



KEY PERFORMANCE INDICATORS – FEBRUARY 9, 2017

Forward-Looking Statements



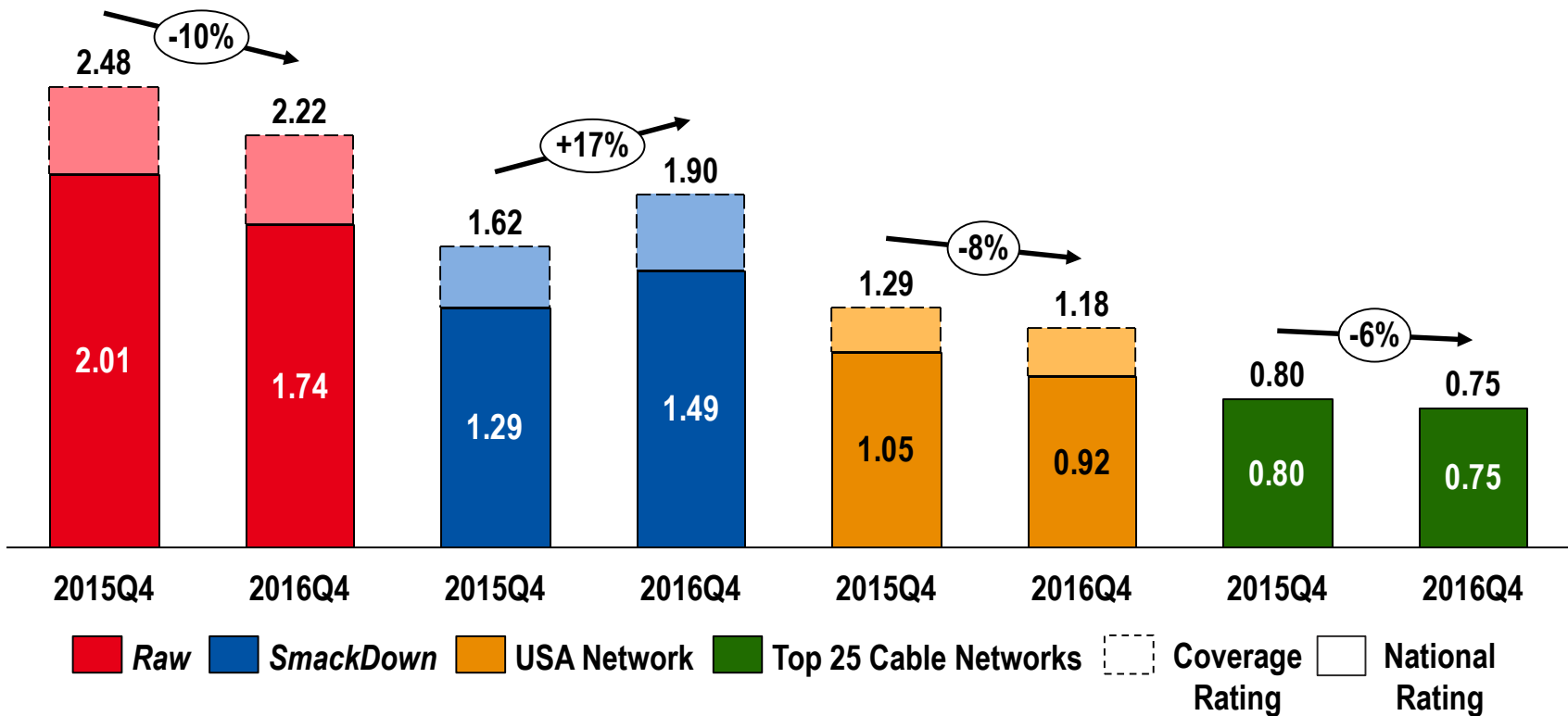
This presentation contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to: *WWE Network* (including the risk that we are unable to attract, retain and renew subscribers); major distribution agreements; our need to continue to develop creative and entertaining programs and events; the possibility of a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our indebtedness; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the relatively small public "float" of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

