

WWE 2015 TRENDING SCHEDULES - BASIS OF PRESENTATION

WWE's operations are organized around **four principal activities** in ten reportable segments:

The ten reportable segments of the Company now include the following: Network, Television, Home Entertainment and Digital Media are individual segments that comprise the **Media Division**; **Live Events**; Licensing, Venue Merchandise and WWEShop are individual segments that comprise the **Consumer Products Division**; **WWE Studios** and **Corporate and Other**.

Media Division

Network Segment revenues consist principally of subscriptions to WWE Network, fees for viewing our pay-per-view programming, and advertising fees. Television Segment revenues consist principally of television rights fees and advertising. Home Entertainment revenues consist principally of sales of WWE produced content via home entertainment platforms, including DVD, Blu-Ray, and subscription outlets. Digital Media revenues consist principally of advertising sales on our websites and third party websites, including YouTube, and sales of various broadband and mobile content.

Live Events

Revenues consist principally of ticket sales and travel packages for live events.

Consumer Products Division

Licensing Segment revenues consist principally of royalties or license fees related to various WWE themed products such as video games, toys and apparel. Venue Merchandise revenues consist of sales of merchandise at our live events. WWE Shop revenues consist of sales of merchandise on our websites, including through our WWEShop Internet storefront.

WWE Studios

Revenues consist of amounts earned from investing in, producing and/or distributing filmed entertainment.

Corporate and Other

Revenues consist of amounts earned from talent appearances. Expenses include corporate overhead and certain expenses related to sales and marketing, including our international offices, and talent development functions. Additionally, Corporate and Other includes all intersegment eliminations recorded in consolidation.

The Company presents OIBDA as the primary measure of segment profit (loss). The Company believes the presentation of OIBDA is relevant and useful for investors because it allows investors to view our segment performance in the same manner as the primary method used by management to evaluate segment performance and make decisions about allocating resources. The Company defines OIBDA as operating income before depreciation and amortization, excluding feature film and television production asset amortization and impairments, as well as the amortization of costs related to content delivery and technology assets utilized for our WWE Network.

WWE
TRENDING SCHEDULES
STATEMENT OF OPERATIONS
(\$ in millions; Unaudited)

