

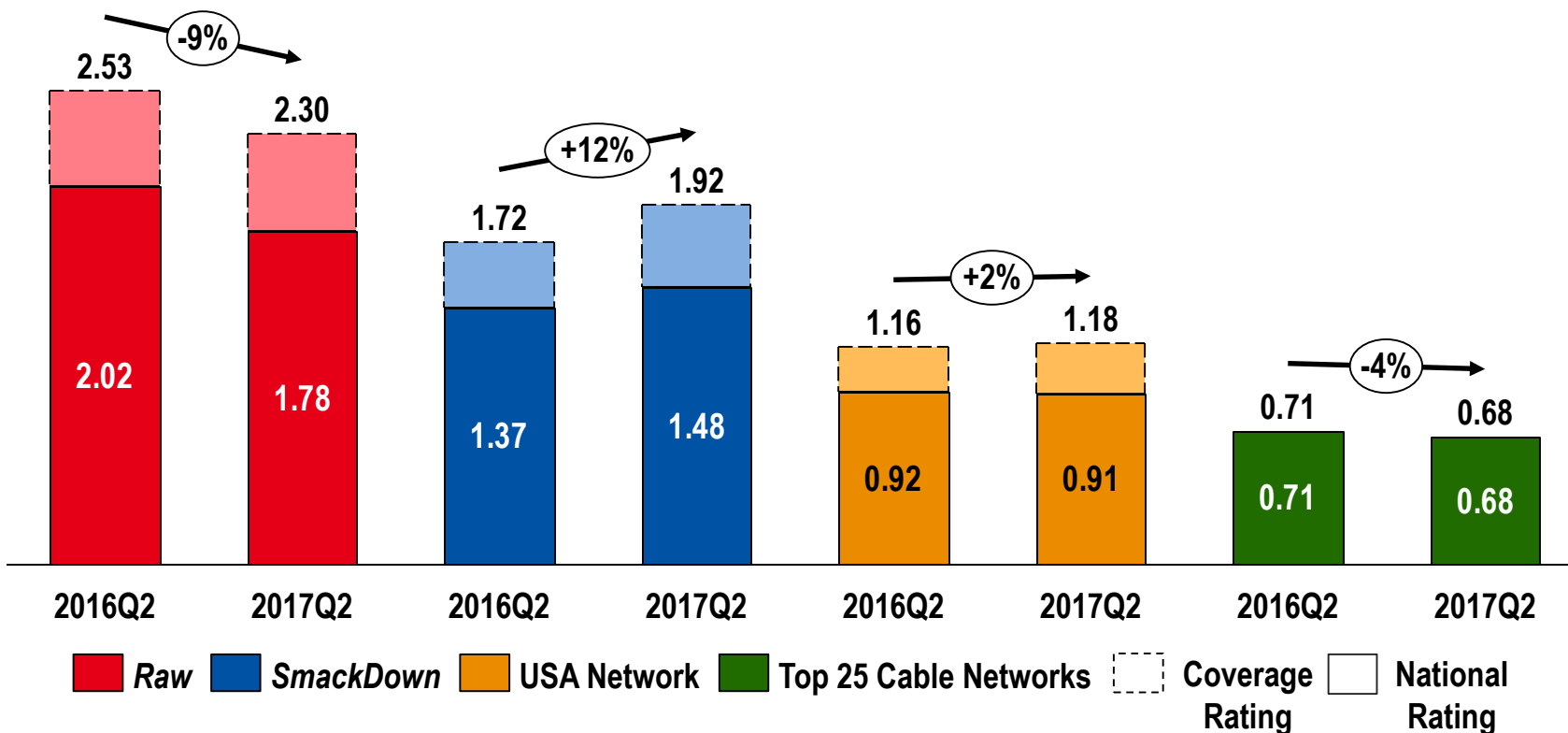


WWE KEY PERFORMANCE INDICATORS – JULY 27, 2017

# Average US Primetime Cable TV Ratings



## Raw, SmackDown and Primetime Cable TV Ratings

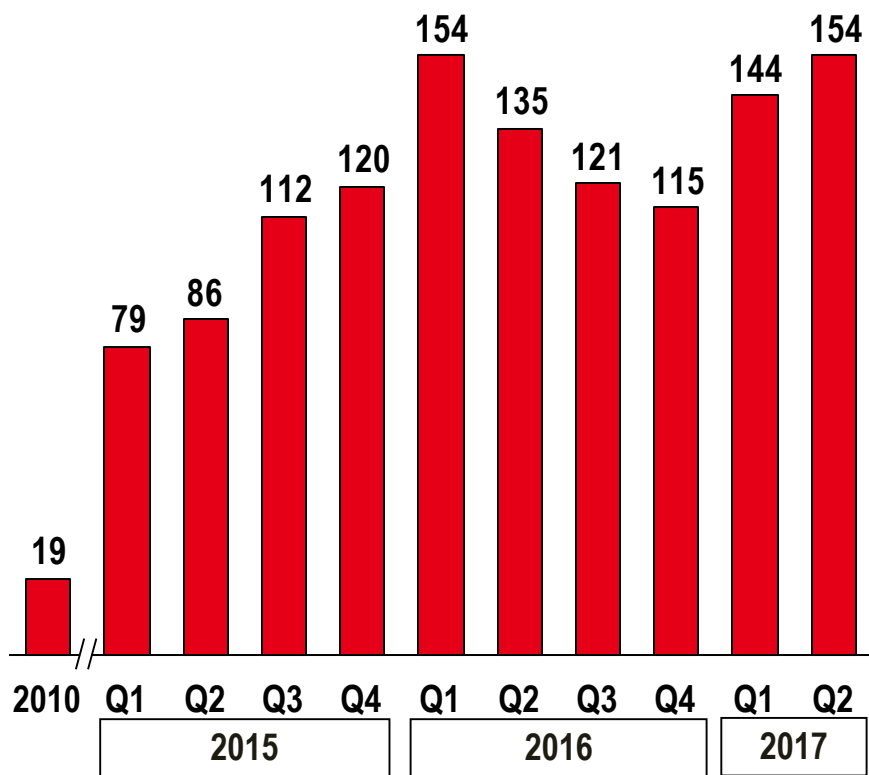


- Television ratings are measured on a Live+SD basis for Q2 2017 and Q2 2016
- SmackDown transitioned to a live format on USA Network beginning July 2016
