

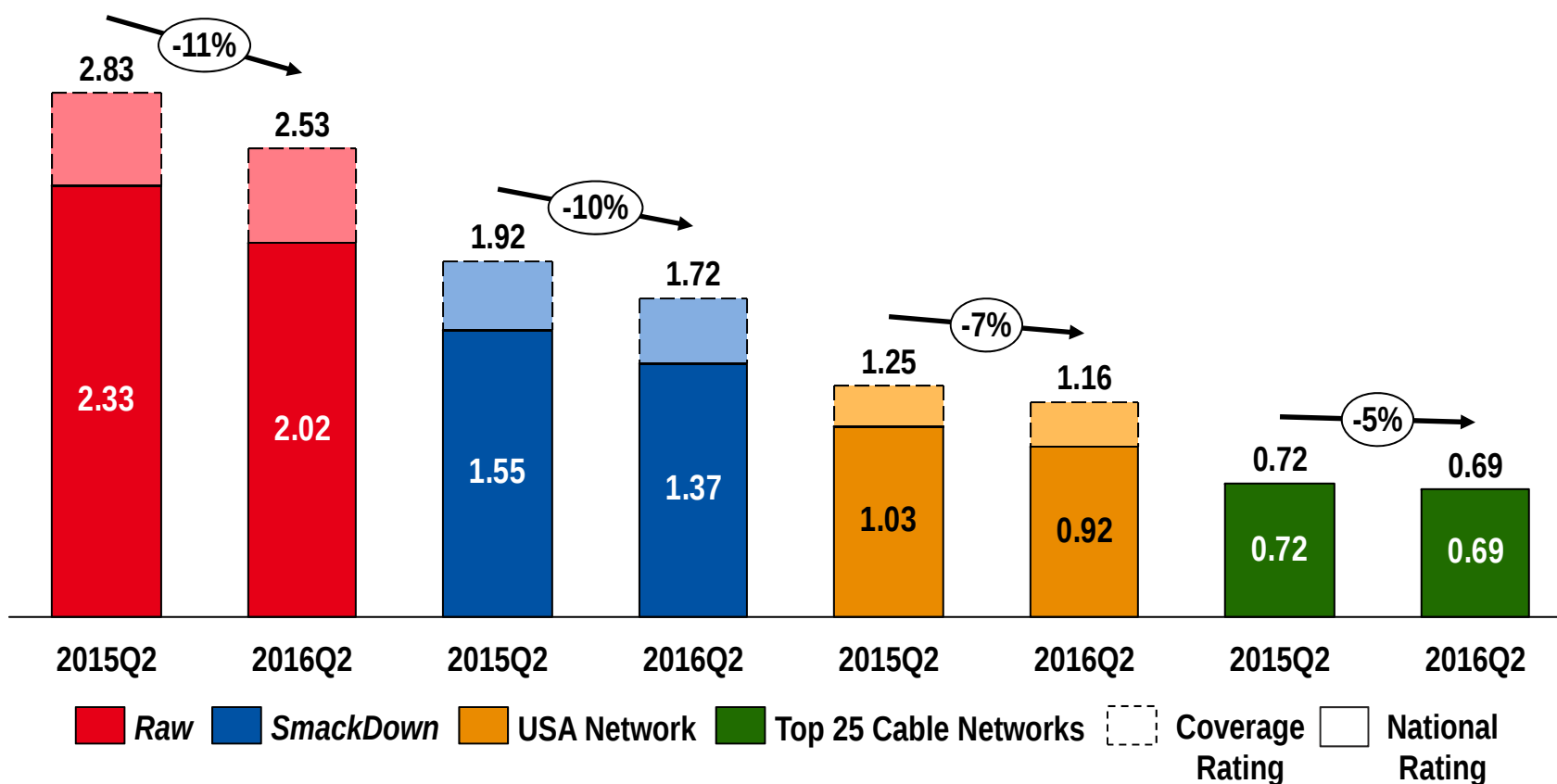


KEY PERFORMANCE INDICATORS- JULY 28, 2016

Average US Primetime Cable TV Ratings



Raw, SmackDown and Primetime Cable TV Ratings

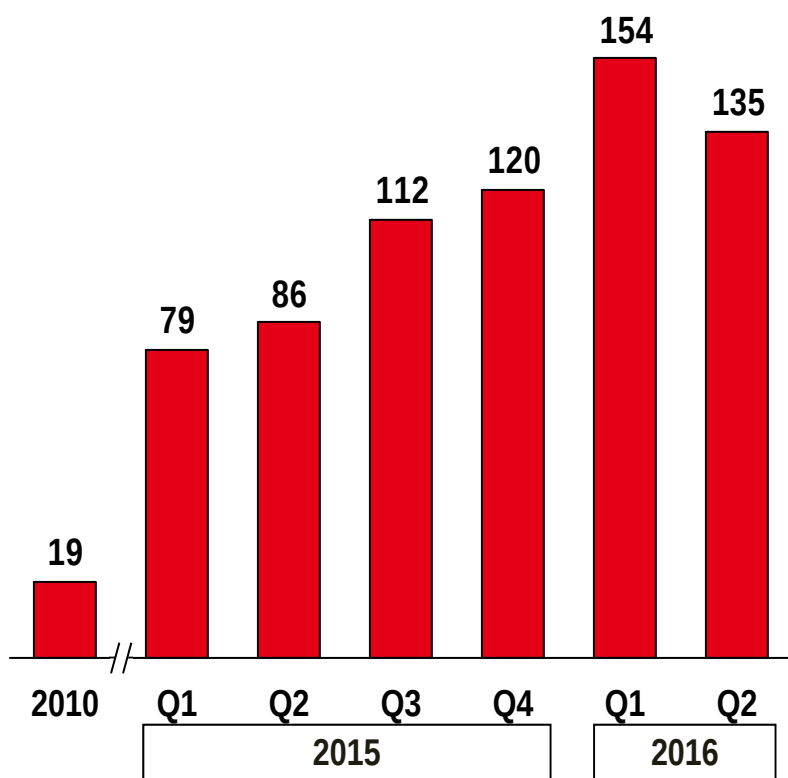


- Television ratings are measured on a Live +SD basis for Q2 2016 and Q2 2015
- SmackDown was aired on USA Network in Q2 2016 and Syfy in Q2 2015
