



Key Performance Indicators

Calendar Years: 2013-2015

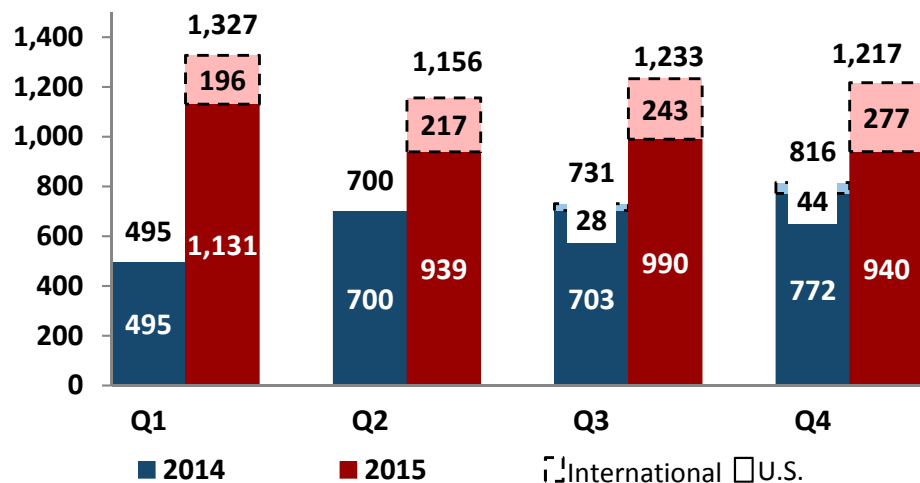
(Data shown is through December 31, 2015)

February 11, 2016

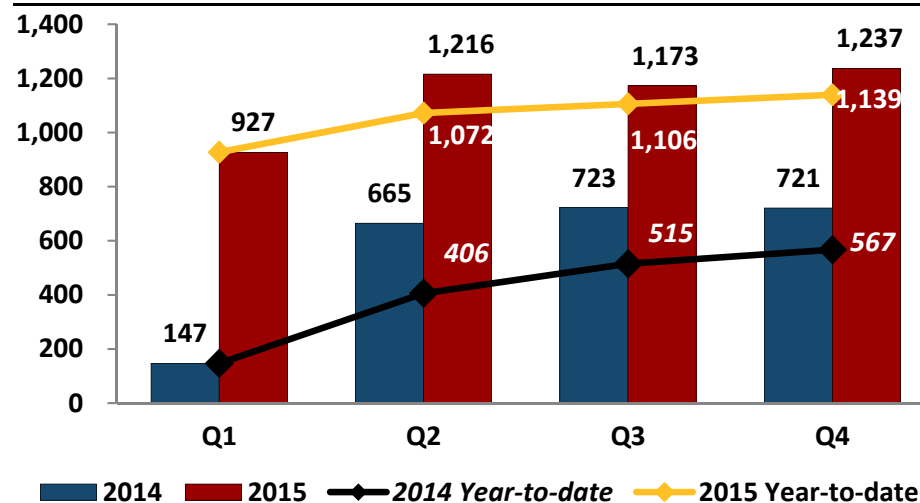
WWE Network Subscribers^{1,2}

(in thousands – Quarterly data only)

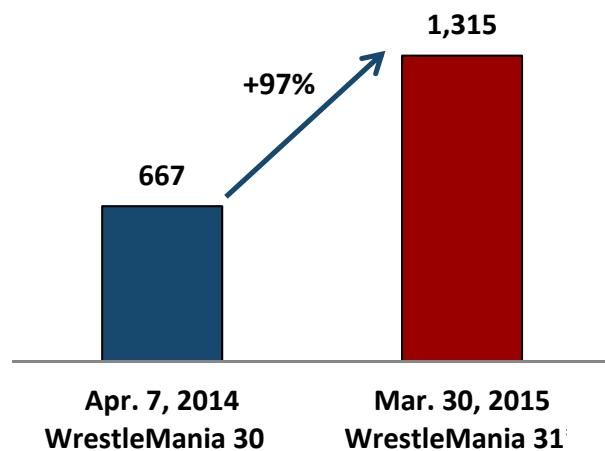
Paid Subscribers (end of period)