- Top 25 Cable Networks reflect those 25 networks with the highest average total primetime US national ratings in Q2 2016 (excludes broadcast and premium networks)
- Definitions of Coverage Rating and National Rating above are provided on page 9

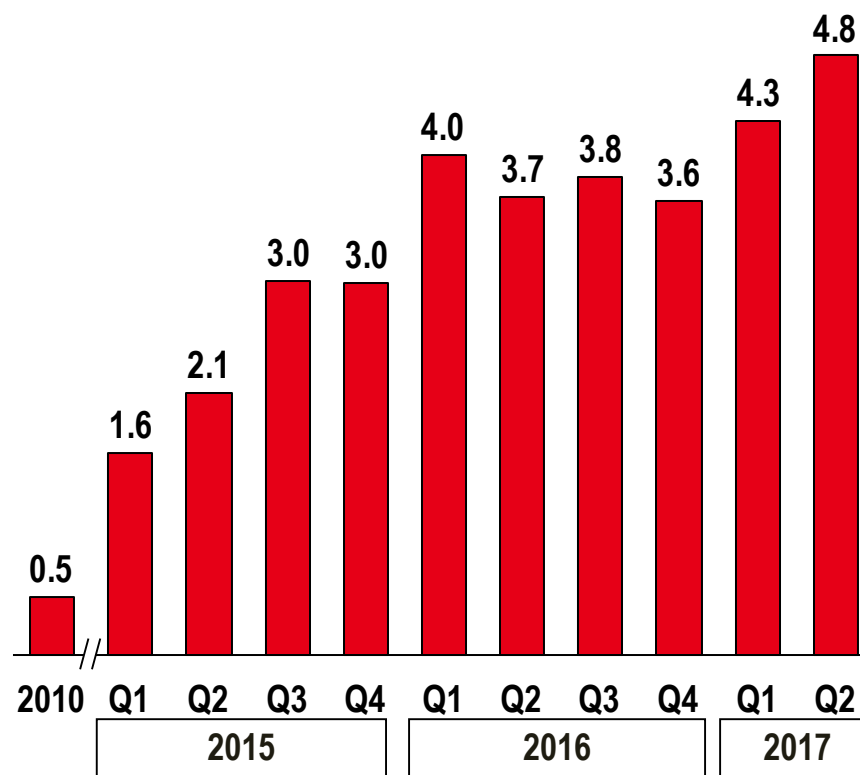
# Media Consumption: WWE AVOD Consumption