- Top 25 Cable Networks reflect those 25 networks with the highest average total primetime US national ratings in Q2 2015 (excludes broadcast and premium networks)
- Definitions of Coverage Rating and National Rating above are provided on page 9

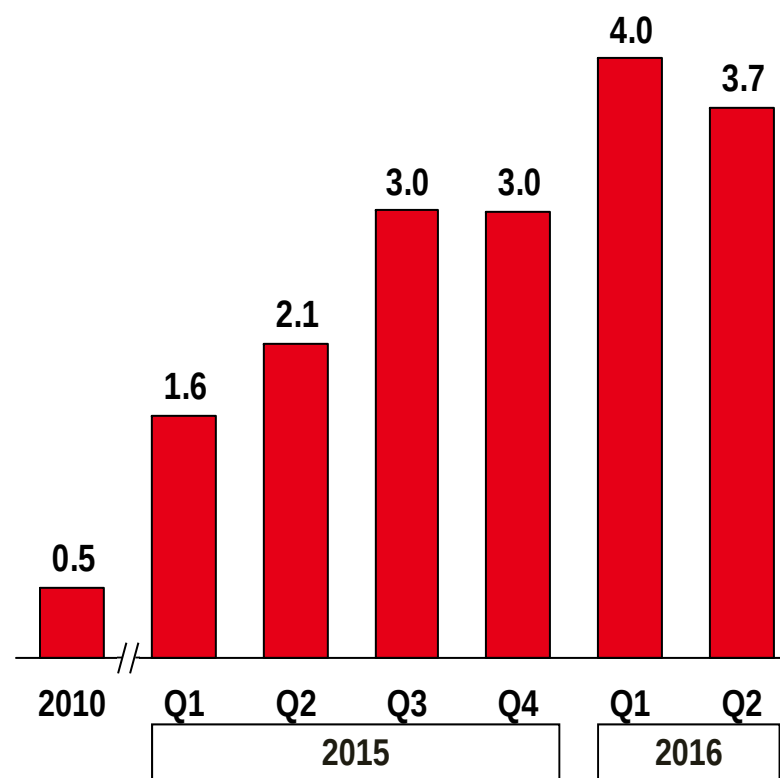
Media Consumption: WWE AVOD Consumption



AVOD Global Hours Viewed (MM)