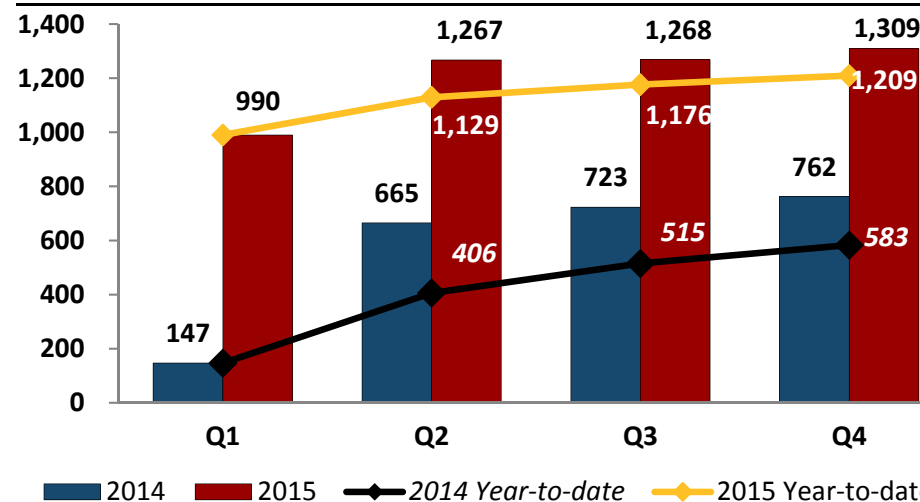
Average Paid Subscribers



Paid Subscribers (WrestleMania)³



Average Total Subscribers



Notes

¹ Metrics reflect subscribers who are direct customers of WWE Network and subscribers reported under licensed partner agreements, which have different economic terms for the network. The number of subscribers under licensed partner agreements represented approximately 9% of the ending paid total as of December 31, 2015. The impact of these subscribers on WWE Network results is reflected in the network's average revenue per subscriber (ARPU).

² Average paid subscribers are calculated based on the arithmetic daily mean over the relevant period, and may differ substantially from paid subscribers at the end of any period due to the timing of paid subscriber additions.

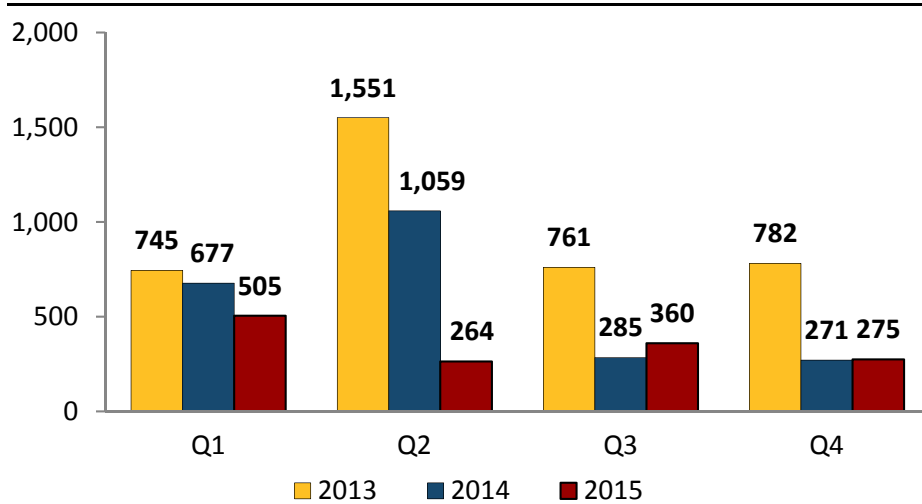
³ WrestleMania 31 was held on March 29, 2015 and subscribers announced March 30 are as of March 29. WrestleMania 30 was held on Apr. 6, 2014



