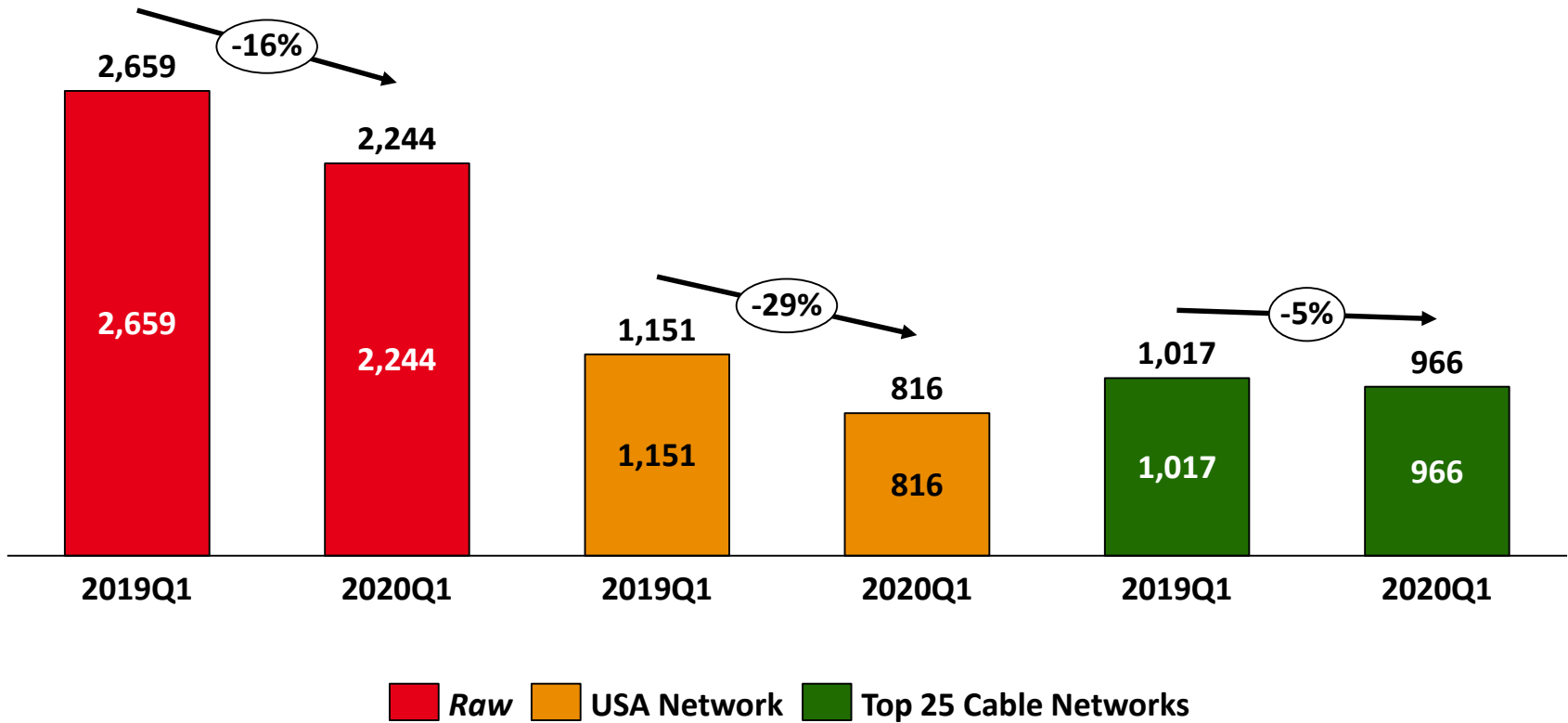




**KEY PERFORMANCE INDICATORS – APRIL 23, 