	2013				2014				2015				Full Year			Change		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2013	2014	2015	2012-13	2013-14	2014-15
Revenues:																		
Media Division	\$ 67.8	\$ 91.4	\$ 72.7	\$ 70.8	\$ 75.8 ⁽⁴⁾	\$ 97.7	\$ 76.9	\$ 89.5	\$ 104.8	\$ 99.1	\$ 114.9	\$ 106.6	\$ 302.7	\$ 339.9	\$ 425.4	5%	12%	25%
Live Events	21.0	41.6	25.1	25.4	21.7	40.3	21.8	26.9	39.3	26.4	26.1	32.9	113.1	110.7	124.7	6%	(2%)	13%
Consumer Products Division	32.6	16.6	12.6	16.6	23.2	16.0	18.5	20.4	30.2	21.8	22.4	24.0	78.5	78.1	98.4	(2%)	(1%)	26%
WWE Studios	1.9	2.1	1.8	5.0	4.3	1.7	1.9	2.9	1.5	2.1	1.7	1.8	10.8	10.9	7.1	37%	1%	(35%)
Corporate & Other	0.7	0.6	1.1	0.6	0.5 ⁽⁴⁾	0.6	1.1	0.8	0.4	0.8	1.1	0.9	2.9	3.0	3.2	30%	3%	7%
Total Revenues	\$ 124.0	\$ 152.3	\$ 113.3	\$ 118.4	\$ 125.6	\$ 156.3	\$ 120.2	\$ 140.5	\$ 176.2	\$ 150.2	\$ 166.2	\$ 166.2	\$ 508.0	\$ 542.6	\$ 658.8	5%	7%	21%
OIBDA																		
Media Division	\$ 21.6	\$ 23.7	\$ 33.7	\$ 19.4	\$ 12.9 ⁽⁴⁾	\$ 6.4	\$ 26.3	\$ 29.8	\$ 26.4	\$ 38.2	\$ 48.8	\$ 41.0	\$ 98.4	\$ 75.4	\$ 154.4	(16%)	(23%)	105%
Live Events	4.4	17.2	5.6	3.6	3.8	15.5	3.9	4.6	17.6	6.7	6.4	7.3	30.8	27.8	38.0	14%	(10%)	37%
Consumer Products Division	22.7	7.4	5.5	5.6	11.9	5.1	8.2	7.0	15.1	9.9	9.9	7.9	41.2	32.2	42.8	-	(22%)	33%
WWE Studios ¹	(5.0)	(0.4)	(7.4)	0.1	1.6	(0.2)	(0.4)	(0.4)	(0.4)	-	(0.9)	(0.2)	(12.7)	0.5	(1.5)	131%	NM	NM
Corporate & Other ²	(32.4)	(33.0)	(27.7)	(34.3)	(37.4) ⁽⁴⁾	(41.4)	(35.3)	(37.4)	(37.7)	(41.6)	(40.8)	(52.0)	(127.3)	(151.4)	(172.1)	9%	(19%)	(14%)
Total OIBDA ³	\$ 11.3	\$ 14.9	\$ 9.7	\$ (5.6)	\$ (7.2)	\$ (14.6)	\$ 2.7	\$ 3.6	\$ 21.0	\$ 13.2	\$ 23.4	\$ 4.0	\$ 30.4	\$ (15.5)	\$ 61.6	(52%)	(151%)	NM