AVOD Global Hours Viewed (MM)



AVOD Global Views (B)

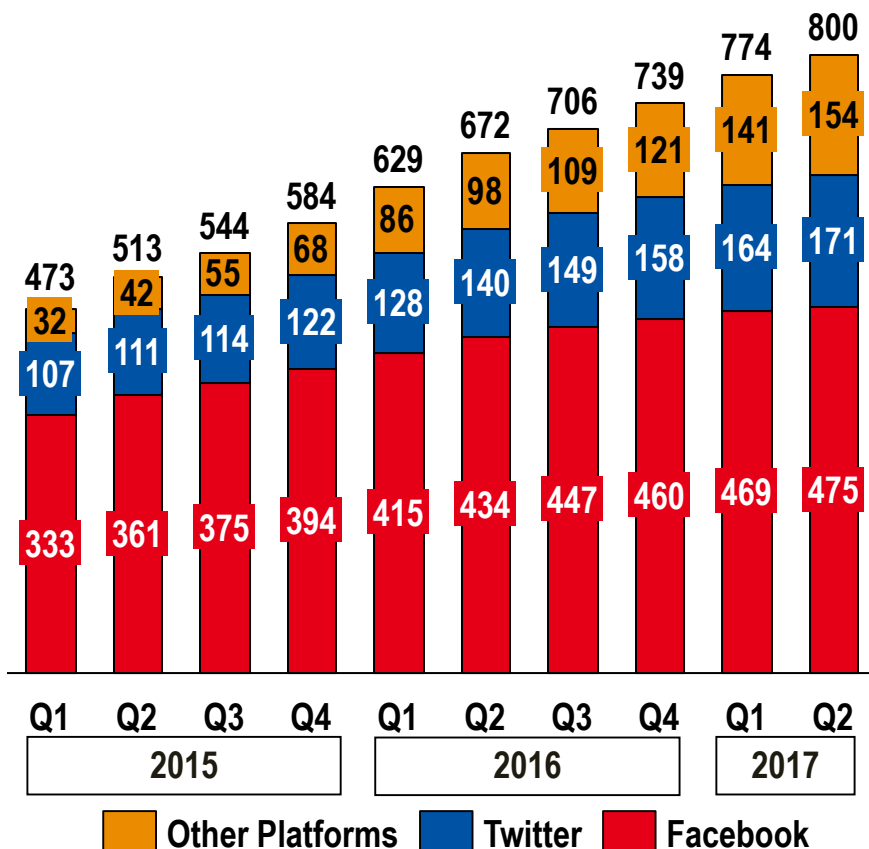


- AVOD is ad-supported video on demand. Consumption includes videos viewed on WWE Platforms (WWE.com and WWE App), Facebook and YouTube