2020**

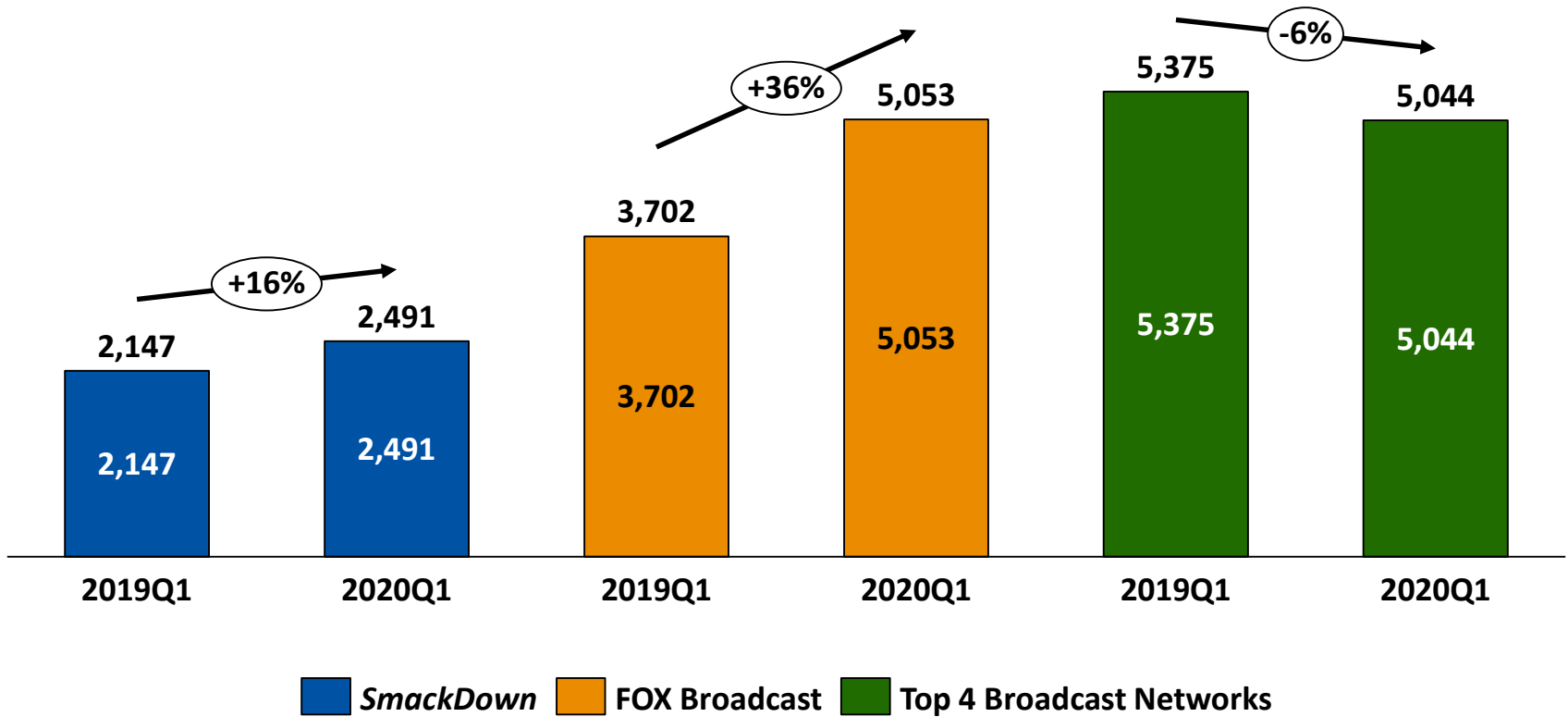
# AVERAGE US PRIMETIME CABLE TV VIEWERSHIP