Dep. & Amortization ³	5.2	6.1	6.5	6.6	5.0	7.9	7.7	6.1	5.9	5.9	5.5	5.5	24.5	26.7	22.8	23%	9%	15%
Operating Income (loss)	\$ 6.1	\$ 8.8	\$ 3.2	\$ (12.2)	\$ (12.2)	\$ (22.5)	\$ (5.0)	\$ (2.5)	\$ 15.1	\$ 7.3	\$ 17.9	\$ (1.5)	\$ 5.9	\$ (42.2)	\$ 38.8	(86%)	(815%)	NM
Interest and Other, net	(1.3)	(0.4)	0.1	0.3	(0.3)	(0.3)	(5.5)	(1.0)	(0.6)	(0.3)	(0.6)	(1.1)	(1.3)	(7.1)	(2.6)	160%	(446%)	63%
Income before taxes	\$ 4.8	\$ 8.4	\$ 3.3	\$ (11.9)	\$ (12.5)	\$ (22.8)	\$ (10.5)	\$ (3.5)	\$ 14.5	\$ 7.0	\$ 17.3	\$ (2.6)	\$ 4.6	\$ (49.3)	\$ 36.2	(89%)	(1172%)	NM
Provision (benefit) for taxes	1.8	3.2	0.9	(4.0)	(4.5)	(8.3)	(4.6)	(1.9)	4.7	1.9	6.9	(1.4)	1.8	(19.2)	12.1	(84%)	1167%	(163%)
<i>Effective Tax Rate</i>	37%	38%	27%	34%	36%	36%	44%	54%	32%	28%	40%	54%	39%	39%	33%			
Net Income	\$ 3.0	\$ 5.2	\$ 2.4	\$ (7.9)	\$ (8.0)	\$ (14.5)	\$ (5.9)	\$ (1.6)	\$ 9.8	\$ 5.1	\$ 10.4	\$ (1.2)	\$ 2.8	\$ (30.1)	\$ 24.1	(91%)	(1175%)	NM
EPS - Net Income	\$ 0.04	\$ 0.07	\$ 0.03	\$ (0.10)	\$ (0.11)	\$ (0.19)	\$ (0.08)	\$ (0.02)	\$ 0.13	\$ 0.07	\$ 0.14	\$ (0.02)	\$ 0.04	\$ (0.40)	\$ 0.32	(90%)	(1100%)	NM
Memo:																		
OIBDA	\$ 11.3	\$ 14.9	\$ 9.7	\$ (5.6)	\$ (7.2)	\$ (14.6)	\$ 2.7	\$ 3.6	\$ 21.0	\$ 13.2	\$ 23.4	\$ 4.0	\$ 30.4	\$ (15.5)	\$ 61.6	(52%)	(151%)	NM
OIBDA Margin %	9%	10%	9%	(5%)	(6%)	(9%)	2%	3%	12%	9%	14%	2%	6%	(3%)	9%			
Diluted Shares (in millions)	75.2	75.4	75.4	75.5	75.1	75.1	75.4	75.5	76.0	76.2	76.5	76.5	75.4	75.3	76.3	-	-	1%

Notes

¹ WWE Studios OIBDA included the following impairment charges: \$0.2 million in Q4 2015, \$0.3 million in Q3 2015, \$1.5 million in Q4 2014, \$7.0 million in Q3 2013 and \$4.7 million Q1 2013.

