

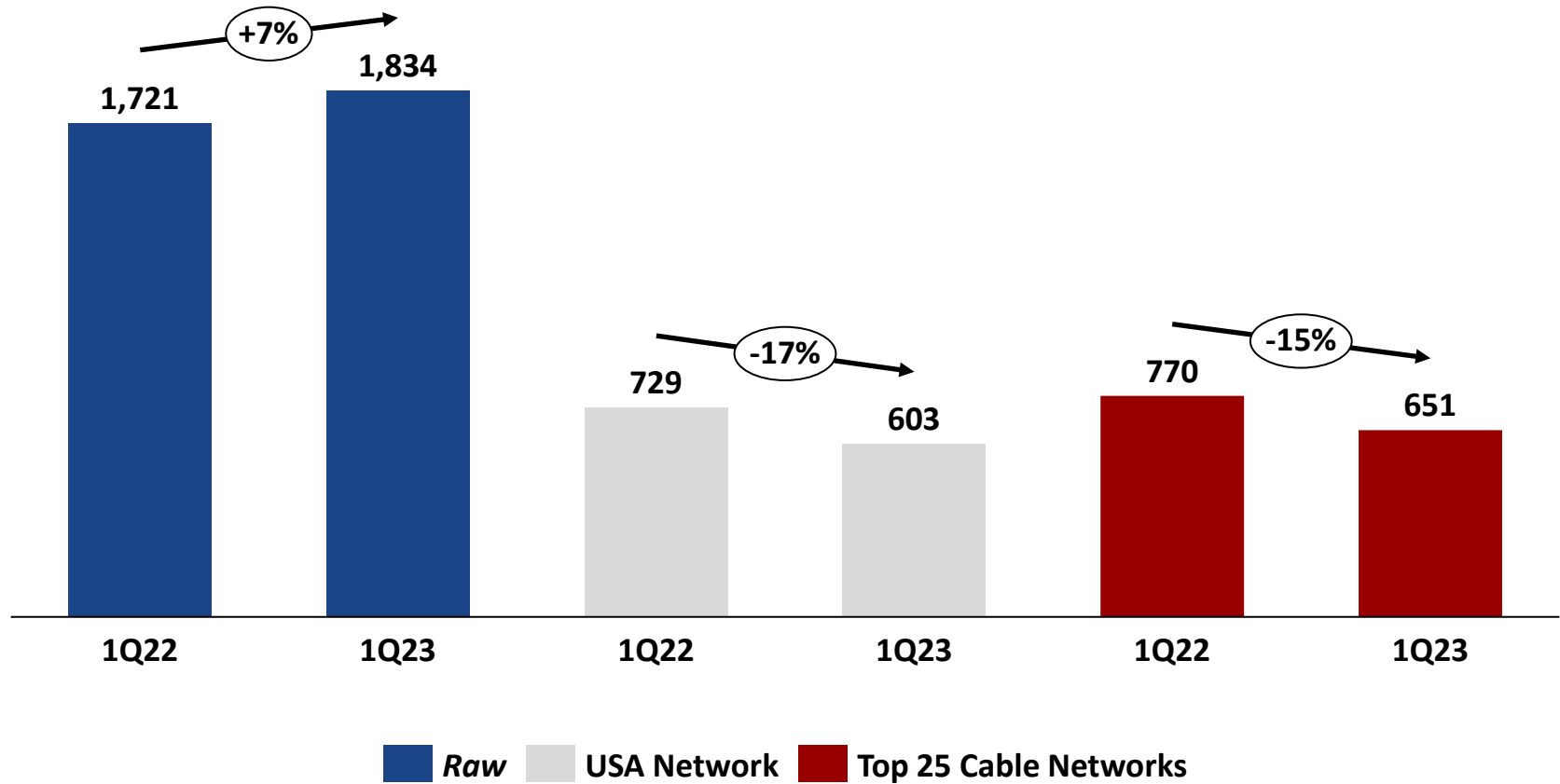


# **Key Performance Indicators**

**May 3, 2023**