## RAW AND PRIMETIME CABLE TV VIEWERSHIP



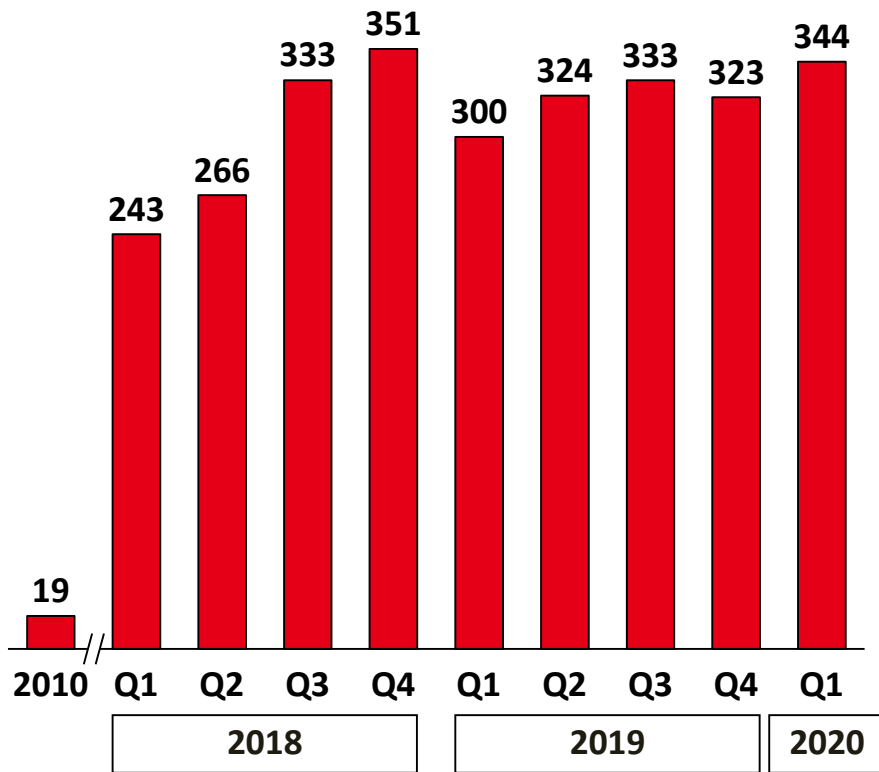
# AVERAGE US PRIMETIME BROADCAST TV VIEWERSHIP

## SMACKDOWN AND PRIMETIME BROADCAST TV VIEWERSHIP

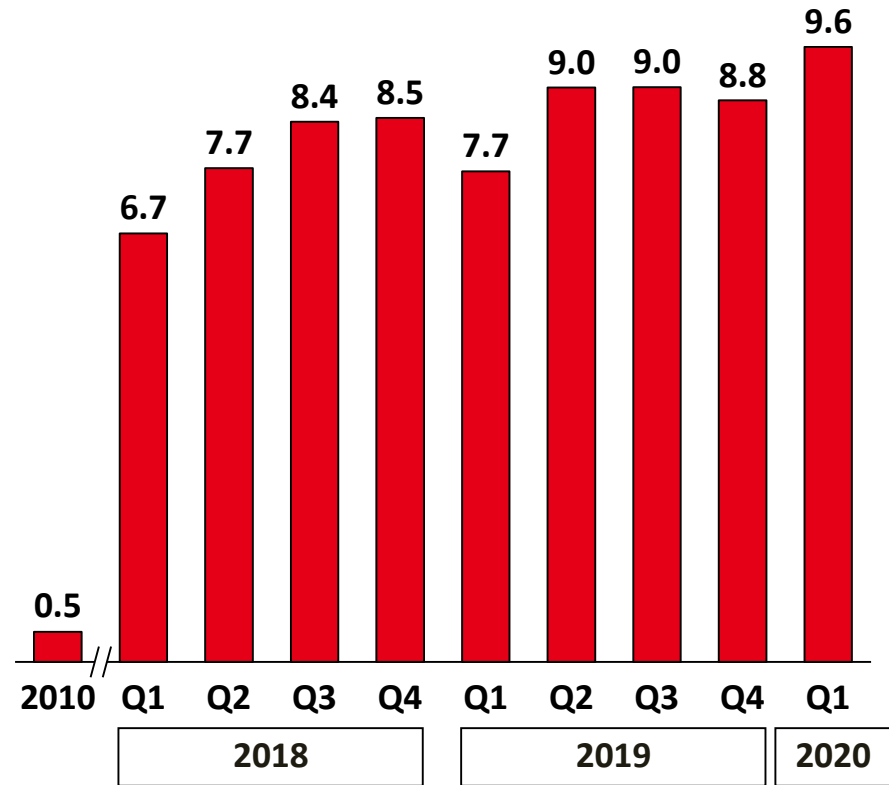


MEDIA CONSUMPTION: WWE AVOD CONSUMPTION

AVOD Global Hours Viewed (MM)