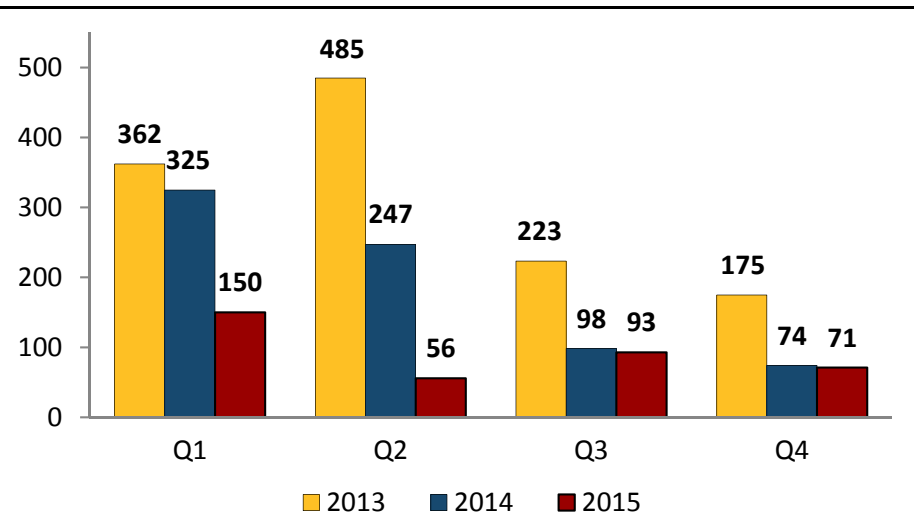
Pay-Per-View Buys

(Buys in thousands)

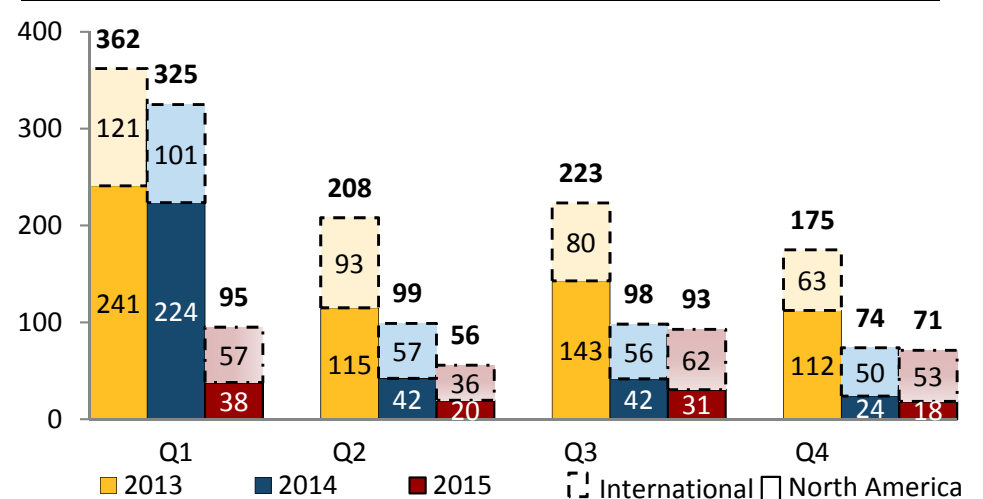
Total Buys (includes prior period)