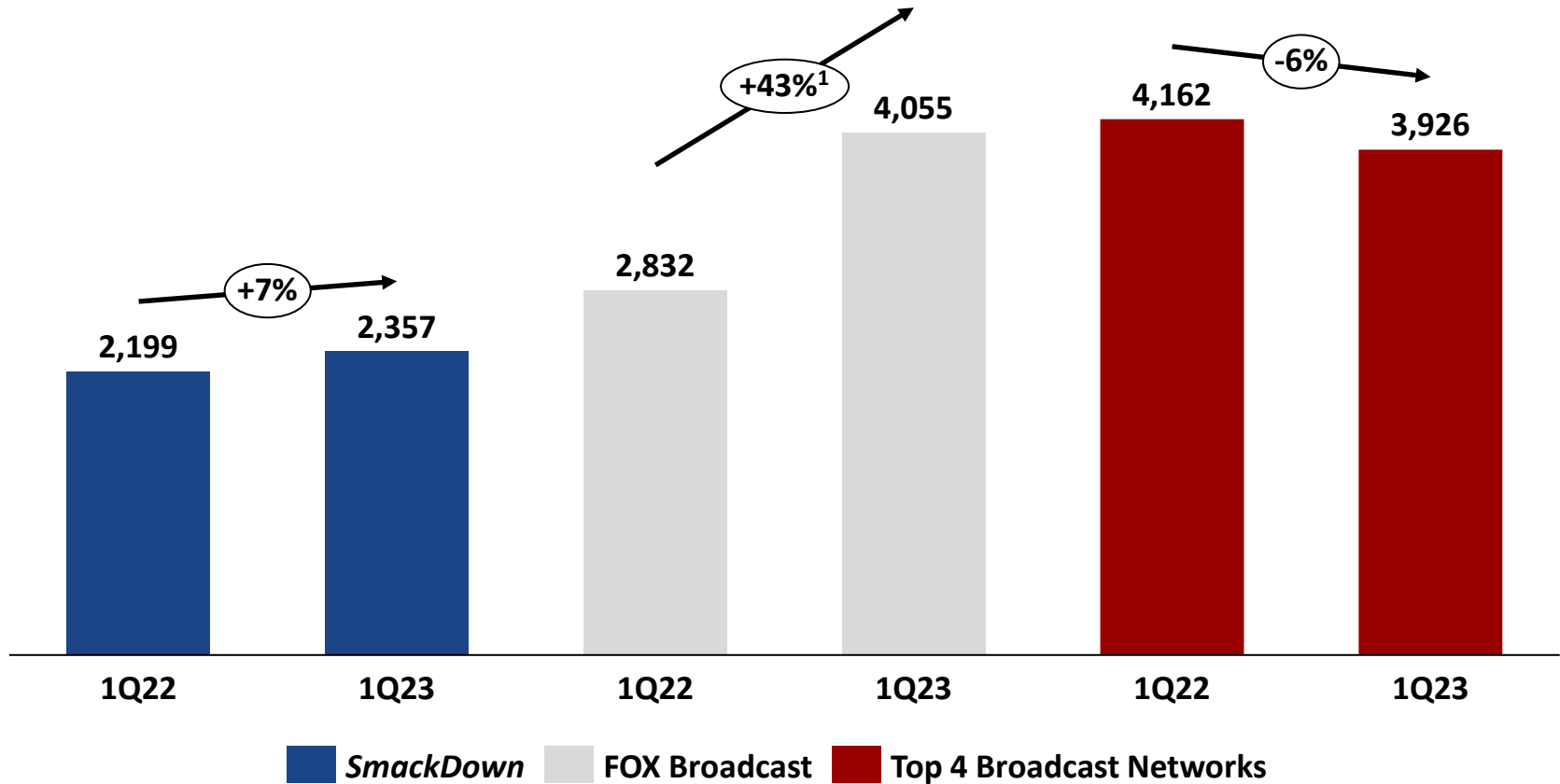
# AVERAGE US PRIMETIME CABLE TV P2+ VIEWERSHIP