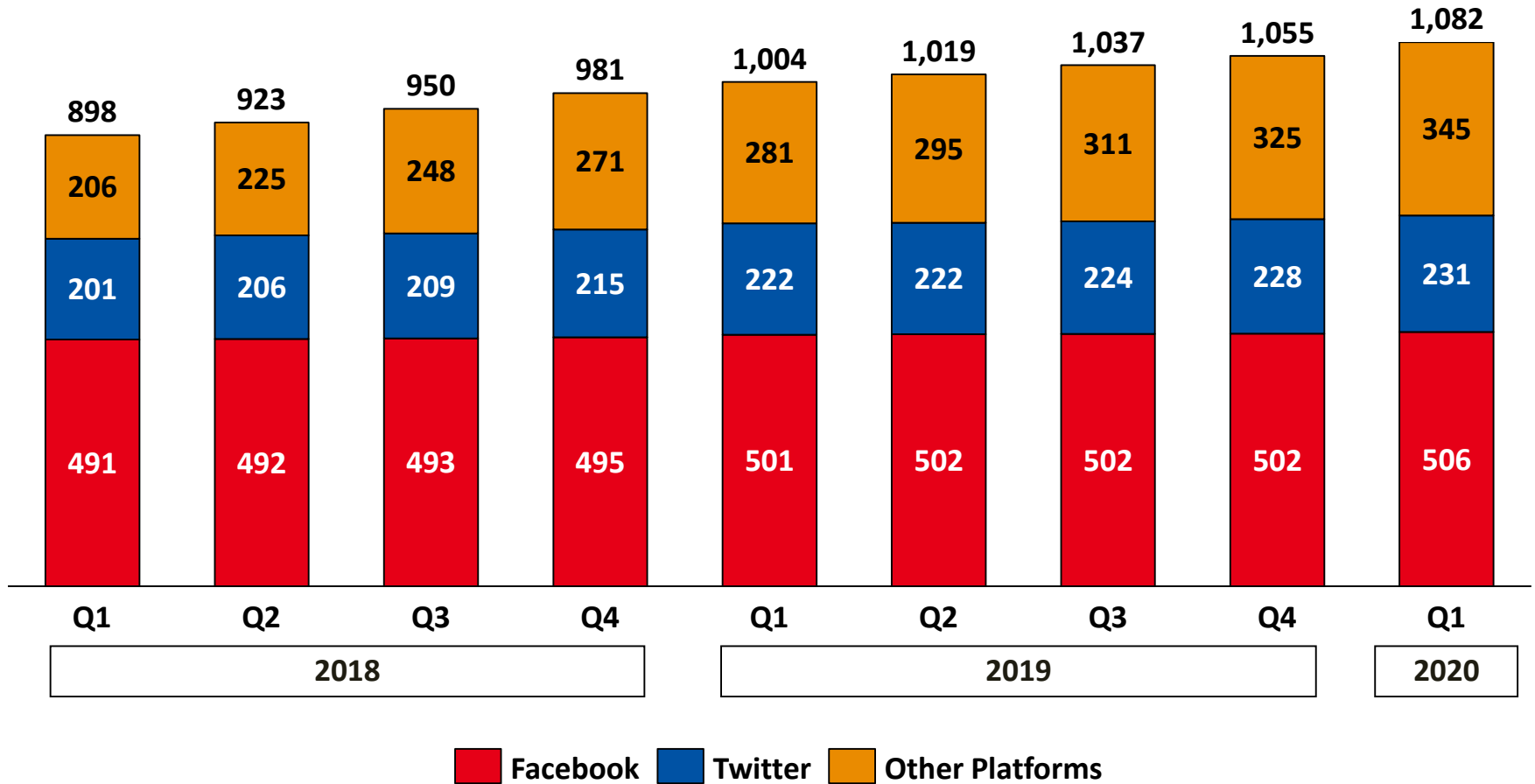
AVOD Global Views (B)