² Corporate and Other expenses includes a \$7.1 million non-cash abandonment charge to write-off the value of costs related to a media center expansion project in Q4 2015, and \$1.8 million in severance and other restructuring related expenses in Q3 2014.

³ OIBDA includes a \$7.1 million non-cash abandonment charge to write-off the value of costs related to a media center expansion project in Q4 2015, and a total of \$2.4 million in restructuring related expenses during Q3 2014 (\$2.1 million recorded in Corporate and Other Expenses and \$0.3 million in Digital Media OIBDA). D&A also includes \$1.8 million in restructuring expenses.

⁴ Amounts reflect \$0.3 million intersegment elimination.

Totals may not sum down or across due to rounding

**WWE
TRENDING SCHEDULES
REVENUES
(\$ in millions; Unaudited)**

	2013				2014				2015				Full Year			Change		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2013	2014	2015	2012-13	2013-14	2014-15
Revenues:																		
Media Division																		
Pay-Per-View	15.1	37.0	14.6	15.7	13.8	23.8	3.7	3.9	9.0	3.5	4.5	3.6	82.5	45.2	20.6	(1%)	(45%)	(54%)
Video on Demand	0.9	1.2	1.0	0.9	0.2	0.1	-	-	-	-	-	-	3.8	0.3	-	(7%)	(92%)	(100%)
WWE Network	-	-	-	-	4.4	19.4	22.4	23.3	28.6	36.6	36.4	37.2	-	69.5	138.8	-	100%	100%
Total Network	\$ 16.0	\$ 38.2	\$ 15.5	\$ 16.6	\$ 18.4	\$ 43.3	\$ 26.1	\$ 27.2	\$ 37.6	\$ 40.1	\$ 40.9	\$ 40.8	\$ 86.3	\$ 115.0	\$ 159.4	(2%)	33%	39%
Television	37.7	38.7	44.8	42.1	40.3 ⁽¹⁾	43.8	42.2	50.5	58.2	52.1	65.2	55.6	163.4	176.7	231.1	16%	8%	31%
Home Entertainment	7.0	7.1	5.2	5.1	10.5	5.4	3.6	7.8	4.7	3.1	3.0	2.6	24.3	27.3	13.4	(26%)	12%	(51%)
Digital Media	7.1	7.4	7.2	7.0	6.7	5.2	5.0	4.0	4.3	3.8	5.8	7.6	28.7	20.9	21.5	12%	(27%)	3%
Media Division	\$ 67.8	\$ 91.4	\$ 72.7	\$ 70.8	\$ 75.8 ⁽¹⁾	\$ 97.7	\$ 76.9	\$ 89.5	\$ 104.8	\$ 99.1	\$ 114.9	\$ 106.6	\$ 302.7	\$ 339.9	\$ 425.4	5%	12%	25%
Live Events																		
Live Events	21.0	40.1	25.0	25.4	21.7	38.3	21.6	26.9	37.5	26.4	25.6	32.9	111.5	\$ 108.5	122.4	8%	(3%)	13%
Travel Packages	-	1.5	0.1	-	-	2.0	0.2	-	1.8	-	0.5	-	1.6	2.2	2.3	(45%)	38%	5%
Live Events	\$ 21.0	\$ 41.6	\$ 25.1	\$ 25.4	\$ 21.7	\$ 40.3	\$ 21.8	\$ 26.9	\$ 39.3	\$ 26.4	\$ 26.1	\$ 32.9	\$ 113.1	\$ 110.7	\$ 124.7	6%	(2%)	13%
Consumer Products Division																		
Licensing	\$ 24.0	\$ 6.7	\$ 5.7	\$ 7.2	\$ 14.0	\$ 5.5	\$ 10.0	\$ 9.1	\$ 16.5	\$ 11.3	\$ 11.5	\$ 9.6	\$ 43.6	\$ 38.6	\$ 48.9	(6%)	(11%)	27%
Venue Merchandise	5.1	6.9	4.0	3.4	5.0	6.5	4.2	3.6	8.4	4.7	4.9	4.4	19.4	19.3	22.4	3%	(1%)	16%
WWEShop	3.5	3.0	2.9	6.0	4.2	4.0	4.3	7.7	5.3	5.8	6.0	10.0	15.5	20.2	27.1	5%	30%	34%
Consumer Products Division	\$ 32.6	\$ 16.6	\$ 12.6	\$ 16.6	\$ 23.2	\$ 16.0	\$ 18.5	\$ 20.4	\$ 30.2	\$ 21.8	\$ 22.4	\$ 24.0	\$ 78.5	\$ 78.1	\$ 98.4	(2%)	(1%)	26%
WWE Studios	\$ 1.9	\$ 2.1	\$ 1.8	\$ 5.0	\$ 4.3	\$ 1.7	\$ 1.9	\$ 2.9	\$ 1.5	\$ 2.1	\$ 1.7	\$ 1.8	\$ 10.8	\$ 10.9	\$ 7.1	37%	1%	(35%)
Corporate and Other	\$ 0.7	\$ 0.6	\$ 1.1	\$ 0.6	\$ 0.5 ⁽¹⁾	\$ 0.6	\$ 1.1	\$ 0.8	\$ 0.4	\$ 0.8	\$ 1.1	\$ 0.9	\$ 2.9	\$ 3.0	\$ 3.2	26%	3%	7%
Total Revenues	\$ 124.0	\$ 152.3	\$ 113.3	\$ 118.4	\$ 125.6	\$ 156.3	\$ 120.2	\$ 140.5	\$ 176.2	\$ 150.2	\$ 166.2	\$ 166.2	\$ 508.0	\$ 542.6	\$ 658.8	5%	7%	21%
					1%	3%	6%	19%	40%	-4%	38%	18%						