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	3

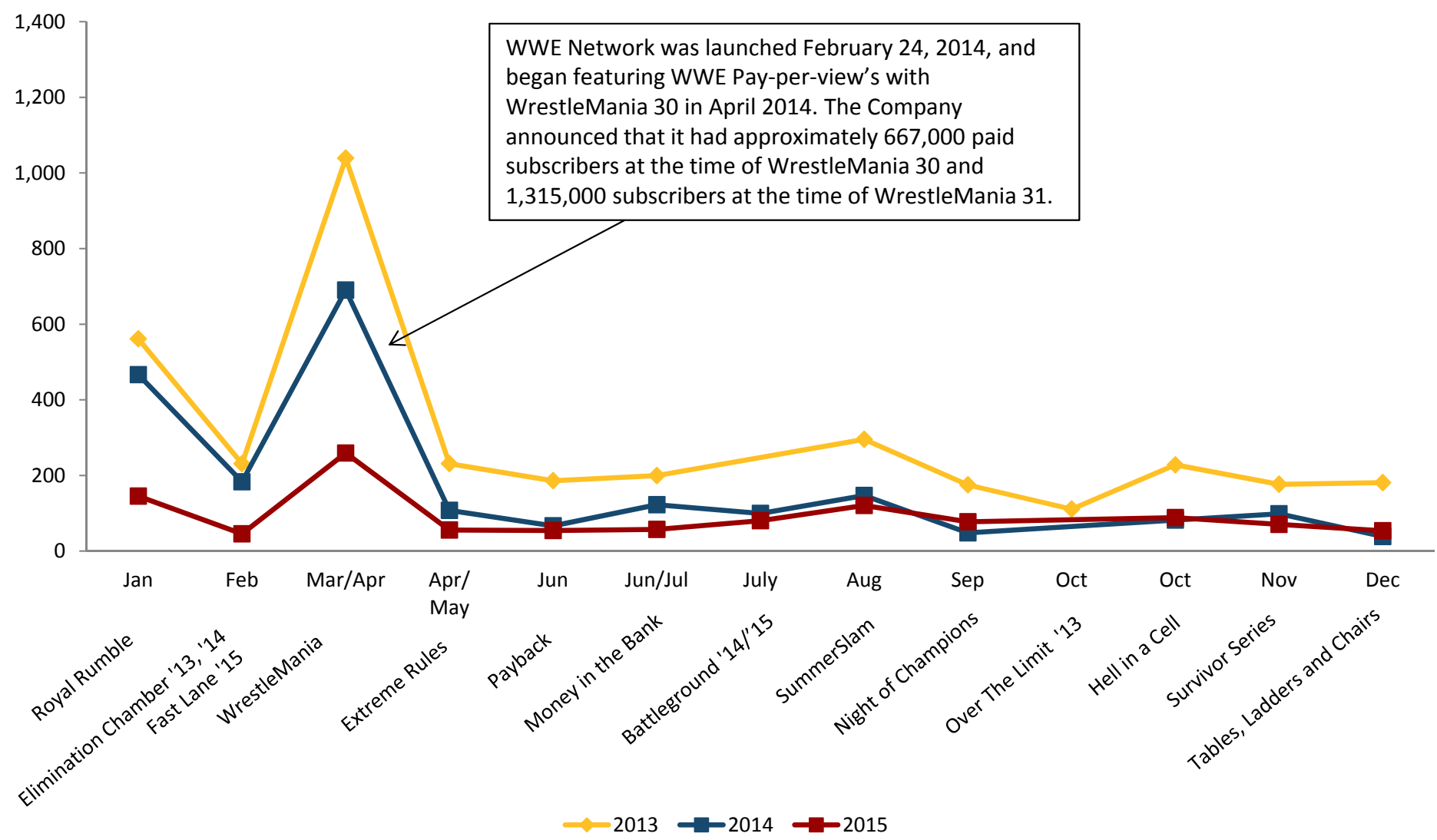


Notes

- *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)