## SOCIAL MEDIA: WWE REACH

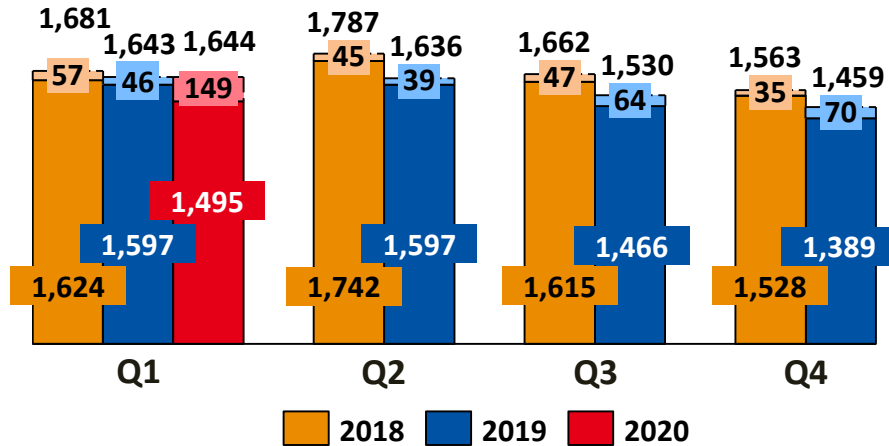
Social Media Followers (MM)



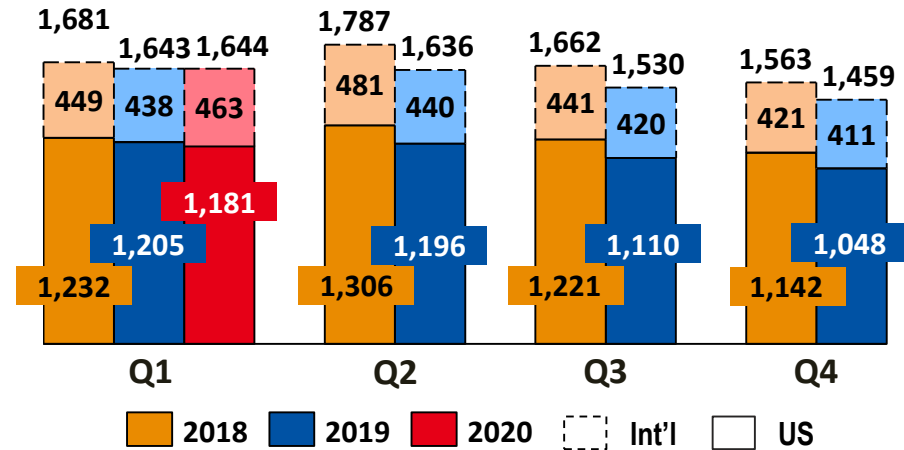
# WWE AT A GLANCE: Q1 2020 HIGHLIGHTS

## WWE NETWORK ENDING SUBSCRIBERS

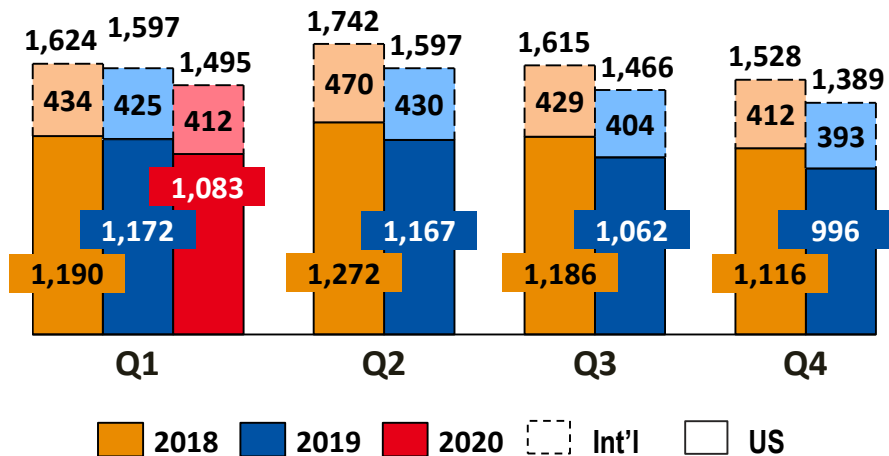
Total Subscribers – Free & Paid (000s)