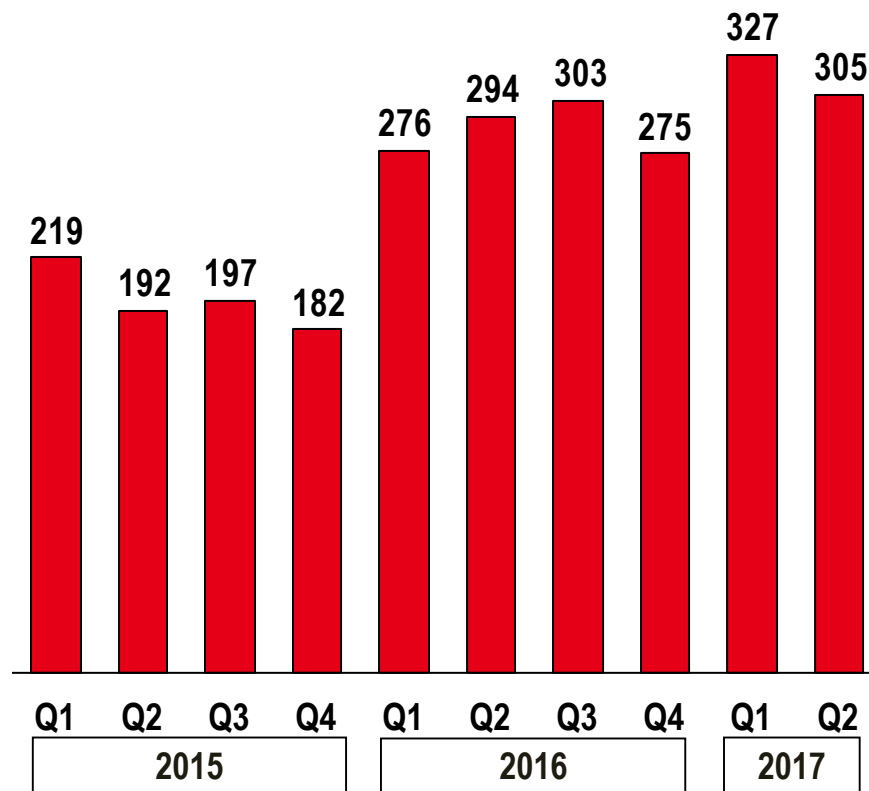
# Social Media: WWE Reach & Engagement



## Social Media Followers<sup>1</sup> (MM)



## Social Media Engagement<sup>2</sup> (MM)



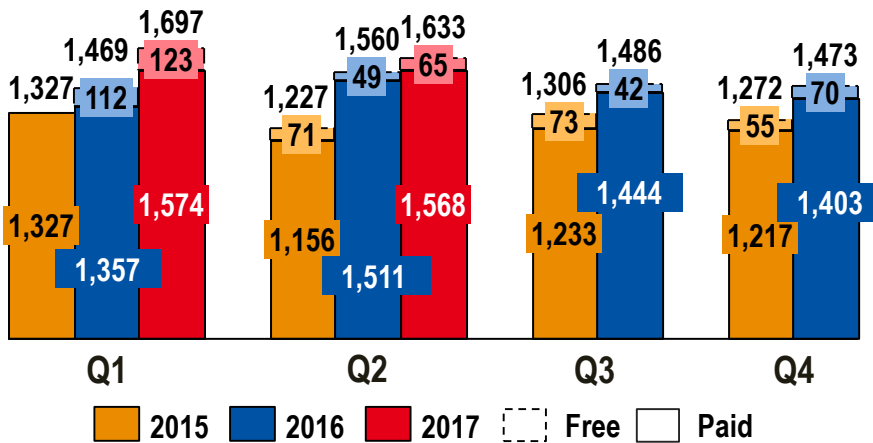
<sup>1</sup> Social media followers represent the number of follows for each individual platform - Facebook, Twitter, etc. - as sourced from each platform; as such, total followers shown have not been adjusted for duplication among or within platforms and do not represent the number of "unique" followers