This presentation contains non-GAAP financial information, including OIBDA. We define OIBDA as operating income before depreciation and amortization, excluding feature film and television production amortization and related impairments. OIBDA is a non-GAAP financial measure and may be different than similarly-titled non-GAAP financial measures used by other companies. A limitation of OIBDA is that it excludes depreciation and amortization, which represents the periodic charge for certain fixed assets and intangible assets used in generating revenues for the Company's business. OIBDA should not be regarded as an alternative to operating income or net income as an indicator of operating performance, or to the statement of cash flows as a measure of liquidity, nor should it be considered in isolation or as a substitute for financial measures prepared in accordance with GAAP. We believe that operating income is the most directly comparable GAAP financial measure to OIBDA. Reconciliations of OIBDA to operating income can be found in the Company's earnings release dated February 9, 2017.

Average US Primetime Cable TV Ratings



Raw, SmackDown and Primetime Cable TV Ratings

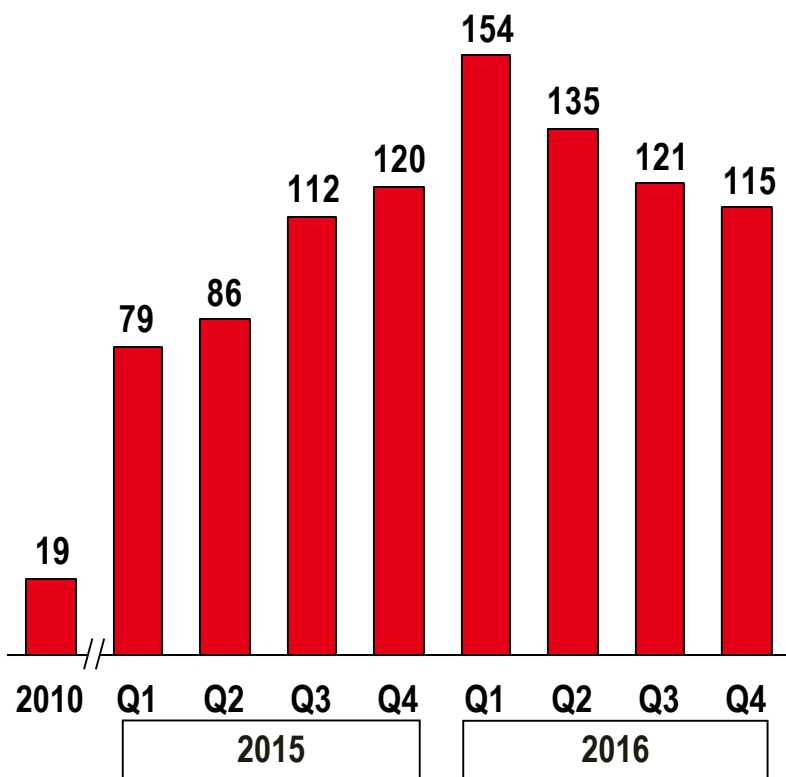


- Television ratings are measured on a Live+SD basis for Q4 2016 and Q4 2015
- SmackDown was aired on USA Network in Q4 2016 and Syfy in Q4 2015. SmackDown transitioned to a live format on USA Network beginning July 2016
- Top 25 Cable Networks reflect those 25 networks with the highest average total primetime US national ratings in Q4 2015 (excludes broadcast and premium networks)
- Definitions of Coverage Rating and National Rating above are provided on page 9