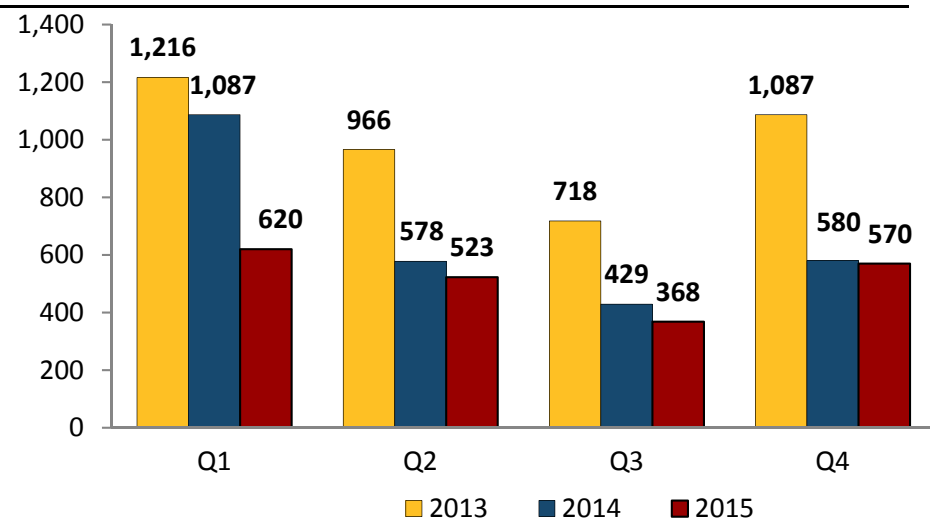


Notes

- 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	\$8

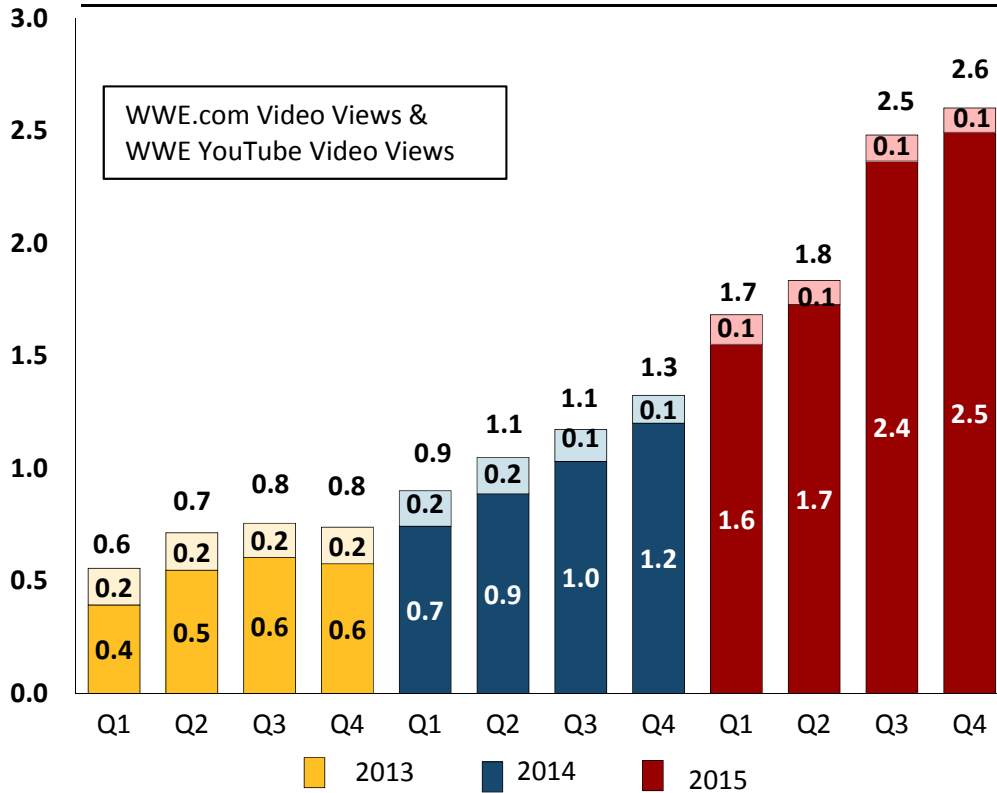
Significant Trailing Nine-Month Releases

Release Date	Title	Gross Units Shipped (LTD)
4/15 Q2	WrestleMania 31	133K
9/12 Q3	Rock vs. Cena Once in a Lifetime	99K
4/15 Q2	Ultimate Warrior Always Believe	55K
8/15 Q3	The Very Best of Nitro	50K
7/15 Q2	The Kliq Rules	45K



Digital Media

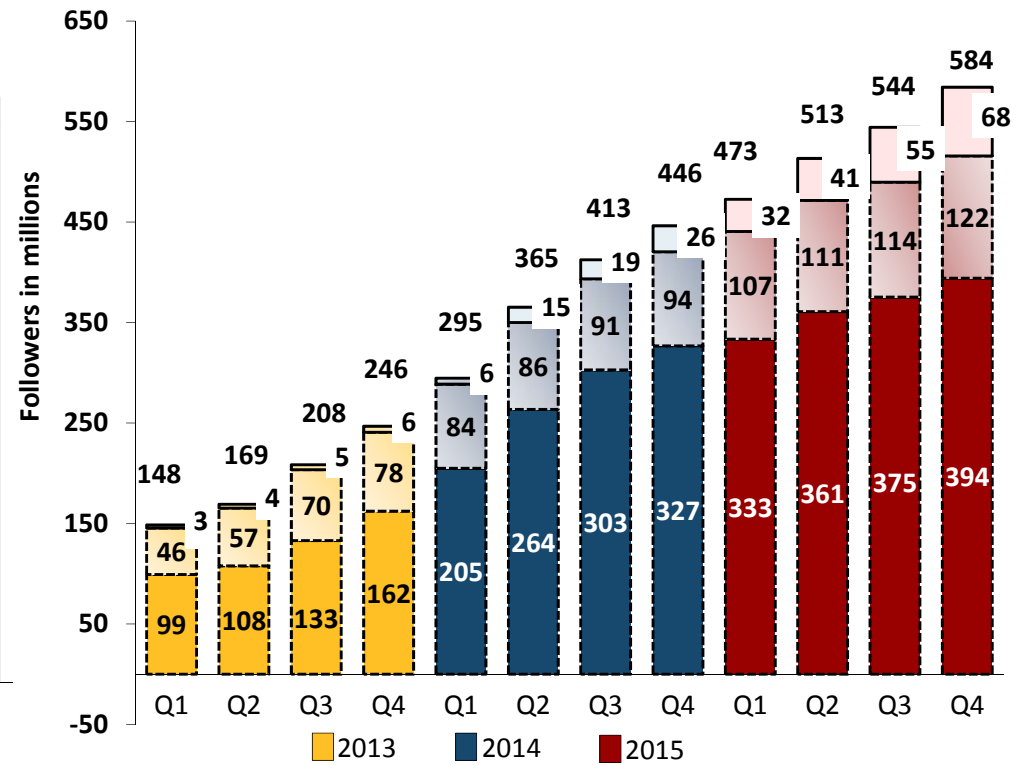
WWE Free Video on Demand¹ (in billions)



