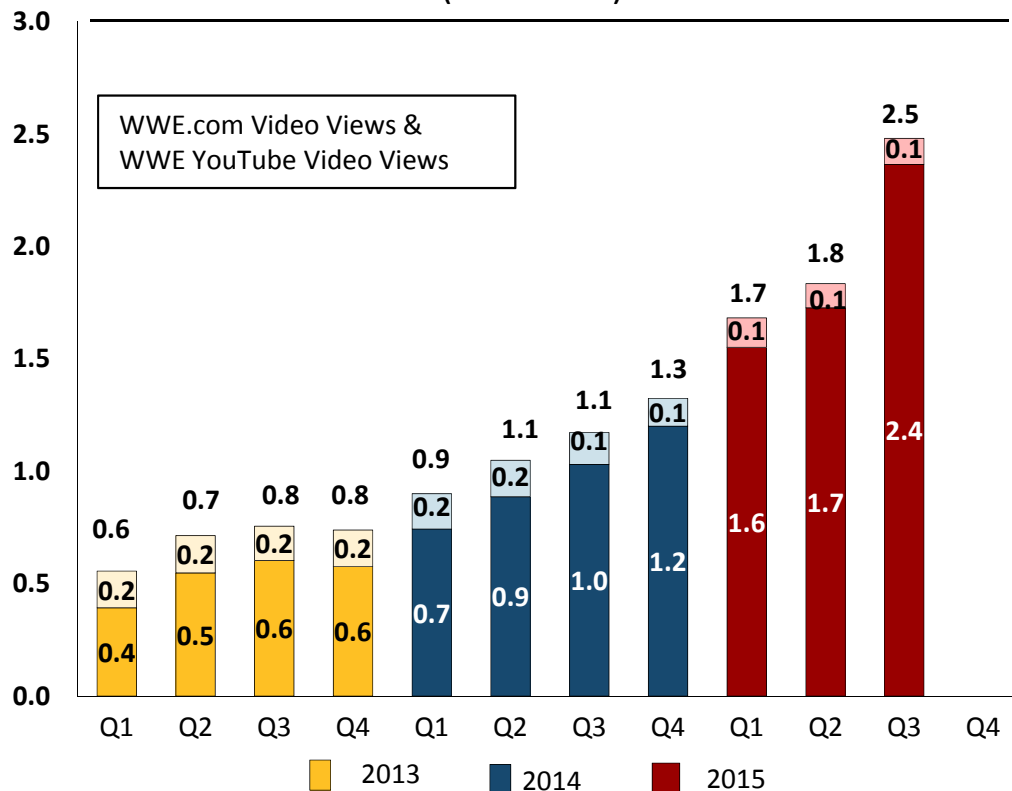
Significant Trailing Nine-Month Releases

Release Date	Title	Gross Units Shipped (LTD)
4/15 Q2	WrestleMania 31	117K
9/12 Q3	Rock vs. Cena Once in a Lifetime	82K
2/15 Q1	Royal Rumble 2015	58K
4/15 Q2	Ultimate Warrior Always Believe	54K
2/15 Q1	Greatest Stars of the 90's	53K