## RAW AND PRIMETIME CABLE TV P2+ VIEWERSHIP (000s)



# AVERAGE US PRIMETIME BROADCAST TV P2+ VIEWERSHIP

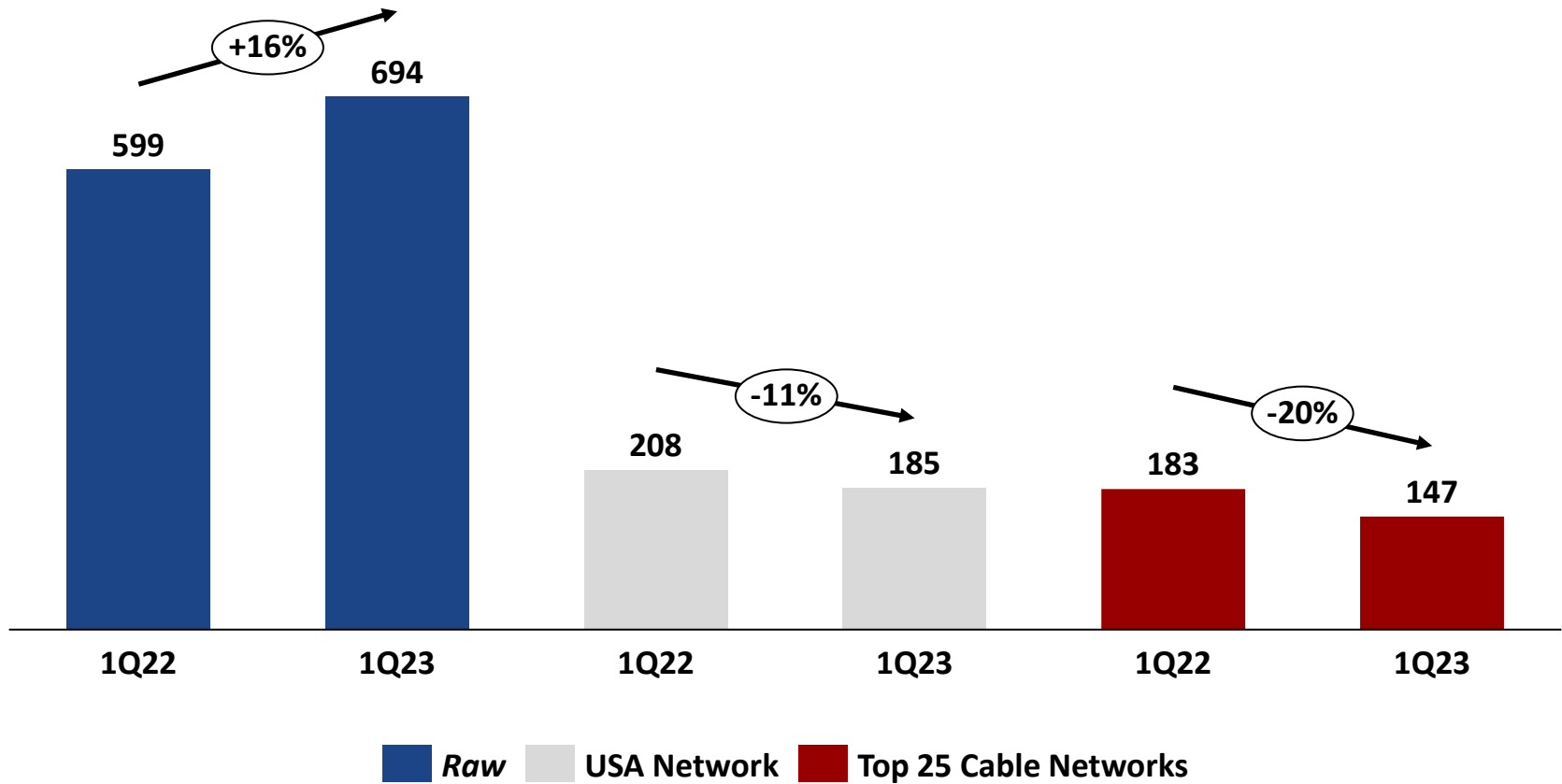
## SMACKDOWN AND PRIMETIME BROADCAST TV P2+ VIEWERSHIP (000s)