AVOD Global Views (B)

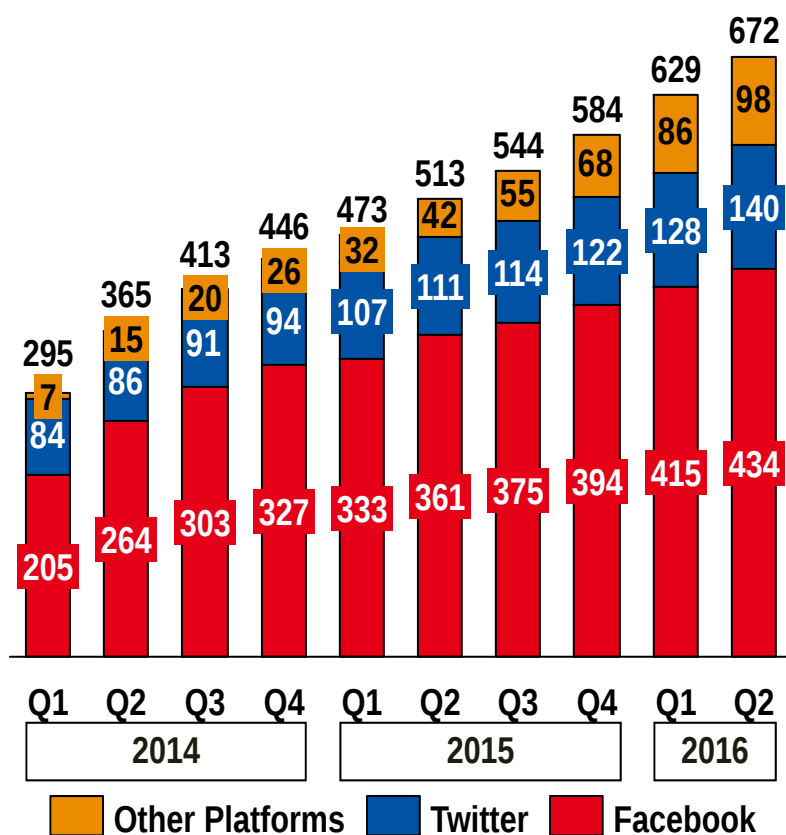


- AVOD is ad-supported video on demand. Consumption includes videos viewed on WWE Platforms (WWE.com and WWE App), Facebook and YouTube

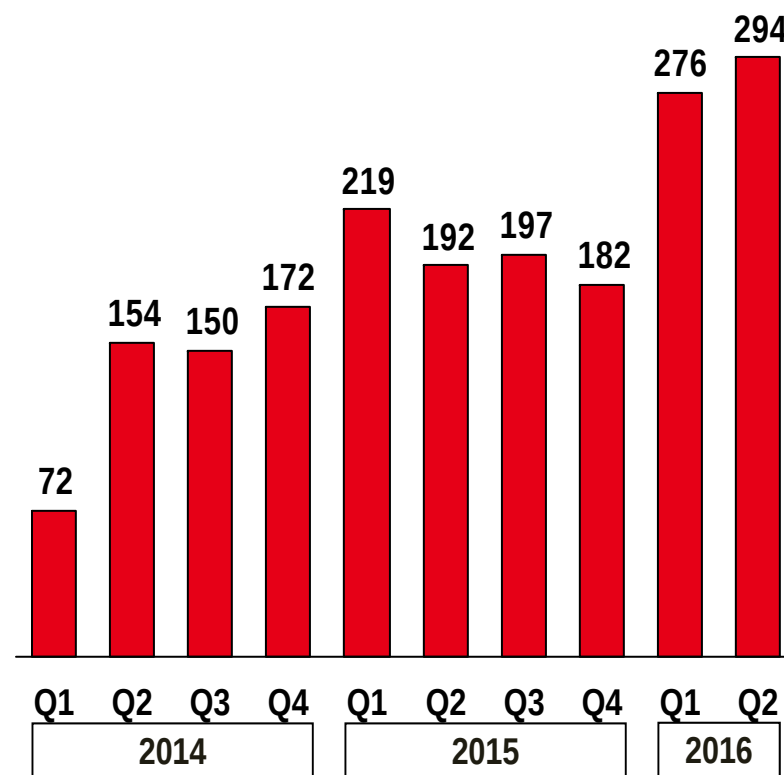
Social Media: WWE Reach & Engagement



Social Media Followers¹ (MM)