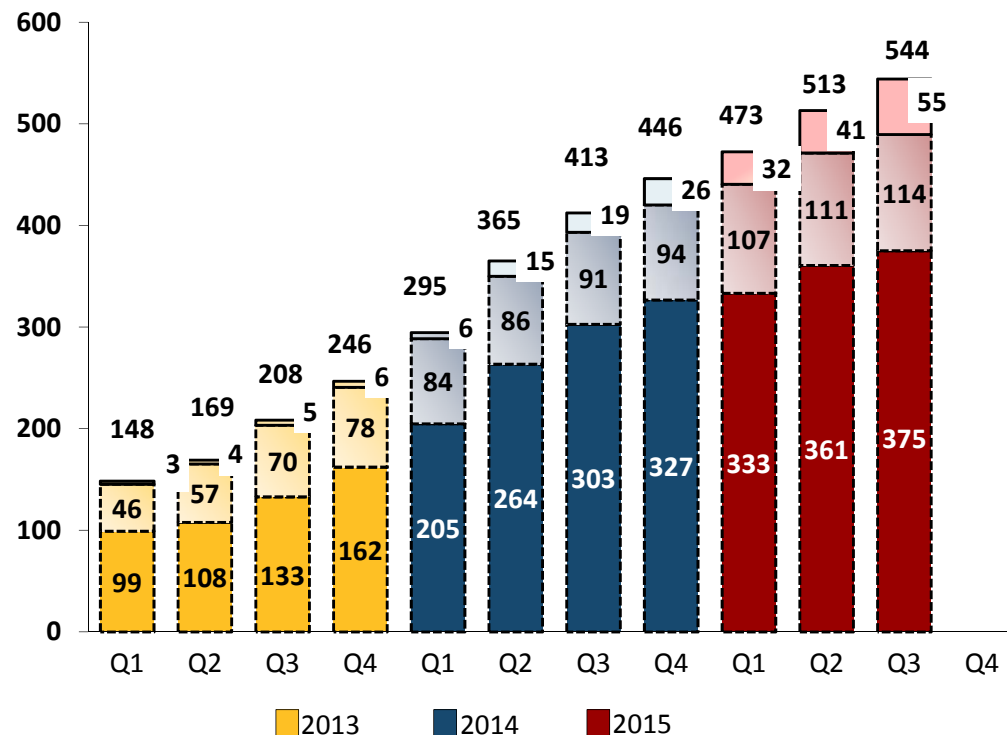
Digital Media

WWE Free Video on Demand¹
(in billions)



WWE.com - Total views of WWE content
YouTube - Total views of WWE content

Social Media Followers²
(at period end, in millions)



Facebook Twitter Other Platforms



Notes

¹ Video View Sources: Omniture (2012-2013); Google Analytics (January 2014 to present).

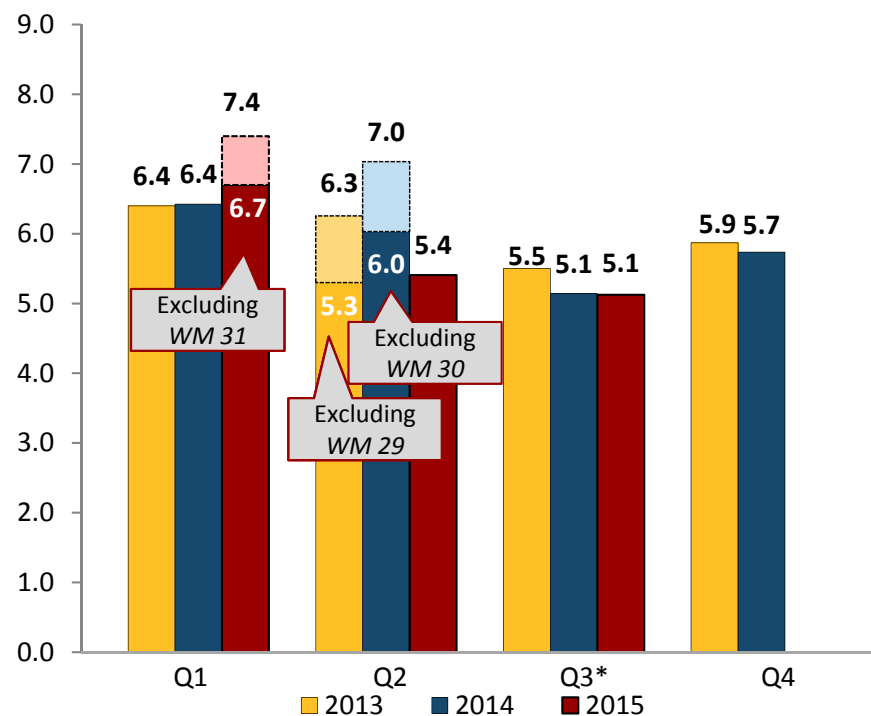
WWE.com Video Views, as shown, reflect activity on WWE.com and mobile applications (launched August 2012).

² Social media followers by channel sourced directly from each channel – Facebook, Twitter, etc.