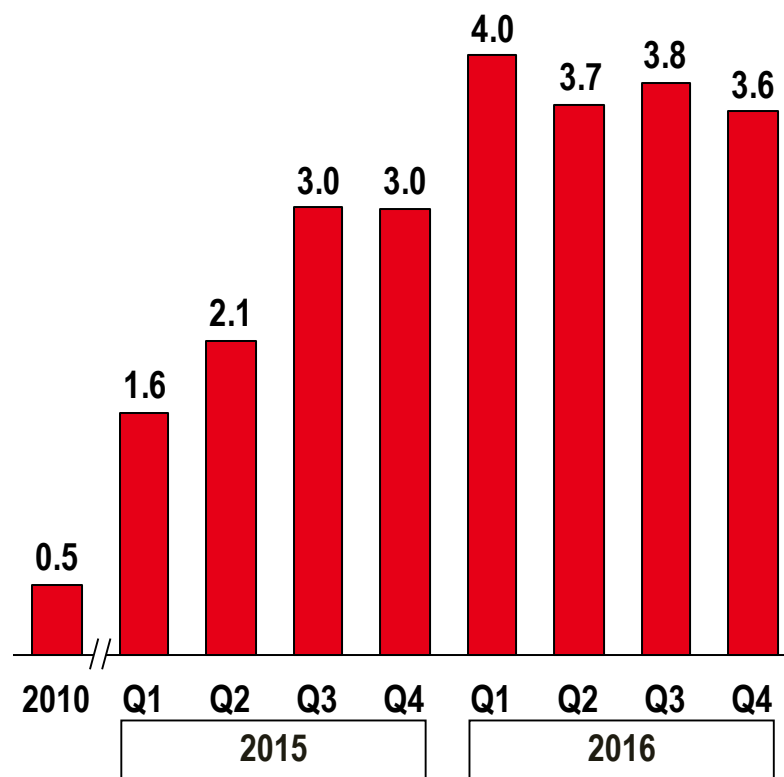
Media Consumption: WWE AVOD Consumption



AVOD Global Hours Viewed (MM)



AVOD Global Views (B)

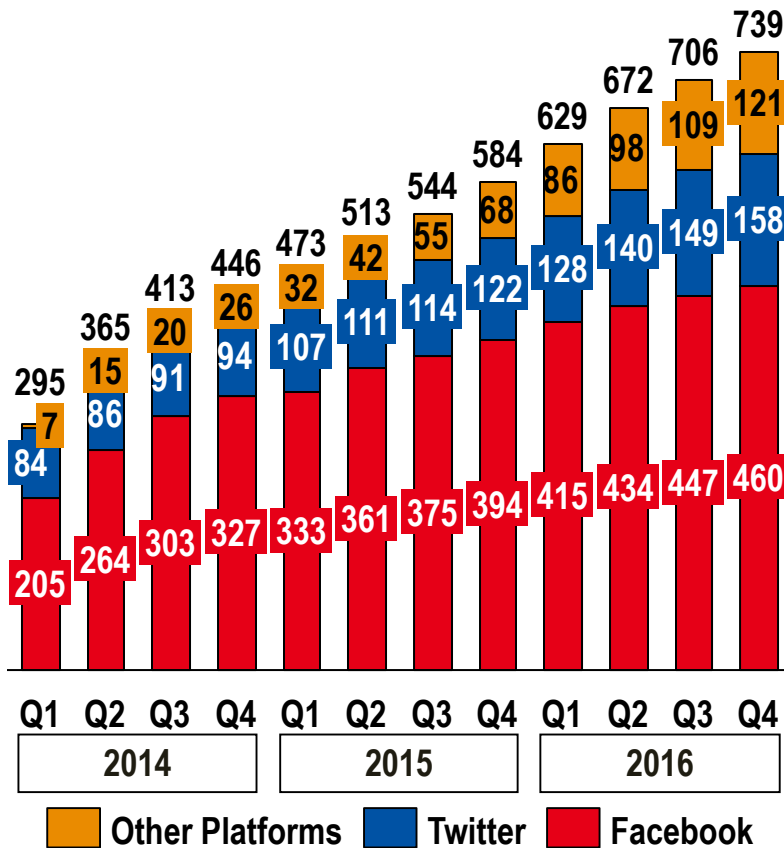


- AVOD is ad-supported video on demand. Consumption includes videos viewed on WWE Platforms (WWE.com and WWE App), Facebook and YouTube