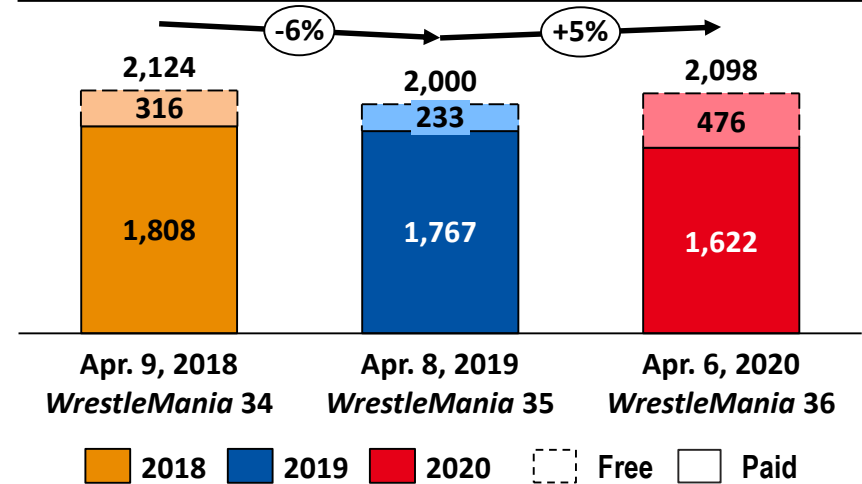
Total Subscribers – US & Int'l (000s)



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



WrestleMania Total Subscribers (000s)

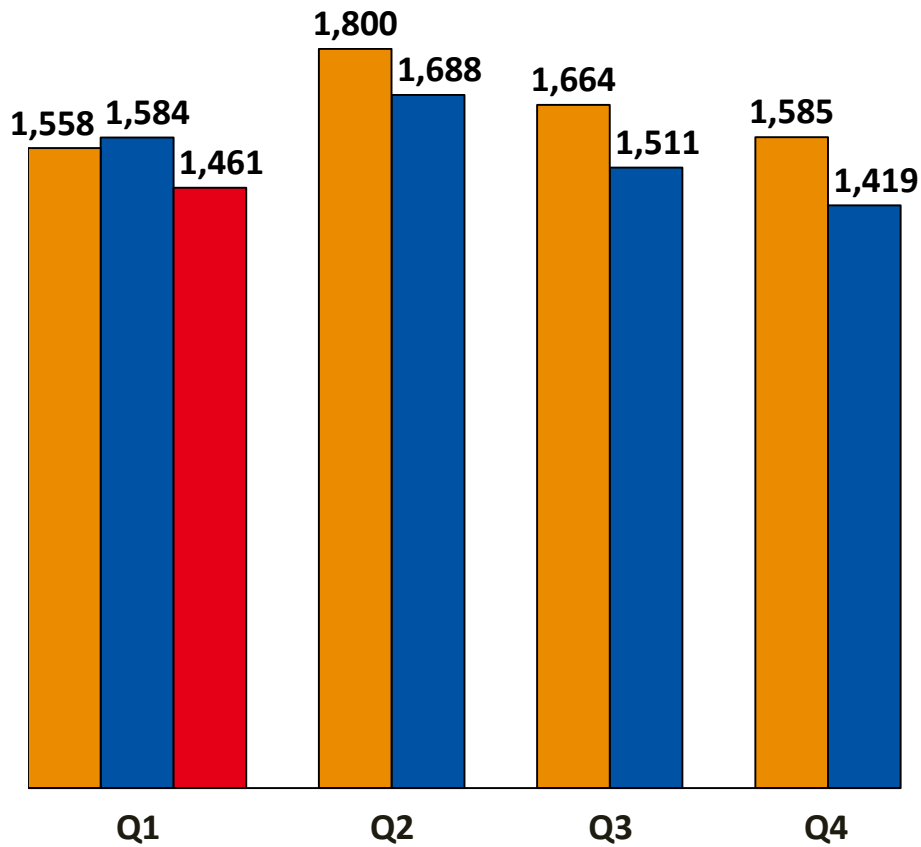


- In 2020, *WrestleMania* was held without a live audience in WWE's Performance Center located in Orlando, Florida due to public-health concerns about in-person gatherings as a result of the COVID-19 outbreak