Social Media Engagement² (MM)



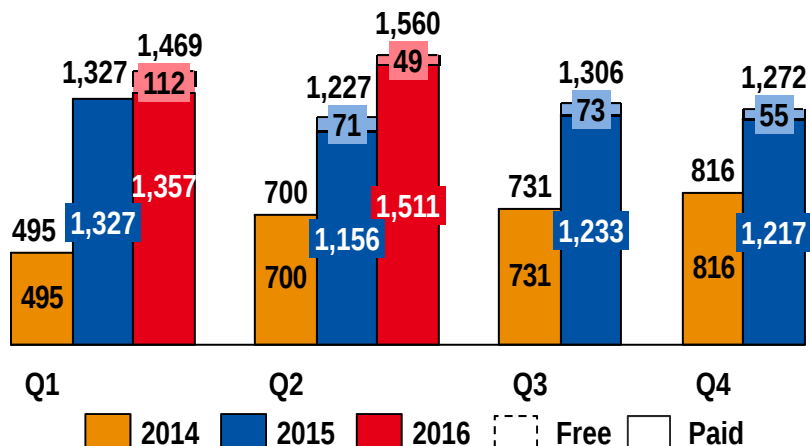
¹ Social media followers represent the number of follows for each individual platform - Facebook, Twitter, etc.- as sourced from each platform; as such, total followers shown have not been adjusted for duplication among or within platforms and do not represent the number of "unique" followers

² Social media fan engagements are defined as the cumulative fan response to WWE content measured by the number of "likes", "follows", "shares", "mentions", and "retweets" across social media platforms such as Facebook, Twitter, YouTube, Instagram and Tumblr

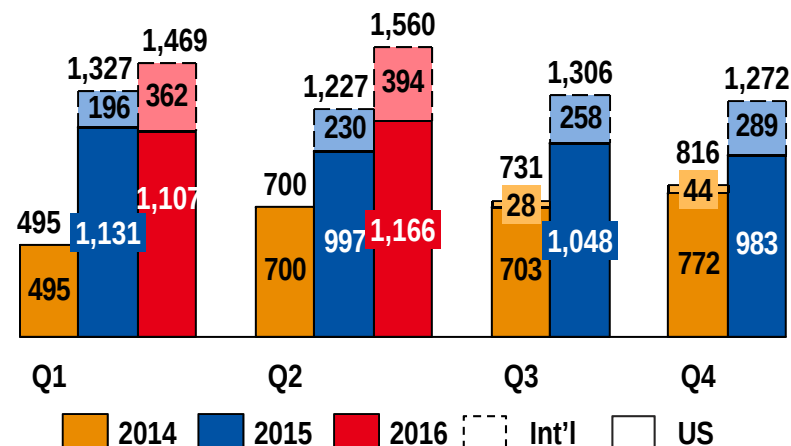
WWE Network Ending Subscribers



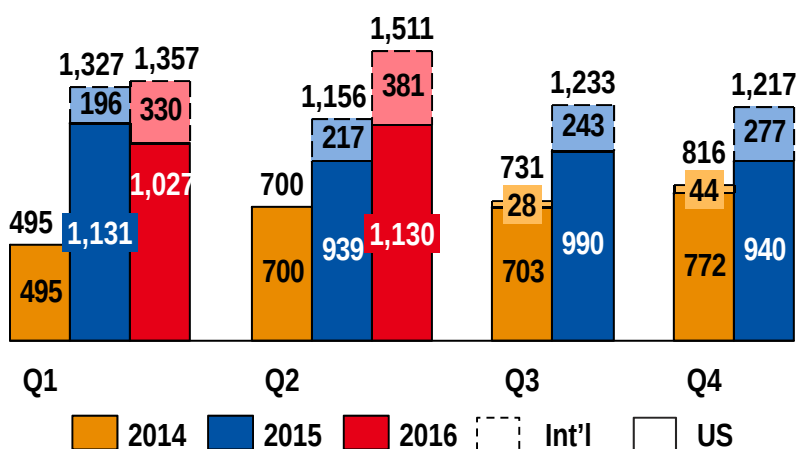
Total Subscribers – Free & Paid (000s)