1. Excluding the Super Bowl in 1Q23, Fox P2+ viewership declined 1% year-over-year.

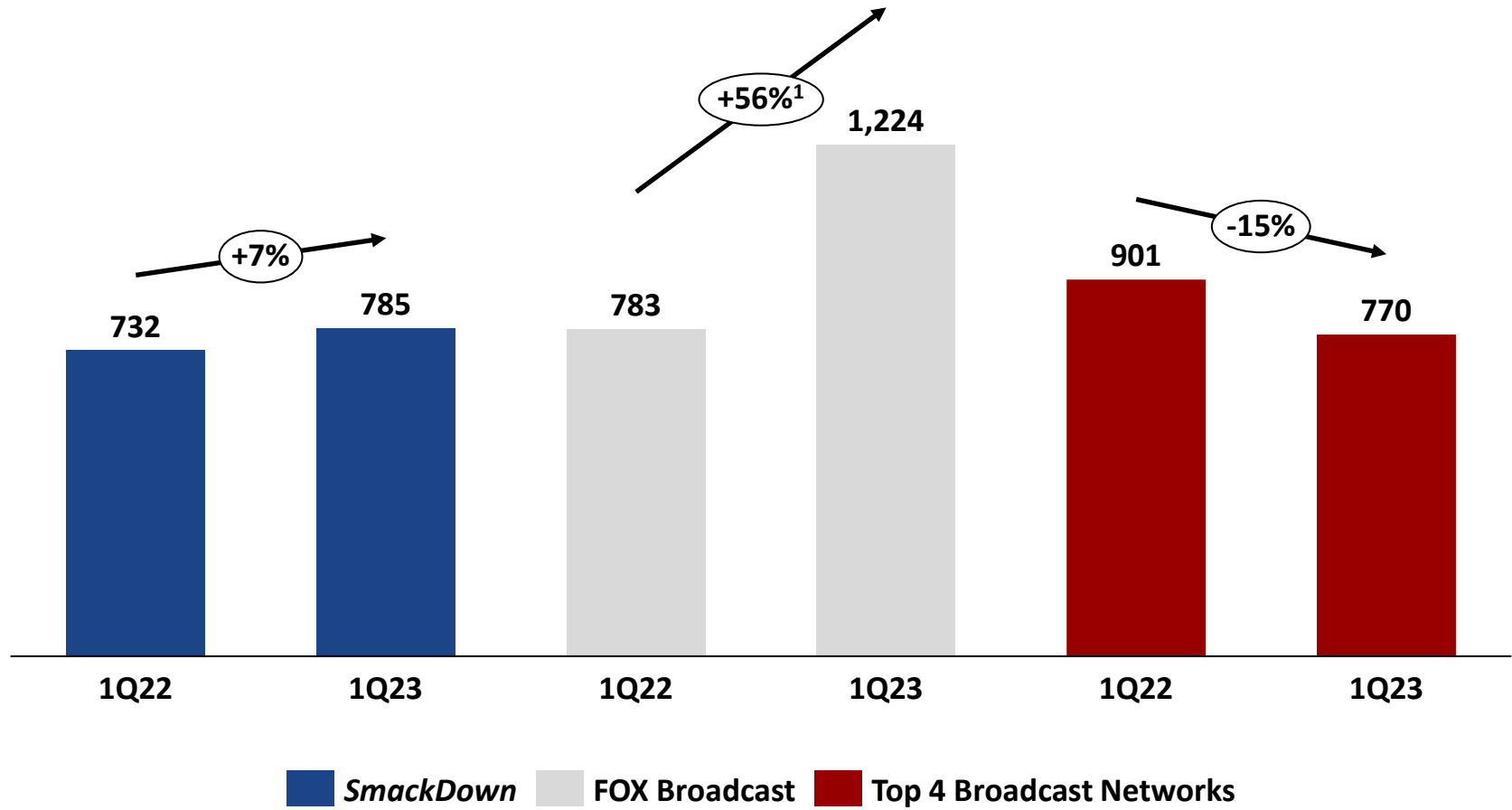
# AVERAGE US PRIMETIME CABLE TV P18-49 VIEWERSHIP