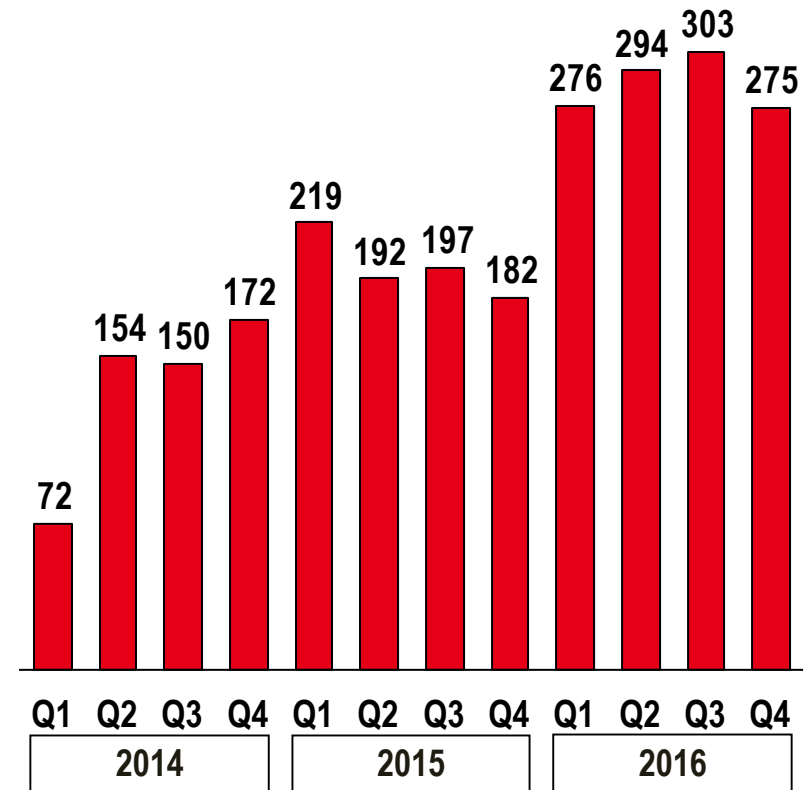
Social Media: WWE Reach & Engagement



Social Media Followers¹ (MM)



Social Media Engagement² (MM)



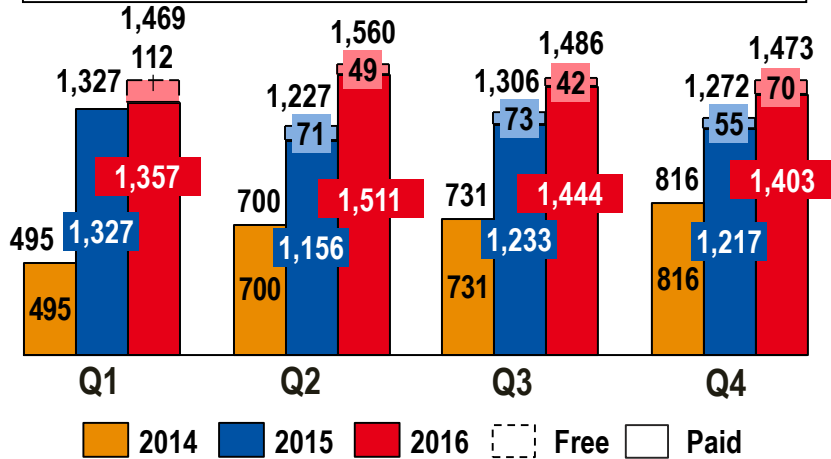
¹ Social media followers represent the number of follows for each individual platform - Facebook, Twitter, etc.- as sourced from each platform; as such, total followers shown have not been adjusted for duplication among or within platforms and do not represent the number of "unique" followers