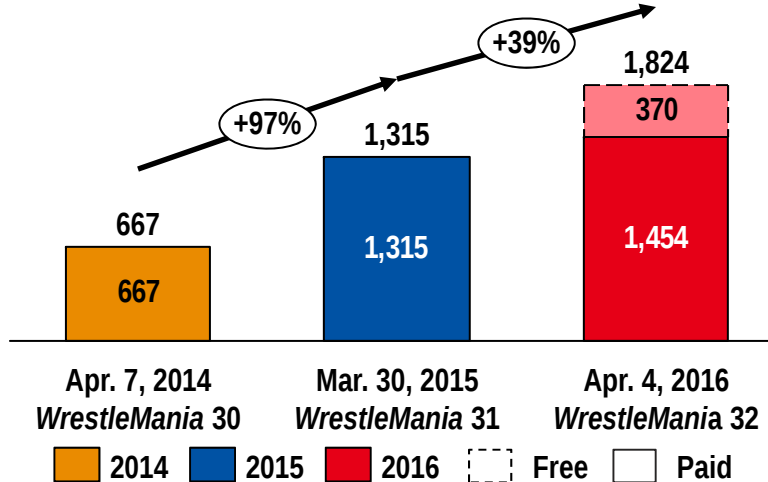
Total Subscribers – US & Int'l (000s)



Total Paid Subscribers – US & Int'l (000s)



WrestleMania Total Subscribers (000s)