## RAW AND PRIMETIME CABLE TV P18-49 VIEWERSHIP (000s)



# AVERAGE US PRIMETIME BROADCAST TV P18-49 VIEWERSHIP

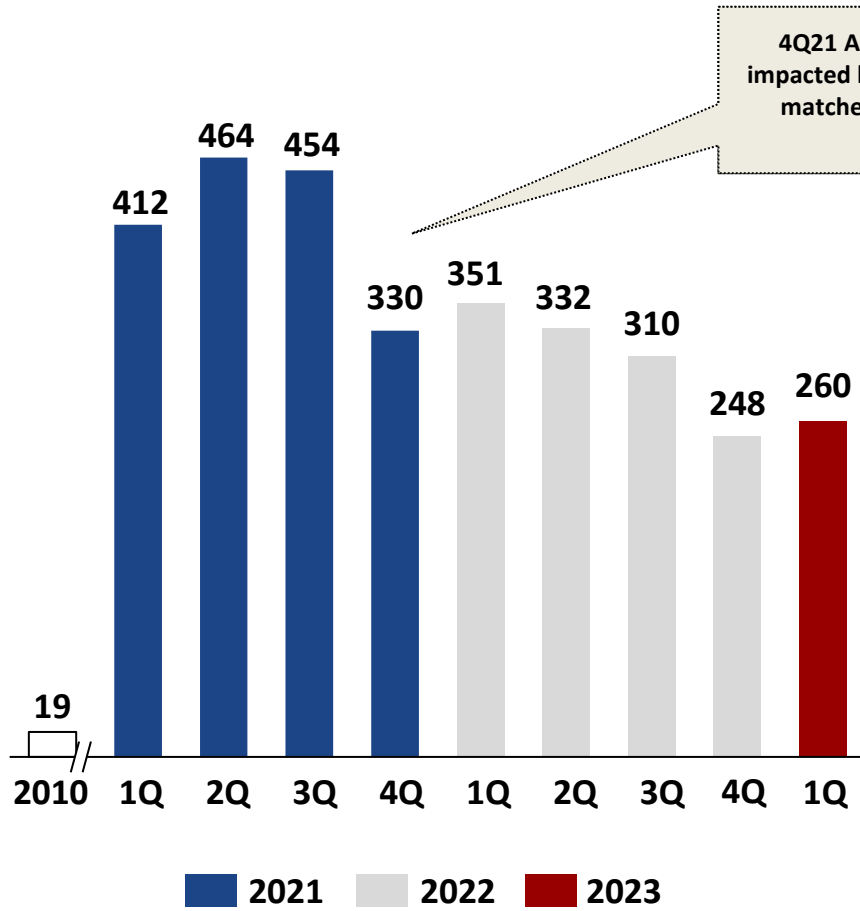
## SMACKDOWN AND PRIMETIME BROADCAST TV P18-49 VIEWERSHIP (000s)