Note

Totals may not sum down or across due to rounding

¹ Amounts reflect \$0.3 million intersegment elimination.

WWE
TRENDING SCHEDULES
OIBDA
(\$ in millions; Unaudited)

	2013				2014				2015				Full Year			Change		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2013	2014	2015	2012-13	2013-14	2014-15
OIBDA:																		
Media Division																		
Network ¹	\$ 5.0	8.2	7.4	7.3	\$ (3.6)	\$ (7.3)	\$ 2.3	6.8	(1.5)	17.2	17.7	15.0	\$ 27.9	\$ (1.8)	\$ 48.4	(32%)	(106%)	2589%
Television	12.1	11.3	21.3	11.4	10.6 ⁽⁵⁾	11.7	20.7	18.9	25.9	21.2	26.6	23.3	56.1	61.9	97.0	9%	10%	(257%)
Home Entertainment	3.2	3.1	1.9	0.6	6.3	2.8	1.3	4.6	2.1	0.6	1.3	0.6	8.8	15.0	4.6	(43%)	70%	(131%)
Digital Media	1.3	1.1	3.1	0.1	(0.4)	(0.8)	2.0	(0.5)	(0.1)	(0.8)	3.2	2.1	5.6	0.3	4.4	(36%)	(95%)	(1567%)
Media Division Media Margin %	\$ 21.6 32%	\$ 23.7 26%	\$ 33.7 46%	\$ 19.4 27%	\$ 12.9 ⁽⁵⁾ 17%	\$ 6.4 7%	\$ 26.3 34%	\$ 29.8 33%	\$ 26.4 25%	\$ 38.2 39%	\$ 48.8 42%	\$ 41.0 38%	\$ 98.4 33%	\$ 75.4 22%	\$ 154.4 36%	(16%)	(23%)	(305%)
Live Events																		
Live Events	4.4	16.5	5.6	3.6	3.8	14.8	3.8	4.6	16.7	6.6	6.3	7.3	30.1	\$ 27.0	\$ 36.9	14%	(10%)	(237%)
Travel Packages	-	0.7	-	-	-	0.7	0.1	-	0.9	0.1	0.1	-	0.7	0.8	1.1	17%	14%	(238%)
Live Events Live Events Margin %	\$ 4.4 21%	\$ 17.2 41%	\$ 5.6 22%	\$ 3.6 14%	\$ 3.8 18%	\$ 15.5 38%	\$ 3.9 18%	\$ 4.6 17%	\$ 17.6 45%	\$ 6.7 25%	\$ 6.4 25%	\$ 7.3 22%	\$ 30.8 27%	\$ 27.8 25%	\$ 38.0 30%	14%	(10%)	(237%)
Consumer Products Division																		
Licensing	\$ 20.1	\$ 4.3	\$ 3.3	\$ 3.6	\$ 9.1	\$ 1.5	\$ 5.9	\$ 4.5	\$ 10.8	\$ 6.4	\$ 7.1	\$ 4.5	\$ 31.3	\$ 21.0	\$ 28.8	(3%)	(33%)	(237%)
Venue Merchandise	1.8	2.7	1.7	1.3	2.1	2.6	1.6	1.4	3.2	2.1	1.7	1.9	7.5	7.7	8.9	12%	3%	(216%)
WWEShop	0.8	0.4	0.5	0.7	0.7	1.0	0.7	1.1	1.1	1.4	1.1	1.5	2.4	3.5	5.1	14%	46%	(246%)
Consumer Products Division Consumer Products Margin %	\$ 22.7 70%	\$ 7.4 45%	\$ 5.5 44%	\$ 5.6 34%	\$ 11.9 51%	\$ 5.1 32%	\$ 8.2 44%	\$ 7.0 34%	\$ 15.1 50%	\$ 9.9 45%	\$ 9.9 44%	\$ 7.9 33%	\$ 41.2 52%	\$ 32.2 41%	\$ 42.8 43%	-	(22%)	(233%)
WWE Studios² WWE Studios Margin %	\$ (5.0)	\$ (0.4)	\$ (7.4)	\$ 0.1	\$ 1.6	\$ (0.2)	\$ (0.4)	\$ (0.4) (14%)	\$ (0.4) -27%	\$ - 0%	\$ (0.9) -53%	\$ (0.2) -11%	\$ (12.7)	\$ 0.5 5%	\$ (1.5) (21%)	131%	(104%)	200%
Corporate and Other																		
Corporate Support	(14.2)	(14.4)	(11.5)	(15.6)	(17.9)	(17.5)	(15.5)	(16.5)	(18.3)	(18.1)	(18.1)	(25.0)	(55.8)	(67.5)	(79.5)			
Business Support	(18.2)	(18.6)	(16.2)	(18.7)	(19.5)	(23.9)	(19.8)	(19.1)	(19.4)	(23.5)	(22.7)	(27.1)	(71.5)	(83.9)	(92.6)			
Corporate and Other³	\$ (32.4)	\$ (33.0)	\$ (27.7)	\$ (34.3)	\$ (37.4) ⁽⁵⁾	\$ (41.4)	\$ (35.3)	\$ (37.4)	\$ (37.7)	\$ (41.6)	\$ (40.8)	\$ (52.0)	\$ (127.3)	\$ (151.4)	\$ (172.1)	9%	(19%)	(14%)
Total OIBDA OIBDA Margin %	\$ 11.3 9%	\$ 14.9 10%	\$ 9.7 9%	\$ (5.6) -5%	\$ (7.2) -6%	\$ (14.6) -9%	\$ 2.7 2%	\$ 3.6 3%	\$ 21.0 12%	\$ 13.2 9%	\$ 23.4 14%	\$ 4.0 2%	\$ 30.4 6%	\$ (15.5) (3%)	\$ 61.6 9%	(52%)	(151%)	297%

Notes:

¹ Total Network includes *WWE Network*, Pay-per-view and VOD.

² WWE Studios OIBDA included the following impairment charges: \$0.2 million in Q4 2015, \$0.3 million in Q3 2015, \$1.5 million in Q4 2014, \$7.0 million in Q3 2013 and \$4.7 million Q1 2013.

³ Corporate & Other, as shown herein, includes corporate overhead and certain SG&A expenses which are not allocated to reported segments. Includes a \$7.1 million non-cash abandonment charge to write-off the value of costs related to a media center expansion project in Q4 2015.