Live Event Attendance

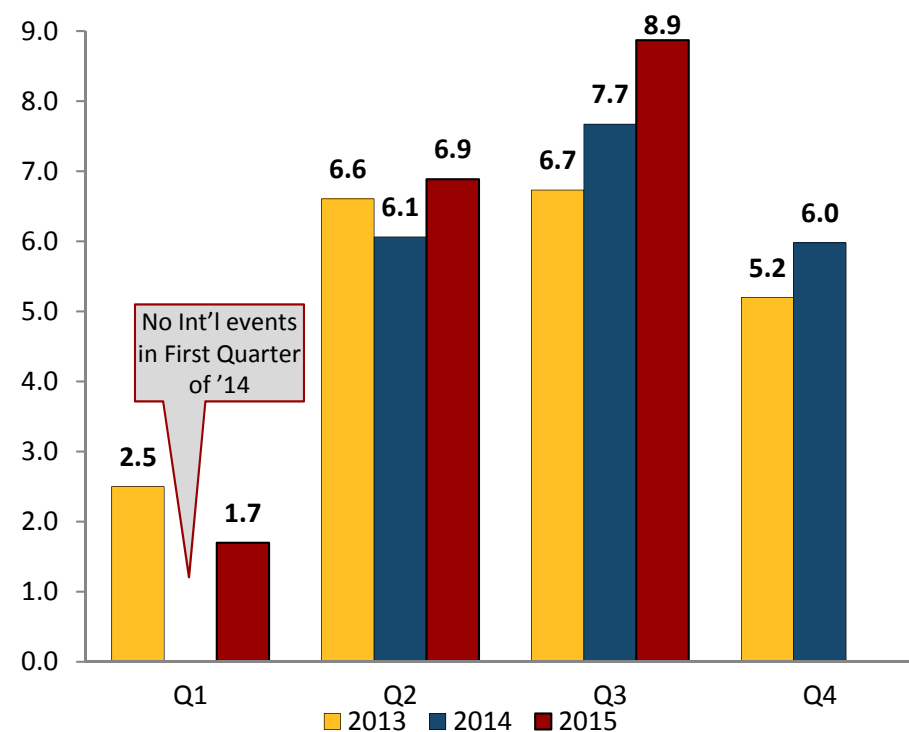
(Average Paid Attendance)

North America (average, in thousands)



Number of Events				
	Q1	Q2	Q3	Q4
2013	77	65	62	52
2014	80	54	73	57
2015	73	65	79	

International (average, in thousands)



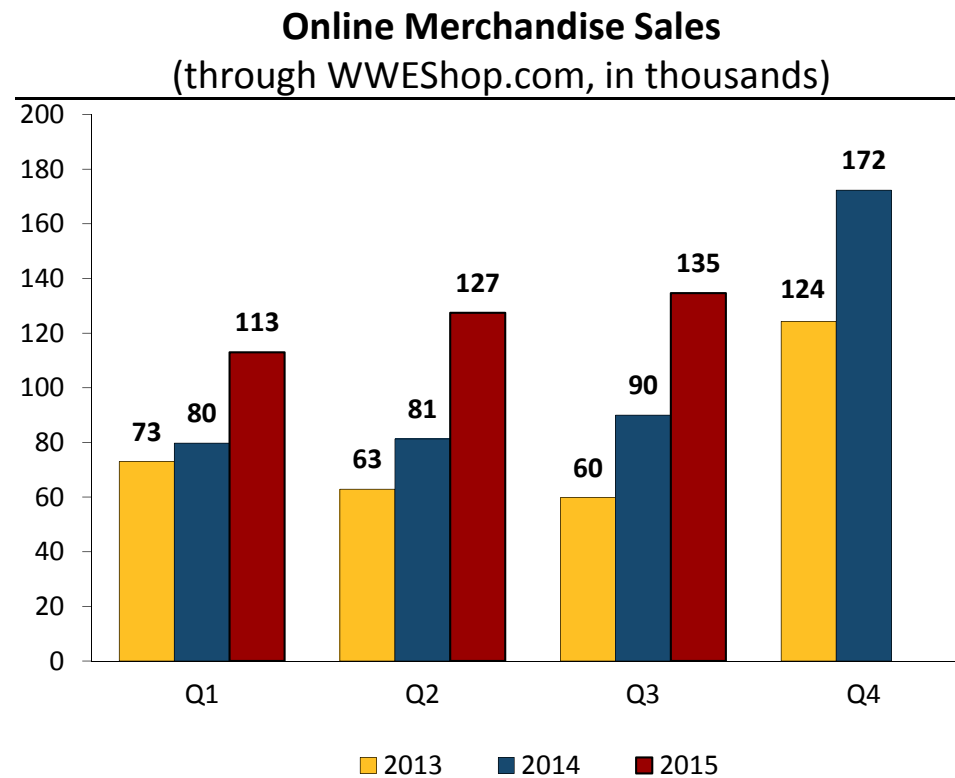
Number of Events				
	Q1	Q2	Q3	Q4
2013	3	22	14	26
2014	0	23	6	25
2015	3	21	6	



Note

- WrestleMania took place in the second quarter of 2013 and 2014 and in the first quarter of 2015

Consumer Products



Contact WWE Investor Relations

1241 East Main Street
Stamford, CT 06092
+1 203 328 2519

Laura.Kiernan@wwecorp.com
IR.Corporate.WWE.com



@WWEInvestor



facebook.com/WWEInvestor

About WWE

WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming is broadcast in more than 175 countries and 25 languages and reaches more than 650 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at www.wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