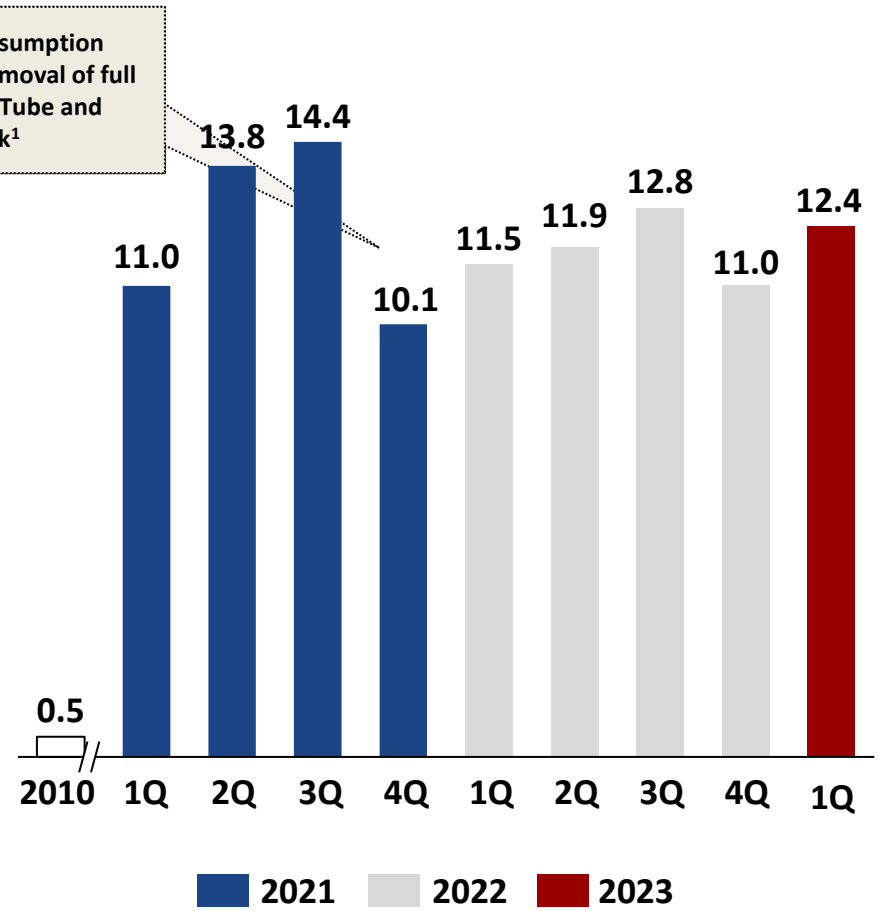
1. Excluding the Super Bowl in 1Q23, Fox P18-49 viewership declined 4% year-over-year.