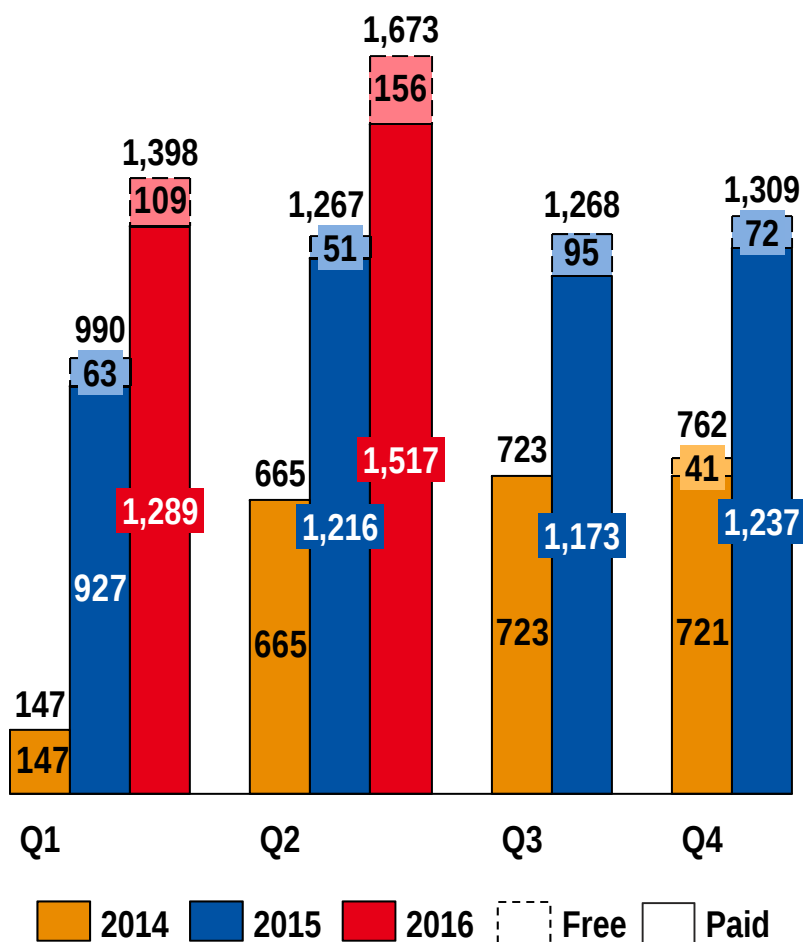


– Definitions of subscriber metrics above are provided on page 10

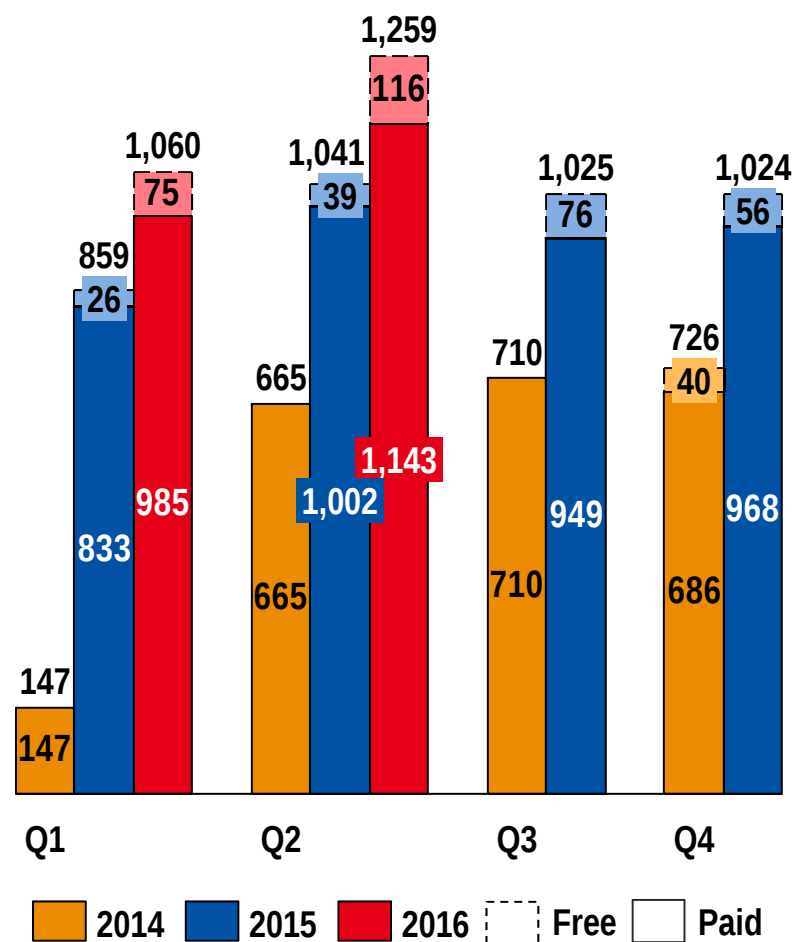
WWE Network Average Subscribers - Free & Paid



Average Total Subscribers (000s)



Average Total Domestic Subscribers (000s)