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).

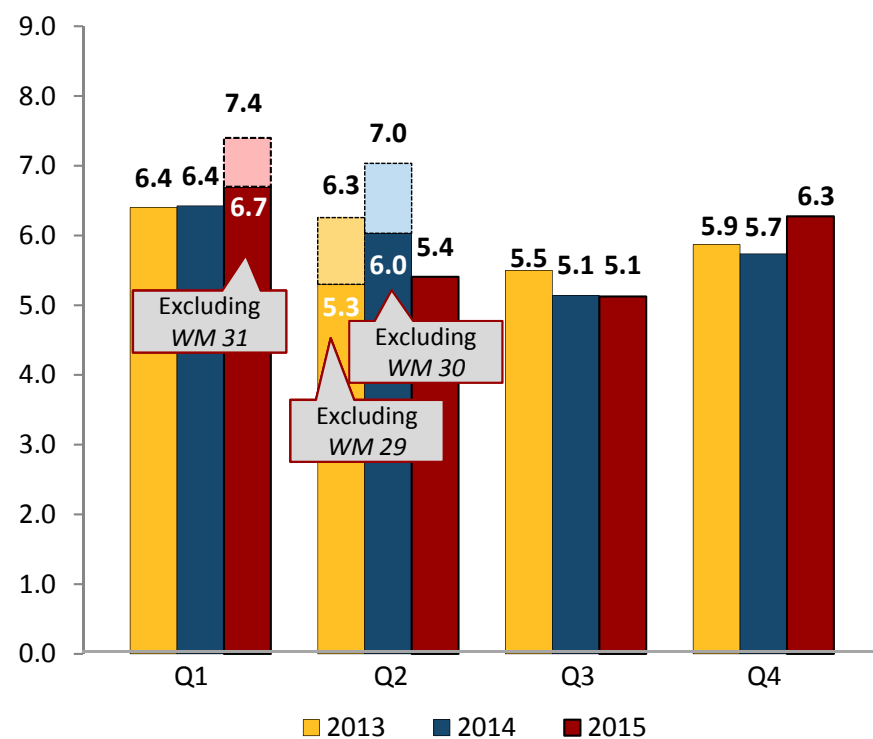
WWE.com Video Views, as shown, reflect activity on WWE.com and mobile applications (launched August 2012).