# WWE AVOD CONSUMPTION

## AVOD Global Hours Viewed (M)

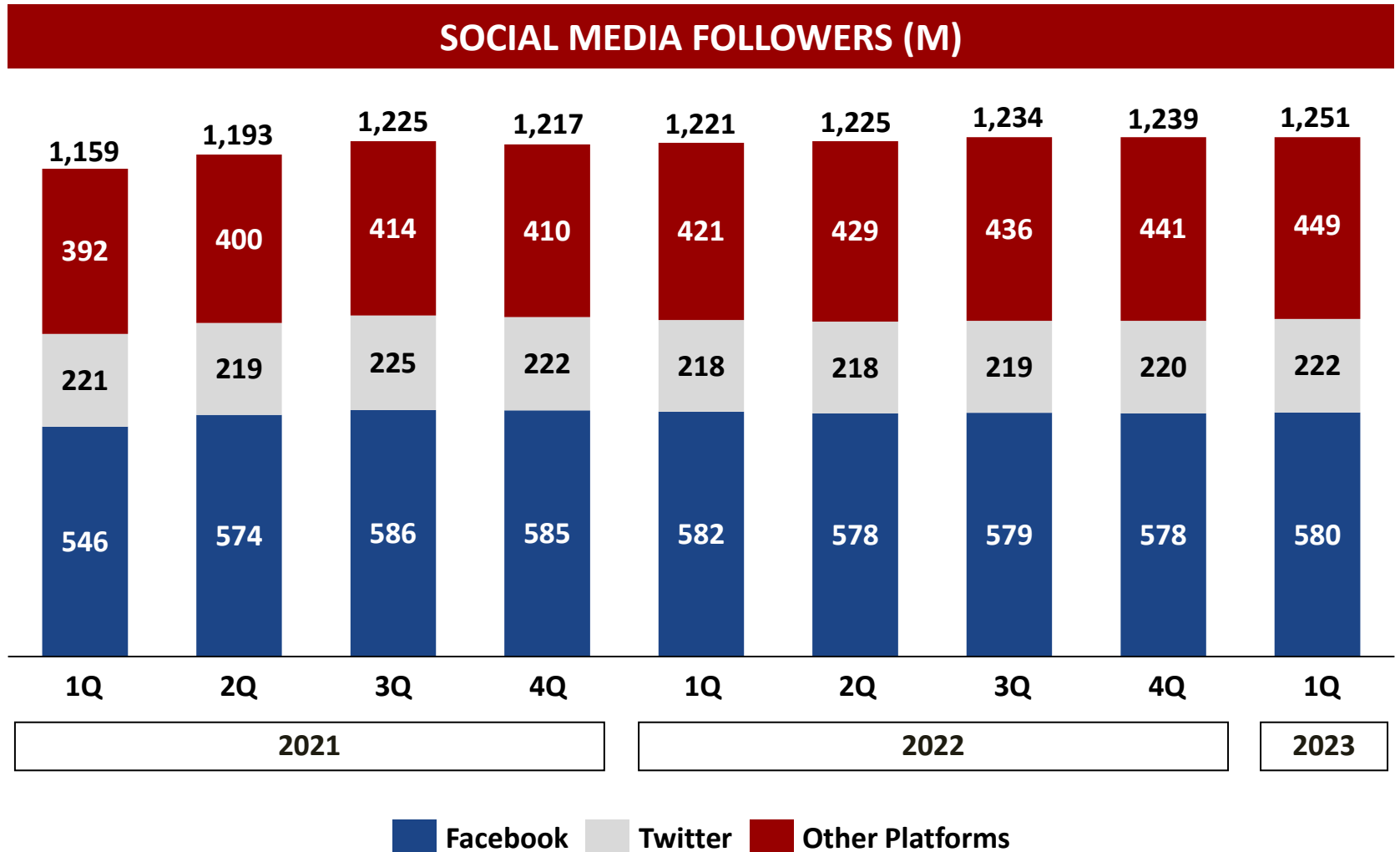


## AVOD Global Views (B)



1. The removal of full matches on YouTube and Facebook is based on WWE's agreement with Peacock

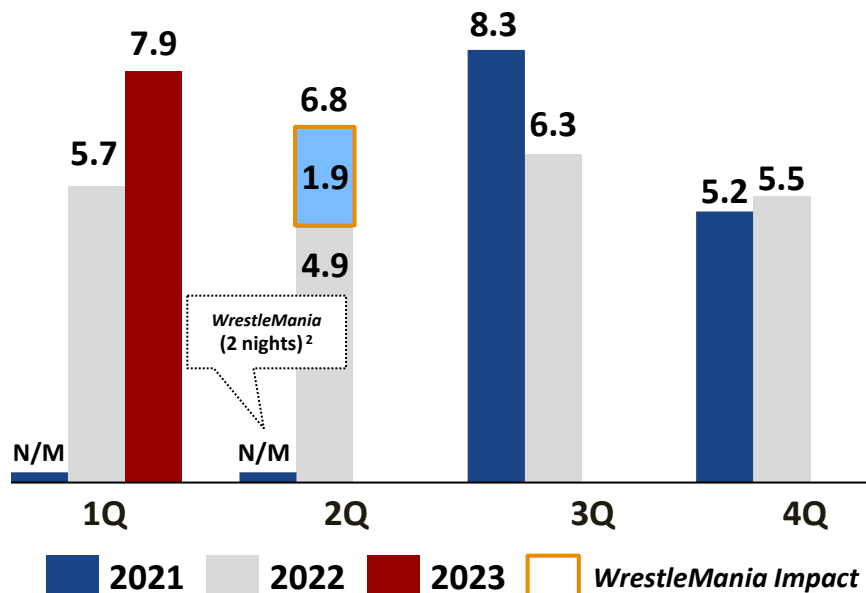
# WWE SOCIAL MEDIA REACH



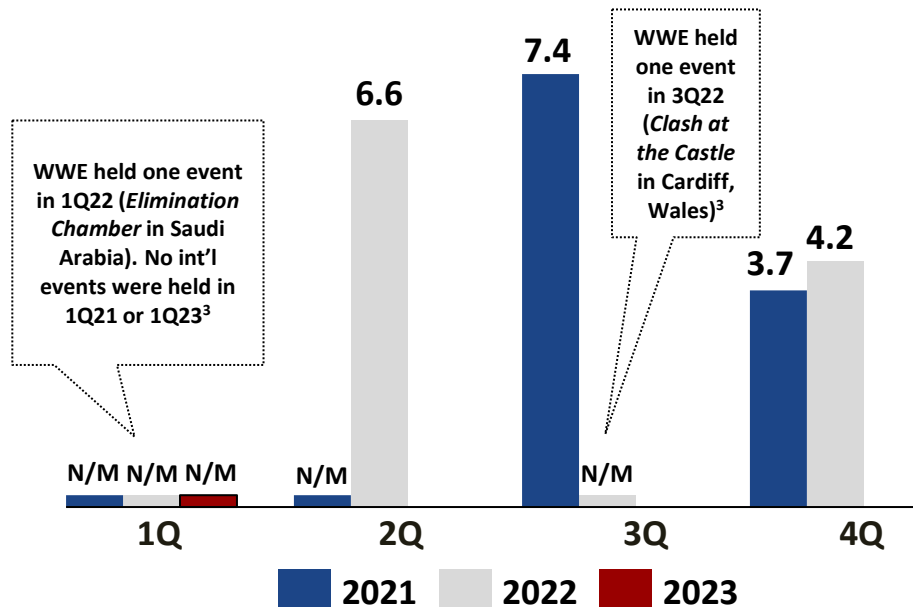
# WWE LIVE EVENT AVERAGE ATTENDANCE

WWE returned to live event touring of its weekly, in-ring events for ticketed audiences in July 2021

## NORTH AMERICA (000s)<sup>1,2</sup>



## INTERNATIONAL (000s)<sup>1,3</sup>



### NUMBER OF EVENTS

	1Q	2Q	3Q	4Q
2021	0	2	38	48
2022	52	55	57	54
2023	50			

### NUMBER OF EVENTS

	1Q	2Q	3Q	4Q
2021	0	0	4	9
2022	1	4	1	7
2023	0			



<sup>1</sup> WWE did not perform weekly, in-ring events for ticketed audiences from mid-March 2020 through mid-July 2021 due to public health concerns as a result of the COVID-19 outbreak

<sup>2</sup> In 2021, *WrestleMania* was held with an avg audience of 20,200 fans/night due to the COVID-19 outbreak

<sup>3</sup> WWE's events held in Saudi Arabia and Cardiff, Wales in 2022 have been excluded from attendance given their unique nature





## APPENDIX

## FOOTNOTES – DEFINITION OF METRICS

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- 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. Television viewership is measured on a Live+SD basis
- Average Viewers P18-49: An average of the U.S. viewing audience (persons ages 18-49, as measured by Nielsen) for each minute of a program or daypart expressed as an absolute number, in thousands. Television viewership is measured on a Live+SD basis
- Top 25 Cable Networks reflect those 25 networks with the highest total primetime Average Viewers P2+ or P18-49 (duration-weighted) in 1Q22 (excludes broadcast and premium networks)
- Top 4 Broadcast Networks include ABC, CBS, FOX and NBC. Note that total primetime Average Viewers P2+ or P18-49 (duration-weighted) 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
- AVOD Consumption – AVOD is defined as ad-supported video on demand. AVOD consumption includes videos viewed on third-party (Facebook, Instagram, Snapchat, TikTok, Twitch, Twitter, YouTube) and WWE (WWE.com and WWE App) platforms. Beginning 2Q20, figures include consumption on the Free Version of *WWE Network*. As of 2Q22, the Facebook consumption measurement window has been adjusted to reflect full historical activity. 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
- Social Media Reach consists of 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