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

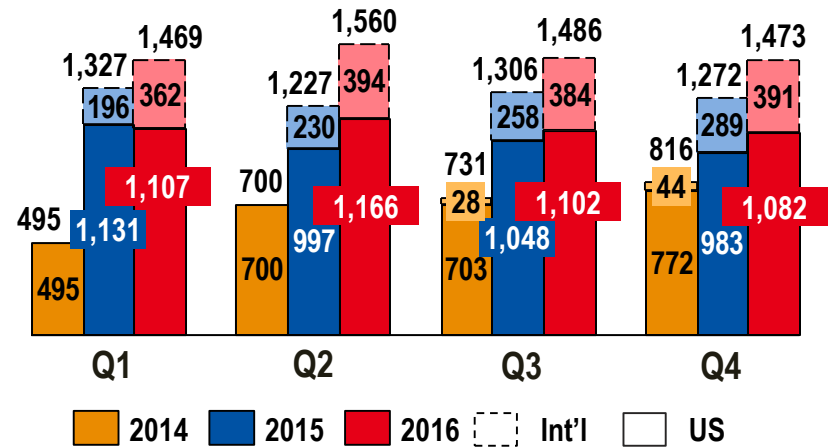
WWE Network Ending Subscribers



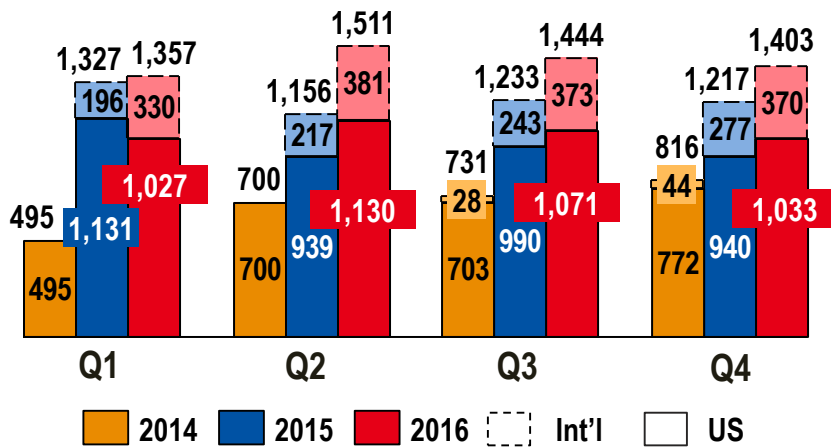
Total Subscribers – Free & Paid (000s)



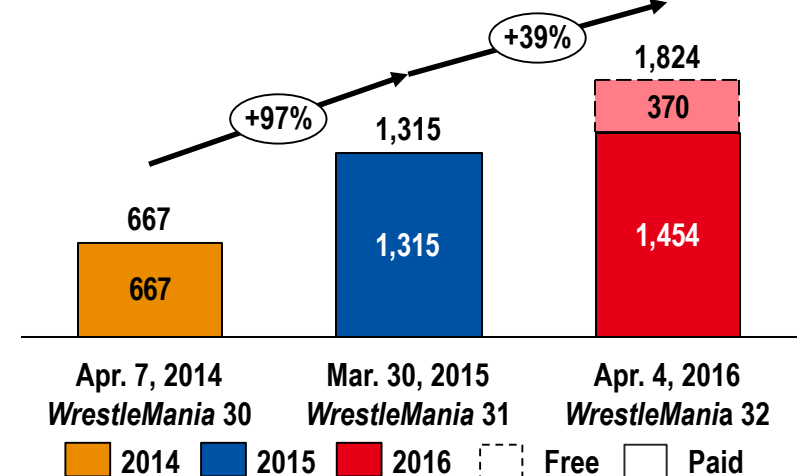
Total Subscribers – US & Int'l (000s)



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



WrestleMania Total Subscribers (000s)