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

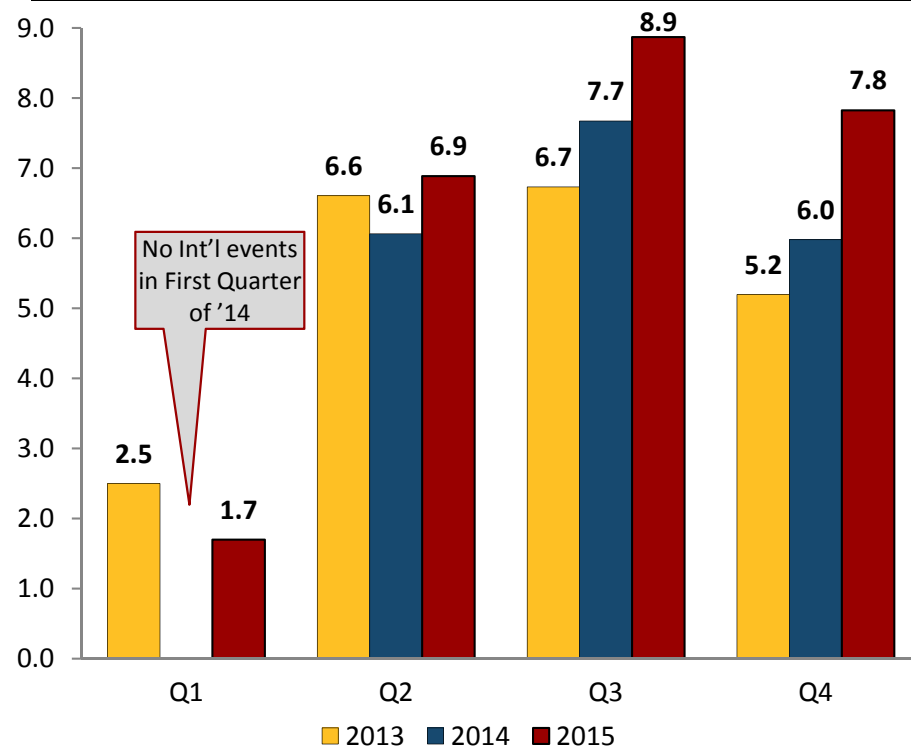
Live Event Attendance

(Average Paid Attendance)

North America (average, in thousands)



International (average, in thousands)



Number of Events				
	Q1	Q2	Q3	Q4
2013	77	65	62	52
2014	80	54	73	57
2015	73	65	79	56

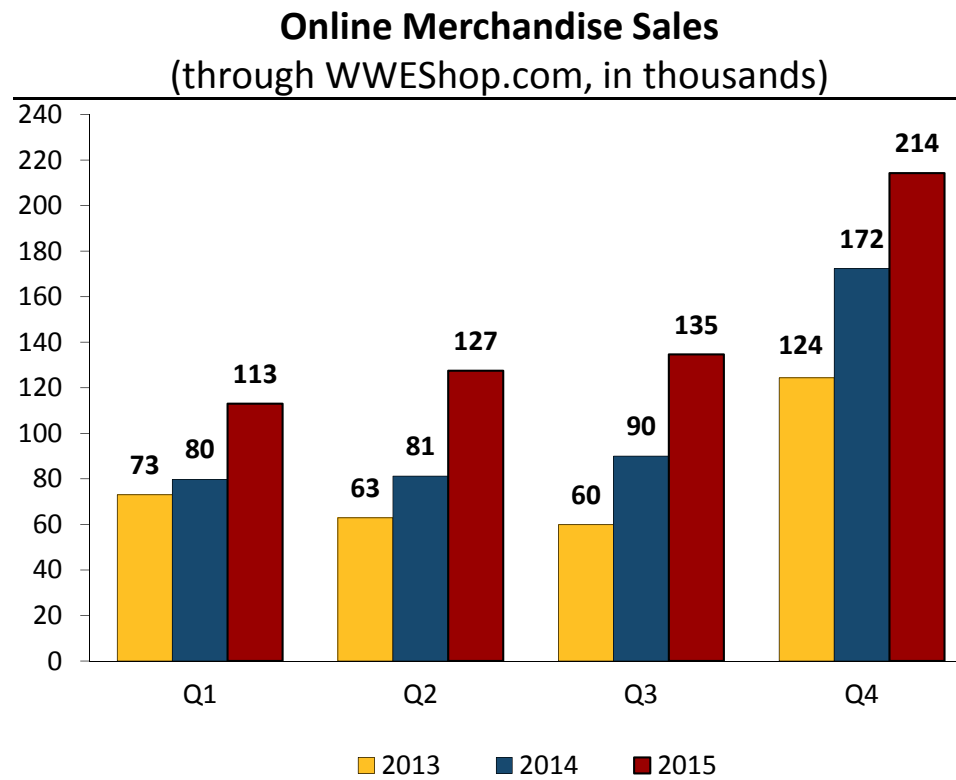
Number of Events				
	Q1	Q2	Q3	Q4
2013	3	22	14	26
2014	0	23	6	25
2015	3	21	6	26



Note

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

Consumer Products



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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 reaches more than 650 million homes worldwide in 25 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 175 countries. 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 wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