- Definitions of subscriber metrics above are provided on page 10

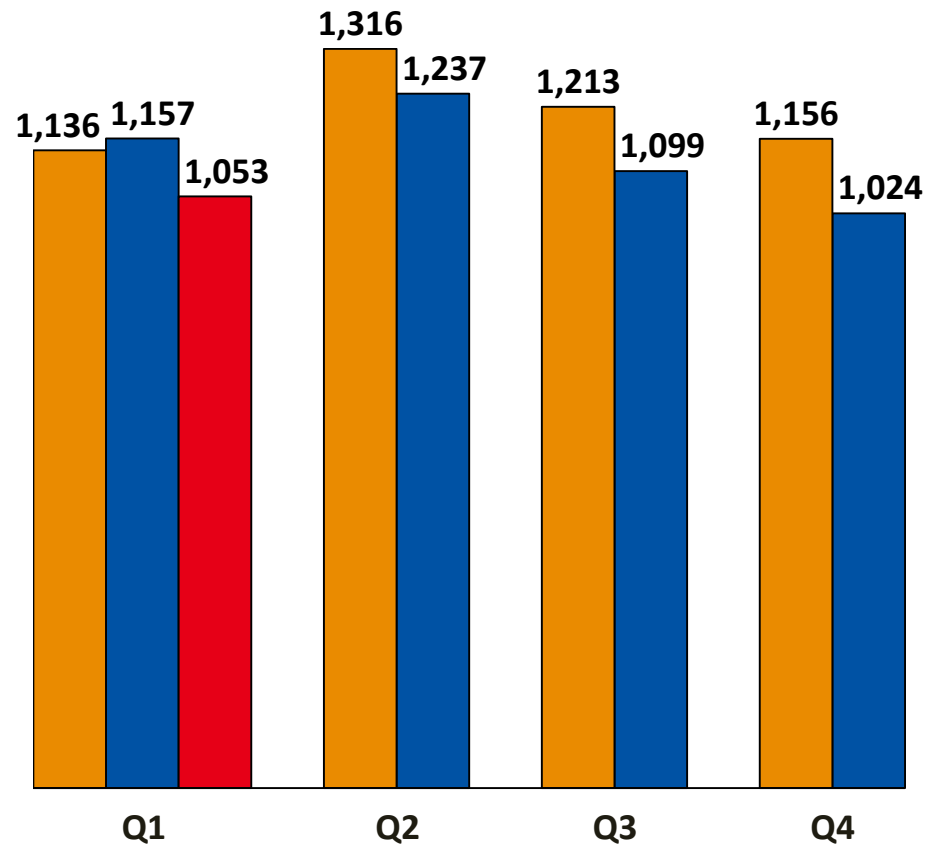
WWE AT A GLANCE: Q1 2020 HIGHLIGHTS  
**WWE NETWORK AVERAGE SUBSCRIBERS**

**Average Paid Subscribers (000s)**



2018 2019 2020

**Average Paid Domestic Subscribers (000s)**

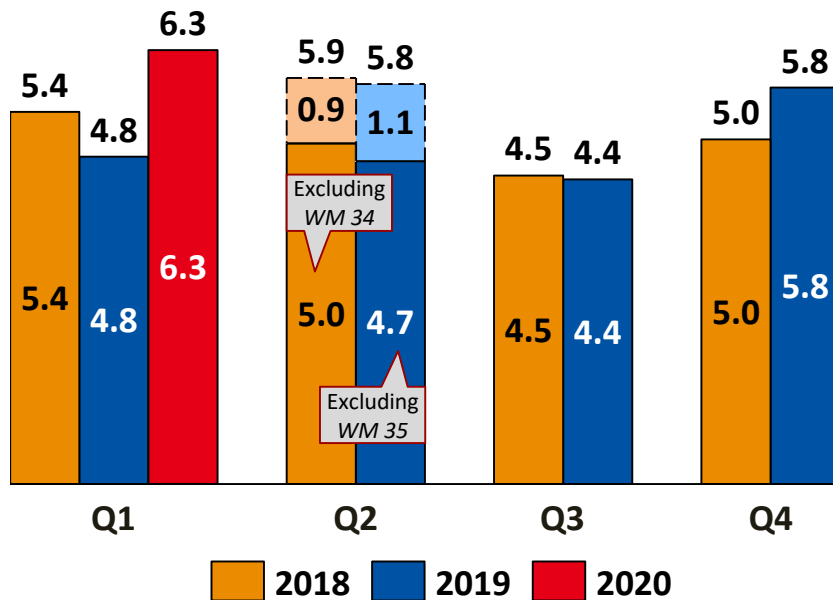


2018 2019 2020

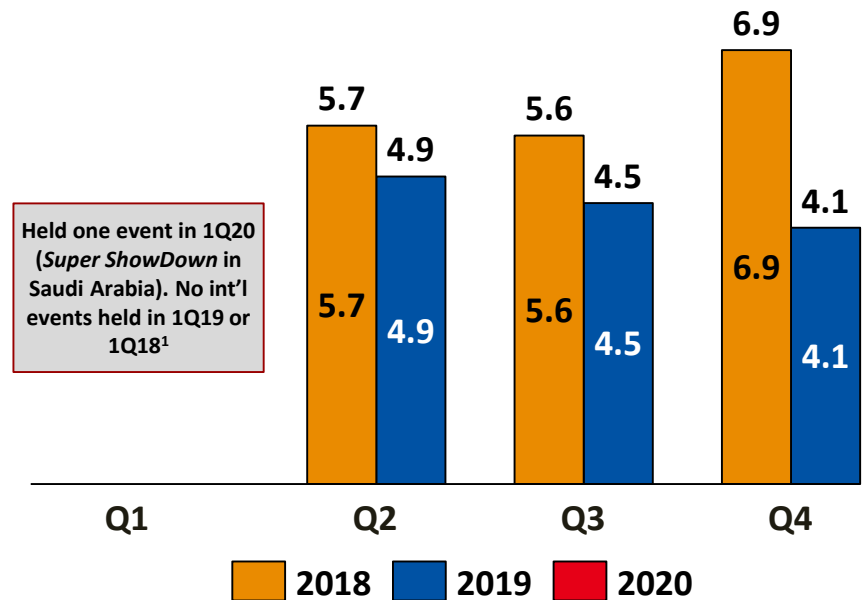
# WWE AT A GLANCE: Q1 2020 HIGHLIGHTS

## LIVE EVENT ATTENDANCE

### North America (average in 000s)



### International (average in 000s)



### Number of Events

	Q1	Q2	Q3	Q4
2018	99	61	86	64
2019	90	53	67	50
2020	41	-	-	-

### Number of Events

	Q1	Q2	Q3	Q4
2018	-	29	4	23
2019	-	23	7	20
2020	1	-	-	-

- *WrestleMania* took place in the second quarter of 2018, 2019 and 2020. In 2020, *WrestleMania* was held without a live audience in WWE's Performance Center located in Orlando, Florida due to public-health concerns about in-person gatherings as a result of the COVID-19 outbreak

<sup>1</sup> Given the unique nature of WWE's events in Saudi Arabia, the *Super ShowDown* event held in February 2020, and comparable events in prior periods, have been excluded from attendance metrics





**APPENDIX**

## FOOTNOTES – DEFINITION OF METRICS

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1. Average Viewers P2+: An average of the U.S. viewing audience (persons age 2+, as measured by Nielsen) for each minute of a program or daypart expressed as an absolute number, in thousands. During Q1 2020 and Q1 2019, total U.S. television persons included an average of approximately 307 million and 305 million persons, respectively.