⁴ OIBDA includes a \$7.1 million non-cash abandonment charge to write-off the value of costs related to a media center expansion project in Q4 2015, and a total of \$2.4 million in restructuring related expenses during Q3 2014 (\$2.1 million recorded in Corporate and Other Expenses and \$0.3 million in Digital Media OIBDA). D&A also includes \$1.8 million in restructuring expenses.

⁵ Amounts reflect \$0.3 million intersegment elimination.

Note: Totals may not sum down or across due to rounding

WWE
TRENDING SCHEDULES
RECONCILIATION OF NET INCOME TO OIBDA
(\$ in millions; Unaudited)

	2013				2014				2015				Full Year		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2013	2014	2015
Operating Income (loss)	\$ 6.1	\$ 8.8	\$ 3.2	\$ (12.2)	\$(12.2)	\$(22.5)	\$ (5.0)	\$ (2.5)	\$15.1	\$ 7.3	\$ 17.9	\$ (1.5)	\$ 5.9	\$ (42.2)	38.8
Depreciation and Amortization	5.2	6.1	6.5	6.6	5.0	7.9	7.7	6.1	5.9	5.9	5.5	5.5	24.5	26.7	22.8
OIBDA	<u>\$ 11.3</u>	<u>\$ 14.9</u>	<u>\$ 9.7</u>	<u>\$ (5.6)</u>	<u>\$ (7.2)</u>	<u>\$(14.6)</u>	<u>\$ 2.7</u>	<u>\$ 3.6</u>	<u>\$21.0</u>	<u>\$13.2</u>	<u>\$ 23.4</u>	<u>\$ 4.0</u>	<u>\$ 30.4</u>	<u>\$ (15.5)</u>	<u>\$ 61.6</u>

Non-GAAP Measure:

OIBDA is defined as operating income before depreciation and amortization. The Company's definition of OIBDA does not adjust its U.S. GAAP basis earnings for the amortization of Feature Film production assets. Although it is not a recognized measure of performance under U.S. GAAP, OIBDA is presented because it is a widely accepted financial indicator of a company's performance. The Company uses OIBDA to measure its own performance and to set goals for operating managers. OIBDA should not be considered as an alternative to net income, cash flows from operations or any other indicator of WWE's performance or liquidity, determined in accordance with U.S. GAAP.