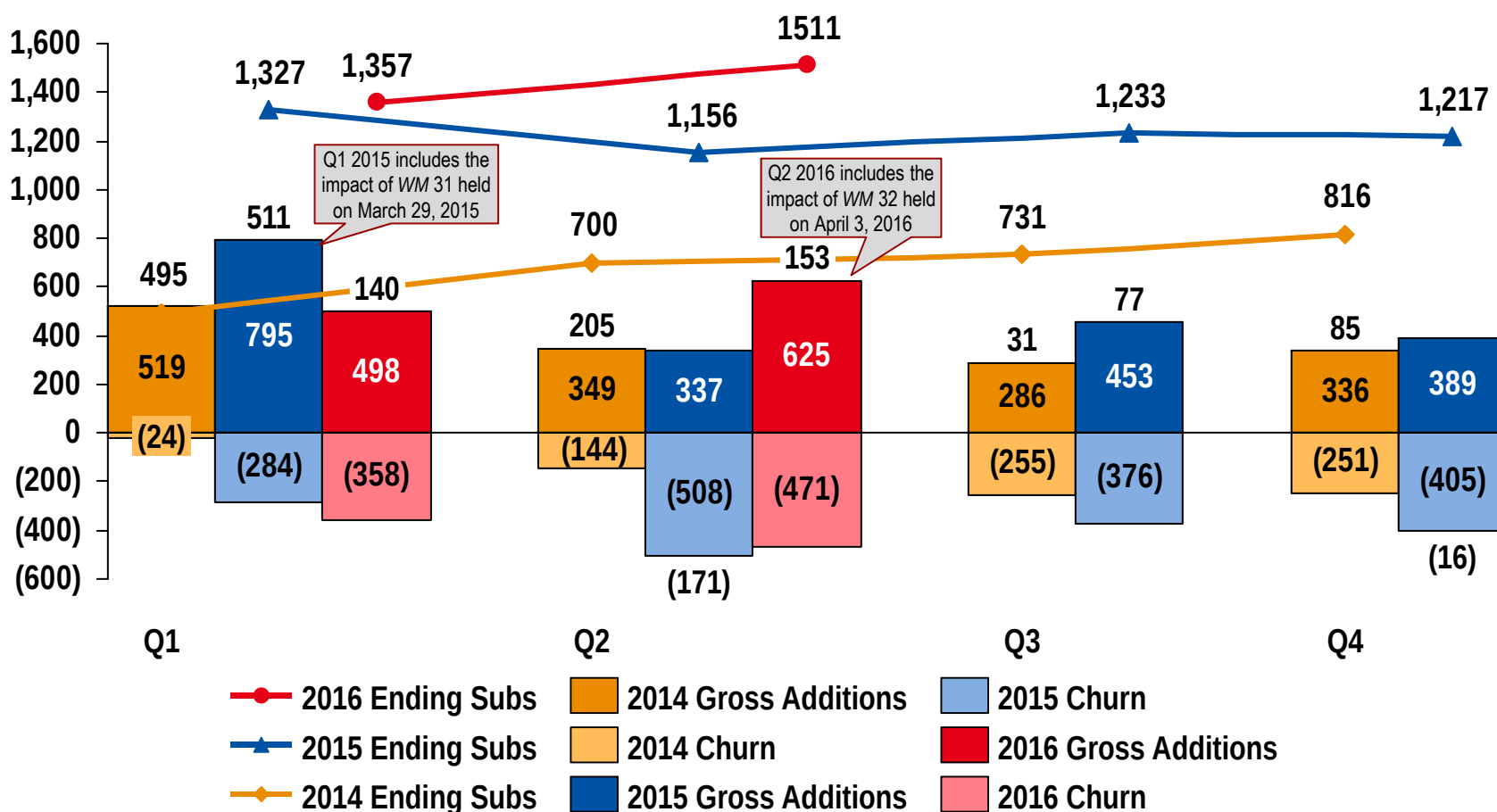


- Definitions of subscriber metrics above are provided on page 10

WWE Network: Order-based Subscriber Growth



Gross Paid Additions, Churn and Ending Subscribers (000s)