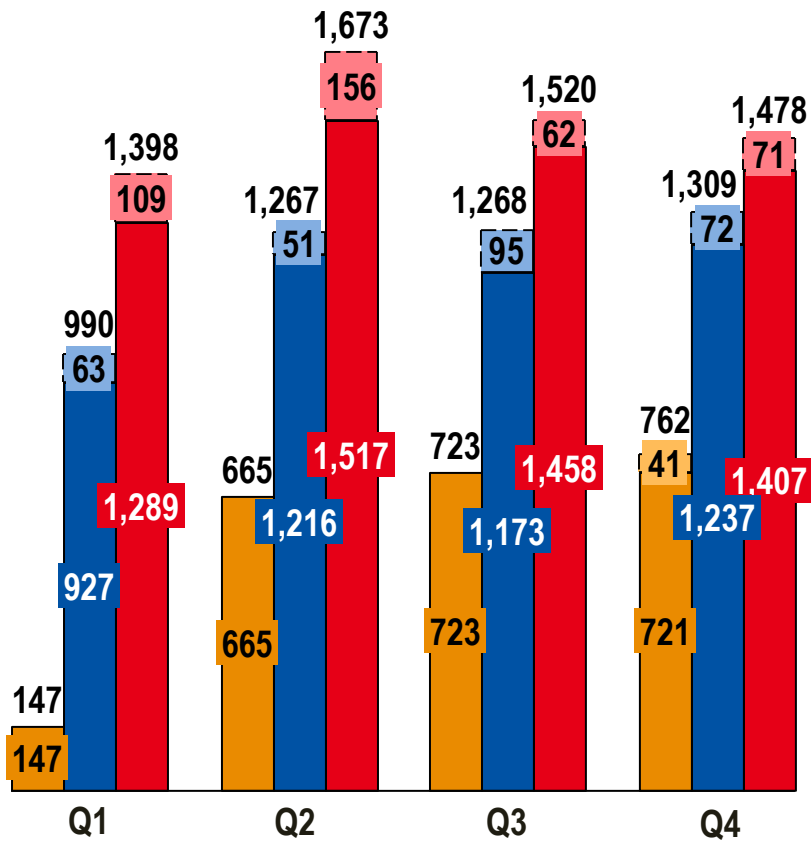


- Definitions of subscriber metrics above are provided on page 10

WWE Network Average Subscribers - Free & Paid

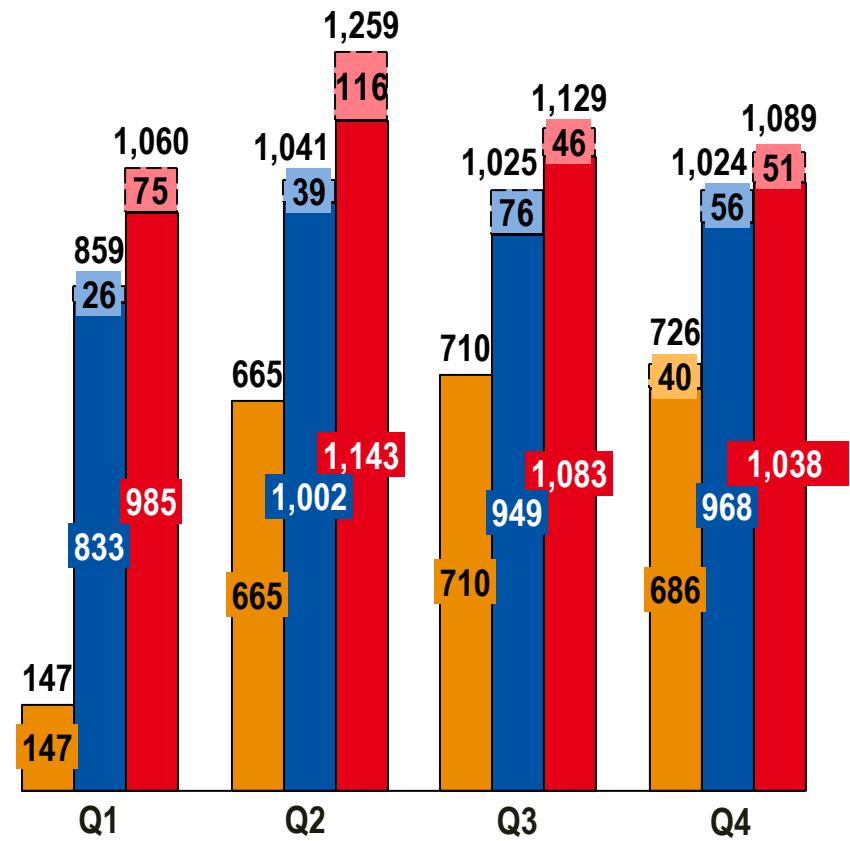


Average Total Subscribers (000s)