**WWE
TRENDING SCHEDULES
KEY METRICS
(Unaudited)**

	2013				2014				2015				Full Year			Change		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2013	2014	2015	2012-13	2013-14	2014-15
WWE Network																		
Total Paid Subscribers at End of Period ¹					495	700	731	816	1,327	1,156	1,233	1,217		816	1,217			49%
-- year-over-year growth %									168%	65%	69%	49%			49%			
Average Paid Subscribers ¹					147	665	723	721	927	1,216	1,173	1,237		567	1,139			101%
									531%	83%	62%	72%			101%			
Live Events																		
North America																		
Average Event Attendance ²	6,400	6,300	5,500	5,900	6,400	7,000	5,100	5,700	7,400	5,400	5,100	6,300	6,000	6,000	6,000	2%	-	-
-- year-over-year growth %	3%	(2%)	6%	4%	-	11%	(7%)	(3%)	16%	(23%)	-	11%	2%	-	-			
Number of live events ²	77	65	62	52	80	54	73	57	73	65	79	56	256	264	273	3%	3%	3%
-- year-over-year growth %	12%	14%	(11%)	-	4%	(17%)	18%	10%	(9%)	20%	8%	(2%)	3%	3%	3%			
International																		
Average Event Attendance	2,500	6,600	6,700	5,200	N/A	6,100	7,700	6,000	1,700	6,900	8,900	7,800	5,900	6,200	7,300	(2%)	5%	18%
-- year-over-year growth %	(26%)	6%	(20%)	(7%)	(100%)	(8%)	15%	15%	N/A	13%	16%	30%	(2%)	5%	18%			
Number of live events	3	22	14	26	N/A	23	6	25	3	21	6	26	65	54	56	(2%)	(17%)	4%
-- year-over-year growth %	(50%)	(27%)	100%	13%	(100%)	5%	(57%)	(4%)	N/A	(9%)	-	4%	(2%)	(17%)	4%			
Pay-Per-View																		
Current buys (000s)	725	1,456	670	700	650	987	276	222	450	251	278	215	3,744	2,248	1,318	(4%)	(40%)	(41%)
Prior period buys (000's)	20	95	91	82	28	72	9	49	55	13	82	59	94	43	85	(18%)	(54%)	98%
Total buys (000's)	745	1,551	761	782	678	1,059	285	271	505	264	360	274	3,838	2,291	1,403	(5%)	(40%)	(39%)
-- year-over-year growth %	9%	(18%)	(4%)	20%	(9%)	(32%)	(63%)	(65%)	(26%)	(75%)	26%	1%	(5%)	(40%)	(39%)			
PPV events (#)	2	3	3	4	2	4	3	3	3	3	3	3	12	12	12	-	-	-
TV Ratings (THH)																		
Monday Night Raw	3.7	3.3	3.3	3.2	3.7	3.5	3.4	3.2	3.5	3.2	3.2	2.9	3.4	3.4	3.2	3%	2%	(7%)
-- year-over-year growth %	6%	(6%)	(3%)	7%	-	5%	2%	-	(5%)	(8%)	(6%)	(10%)	3%	2%	(7%)			
Friday Night SmackDown	2.3	2.1	2.2	2.2	2.4	2.2	2.2	2.2	2.2	2.2	2.0	1.9	2.2	2.3	2.1	5%	3%	(8%)
-- year-over-year growth %	5%	5%	-	5%	4%	3%	3%	-	(7%)	(1%)	(10%)	(16%)	5%	3%	(8%)			
Home Entertainment (DVD and Blu-ray)																		
Gross Units Shipped (000's)	1,216	966	718	1,087	1,087	578	429	580	620	523	368	570	3,987	2,674	2,081	6%	(33%)	(22%)
-- year-over-year growth %	47%	15%	(23%)	(7%)	(11%)	(40%)	(40%)	(47%)	(43%)	(10%)	(14%)	(2%)	6%	(33%)	(22%)			
WWE.com/Apps³																		
Avg. Mo. Unique Visitors (MM)	14.1	15.0	13.8	14.9	21.6	23.1	19.3	18.7	22.1	19.9	21.0	19.1	14.5	20.7	20.5	16%	43%	(1%)
-- year-over-year growth %	16%	13%	4%	23%	53%	54%	40%	26%	2%	(14%)	9%	2%	16%	43%	(1%)			
Avg. Mo. Page Views (MM)	450	556	540	572	524	553	491	420	485	392	379	368	530	497	406	41%	(6%)	(18%)
-- year-over-year growth %	57%	22%	44%	47%	16%	(1%)	(9%)	(27%)	(7%)	(29%)	(23%)	(12%)	41%	(6%)	(18%)			
Avg. Mo. Video Streams (MM)	54	55	51	55	52	55	47	41	44	36	39	36	54	49	38	69%	(9%)	(22%)
-- year-over-year growth %	101%	90%	31%	53%	(4%)	-	(8%)	(25%)	(15%)	(35%)	(17%)	(12%)	69%	(9%)	(22%)			
Avg. Time Per Mo. Unique Visitor (Mins)	31	31	32	32	14	11	11	11	12	9	8	9	32	12	10	23%	(63%)	(17%)
-- year-over-year growth %	56%	15%	23%	14%	(55%)	(65%)	(66%)	(66%)	(14%)	(18%)	(27%)	(18%)	23%	(63%)	(17%)			
WWEShop.com																		
Online Merch. Orders (000's)	73	63	60	124	80	81	90	172	113	127	135	214	320	425	589	4%	33%	39%
-- year-over-year growth %	11%	-	11%	(1%)	10%	29%	50%	39%	42%	57%	50%	24%	4%	33%	39%			

Notes

¹ WWE Network was launched Feb. 24, 2014. On April 7, 2014, the day following WrestleMania 30, the Company reported it had 667k subscribers. Average subscriber number is computed by taking a daily average during the period for all subscriptions, including Canada.

² The figures for North American Live Events Metrics exclude NXT® events, which are primarily staged for talent development purposes. NXT® is the home to WWE's talent developmental system based in Orlando, Florida.

³ Unique visitors, video streams and page views, as shown, reflect traffic on the WWE website and mobile application. The aggregate unique visitors measure has been reduced to remove duplicate counts of the same visitor on each platform. Internet data excludes traffic on syndicated sites.