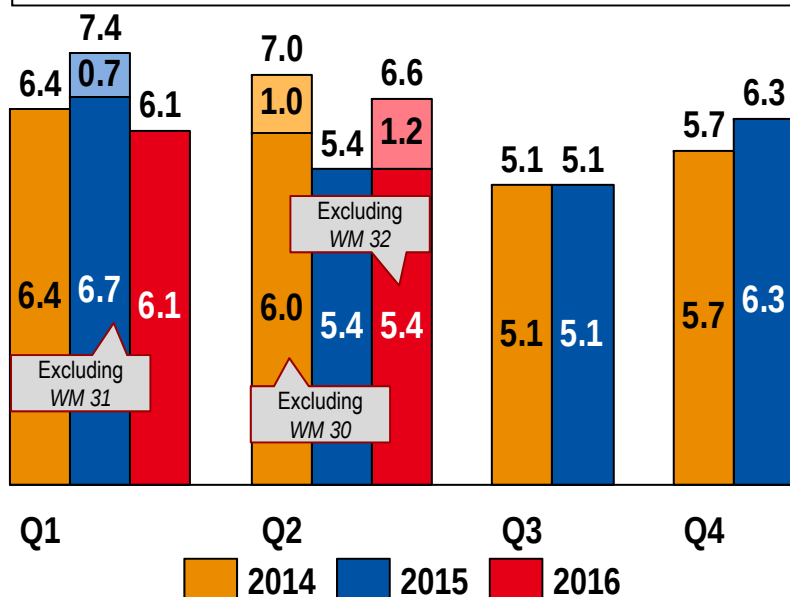


– Definitions of subscriber metrics above are provided on page 10

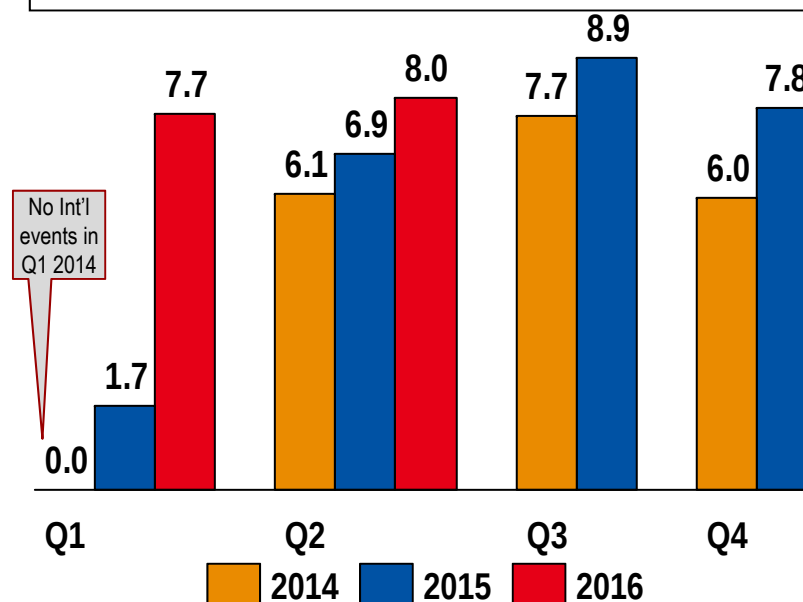
Live Event Attendance



North America (average in 000s)



International (average in 000s)



Number of Events

	Q1	Q2	Q3	Q4
2014	80	54	73	57
2015	73	65	79	56
2016	72	62		

Number of Events

	Q1	Q2	Q3	Q4
2014	0	23	6	25
2015	3	21	6	26
2016	6	19		

- WrestleMania took place in the second quarter of 2014 and 2016, and in the first quarter of 2015

Footnotes – Definition of Metrics



1. Coverage Rating: An average of the U.S. viewing audience (households) for each minute of a selected daypart or program aired on a U.S. television network expressed as a percentage of the estimated U.S. television households within that network's coverage area. During Q2 2016, USA Network's coverage area included an average of approximately 93 million U.S. households. During Q2 2015, USA Network and Syfy coverage areas included an average of approximately 96 million and 94 million U.S. households respectively.
2. National Rating: An average of the U.S. viewing audience (households) for each minute of a program or daypart expressed as a percentage of total U.S. television households. During Q2 2016 and Q2 2015 there were approximately 116 million U.S. television households respectively.
3. Top 25 Cable Networks reflect those 25 networks with the highest average total primetime U.S. national ratings in Q2 2015 (excludes broadcast and premium networks).
4. Media Consumption – AVOD: Hours of content viewed on 3rd party platforms, including YouTube and Facebook, are based on Google Analytics. Hours viewed on WWE owned and operated platforms are from internal data.
5. Social media followers represent the number of follows for each individual platform - Facebook, Twitter, etc.- as sourced from each platform; as such, total followers shown have not been adjusted for duplication among or within platforms and do not represent the number of “unique” followers.
6. Social media fan engagements are defined as the cumulative fan response to WWE content measured by the number of “likes”, “follows”, “shares”, “mentions”, and “retweets” across social media platforms such as Facebook, Twitter, YouTube, Instagram and Tumblr.

Footnotes – Definition of Metrics



7. Subscriber metrics reflect direct customers of WWE Network and subscribers reported under licensed partner agreements, which have different economic terms for the network.
8. Total subscribers reflect all active subscribers over the relevant time period. These include WWE Network customers who have activated a free trial of the network and those who have made payments.
9. Free trial subscribers refer to WWE Network customers who received a free trial upon activating network service, and were still within their promotion period as of the date reported. Subscribers are eligible to receive a free trial upon their initial service activation, or upon reactivation (i.e. following a period of discontinued service) if they did not previously receive a free trial.
10. Average paid subscribers reflect the sum of the arithmetic daily mean over the relevant period for our direct-to-consumer subscribers, and the average of the monthly reported subscribers from our license partners (such reporting is received and recognized on an approximate 30 day lag). Average paid subscribers may differ substantially from paid subscribers at the end of any period due to the timing of paid subscriber additions.