2014 2015 2016 Free Paid

Average Total Domestic Subscribers (000s)



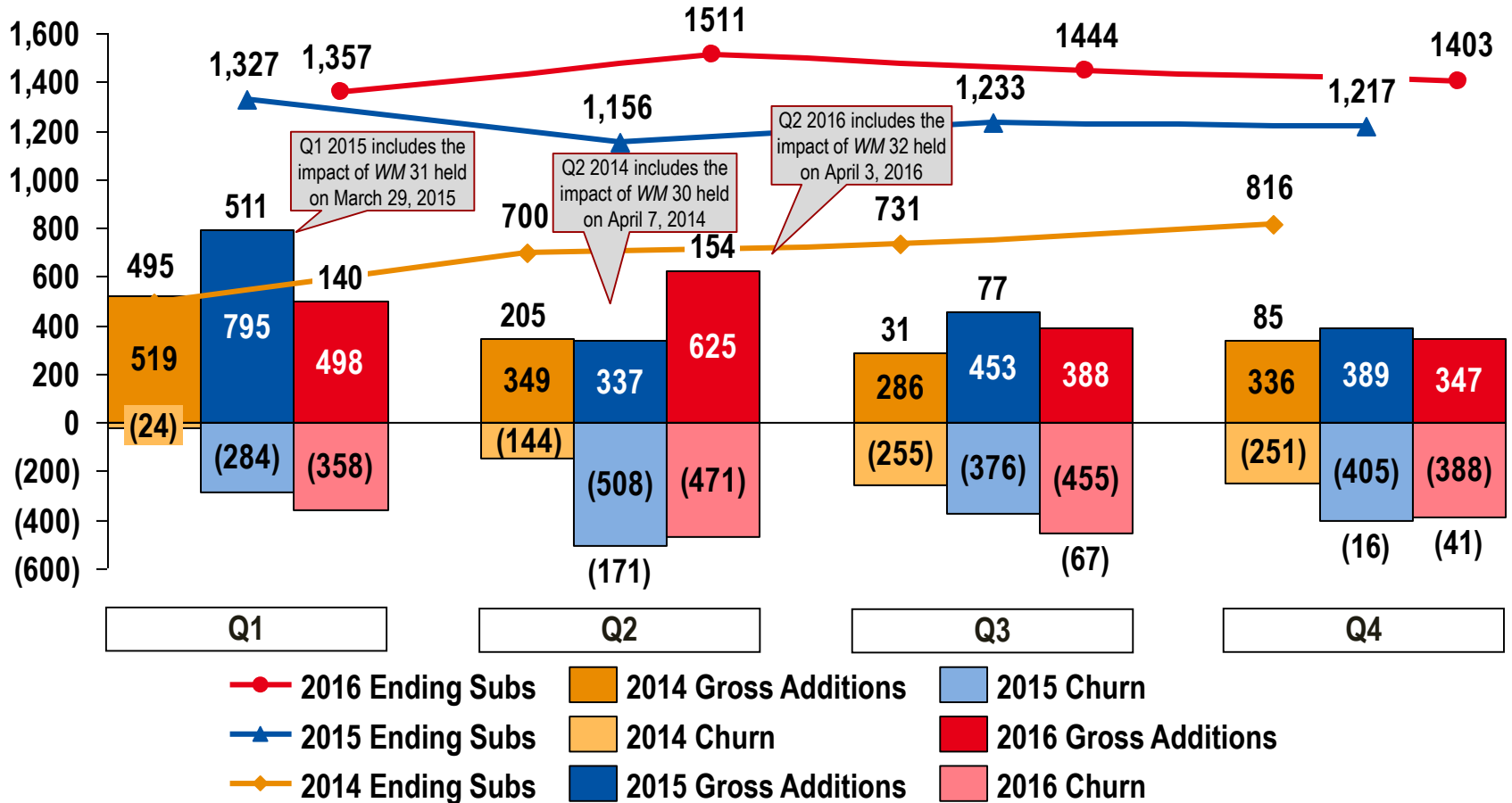
2014 2015 2016 Free Paid

- Definitions of subscriber metrics above are provided on page 10

WWE Network: Order-based Subscriber Growth



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

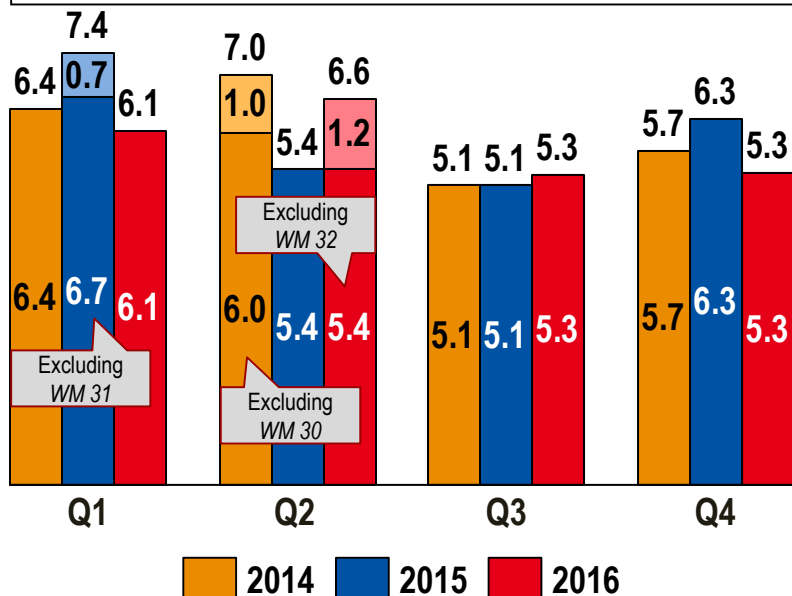


- Definitions of subscriber metrics above are provided on page 10

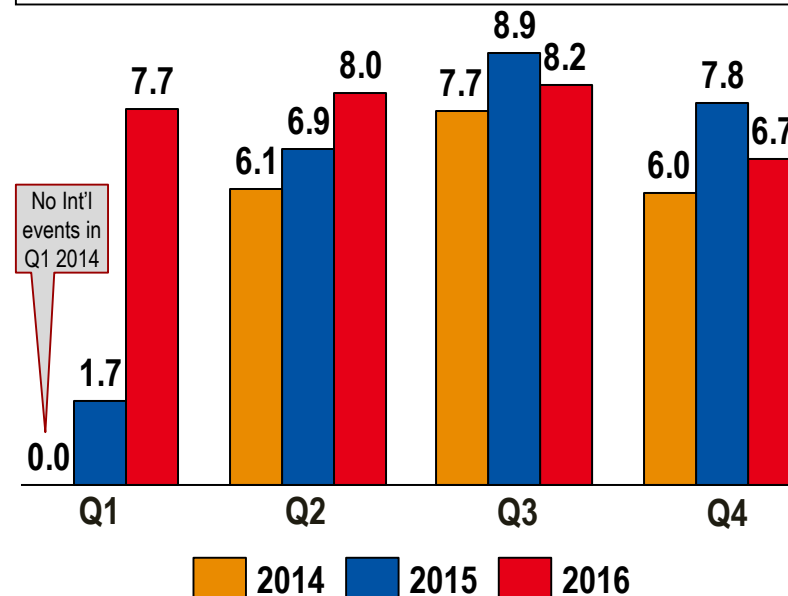
Live Event Attendance



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	71	75

Number of Events

	Q1	Q2	Q3	Q4
2014	0	23	6	25
2015	3	21	6	26
2016	6	19	11	28

- *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 Q4 2016, USA Network's coverage area included an average of approximately 93 million U.S. households. During Q4 2015, USA Network and Syfy coverage areas included an average of approximately 95 million and 93 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 Q4 2016 there were approximately 118 million U.S. television households, while in Q4 2015 there were approximately 116 million U.S. television households.
3. Top 25 Cable Networks reflect those 25 networks with the highest average total primetime U.S. national ratings in Q3 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.