2. Top 25 Cable Networks reflect those 25 networks with the highest total primetime Average Viewers P2+ in Q1 2019 (excludes broadcast and premium networks).
3. Top 4 Broadcast Networks include ABC, CBS, FOX and NBC. Note that total primetime Average Viewers P2+ are defined as Monday-Saturday 8-11pm, Sunday 7-11pm for ABC, CBS and NBC, and Monday-Saturday 8-10pm, Sunday 7-10pm for FOX.
4. Media Consumption – AVOD is defined as ad-supported video on demand. Consumption includes videos viewed on third-party (Facebook, Instagram, Snapchat, TikTok, Twitch, Twitter, YouTube) and WWE platforms (WWE.com and WWE App). 2018-2019 figures include Facebook, Instagram, Snapchat, Twitter, YouTube and WWE platforms (Q4 2019 figures include TikTok). 2020 figures include TikTok and Twitch. Due to potential data re-statements by YouTube, rounding differences may occur. Third-party consumption figures, including Facebook and YouTube, are based on Google Analytics and WWE platform consumption figures are based on internal data.
5. Social media followers represent the number of followers 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.

## FOOTNOTES – DEFINITION OF METRICS

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6. Subscriber metrics reflect direct customers of WWE Network and subscribers reported under licensed partner agreements, which have different economic terms for the network.
7. 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.
8. 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.
9. 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.