<sup>2</sup> 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

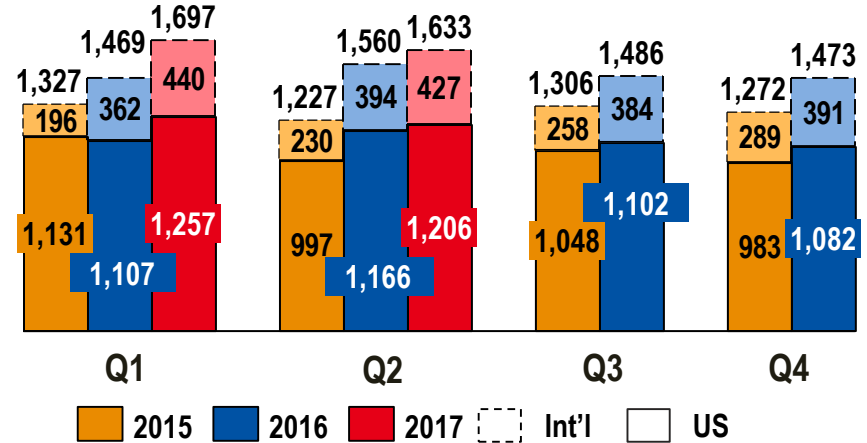
# WWE Network Ending Subscribers



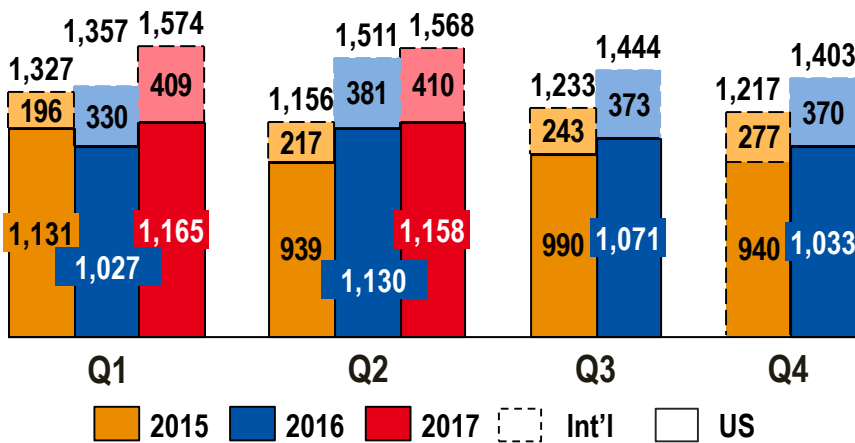
Total Subscribers – Free & Paid (000s)



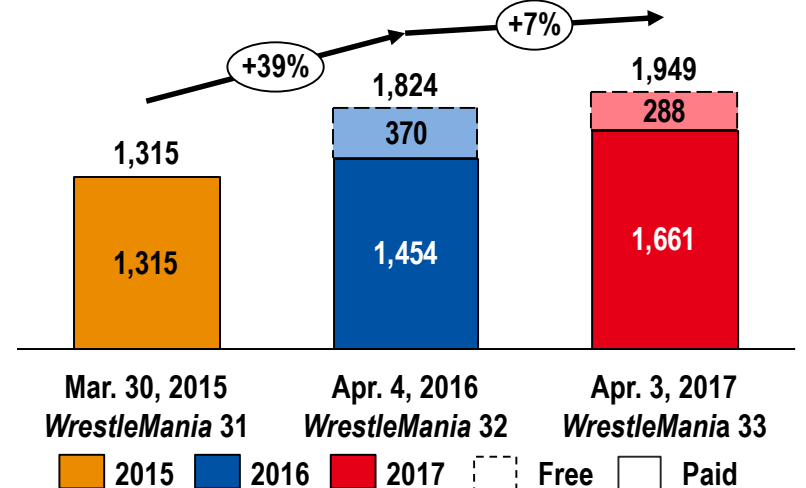
Total Subscribers – US & Int'l (000s)



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



WrestleMania Total Subscribers (000s)

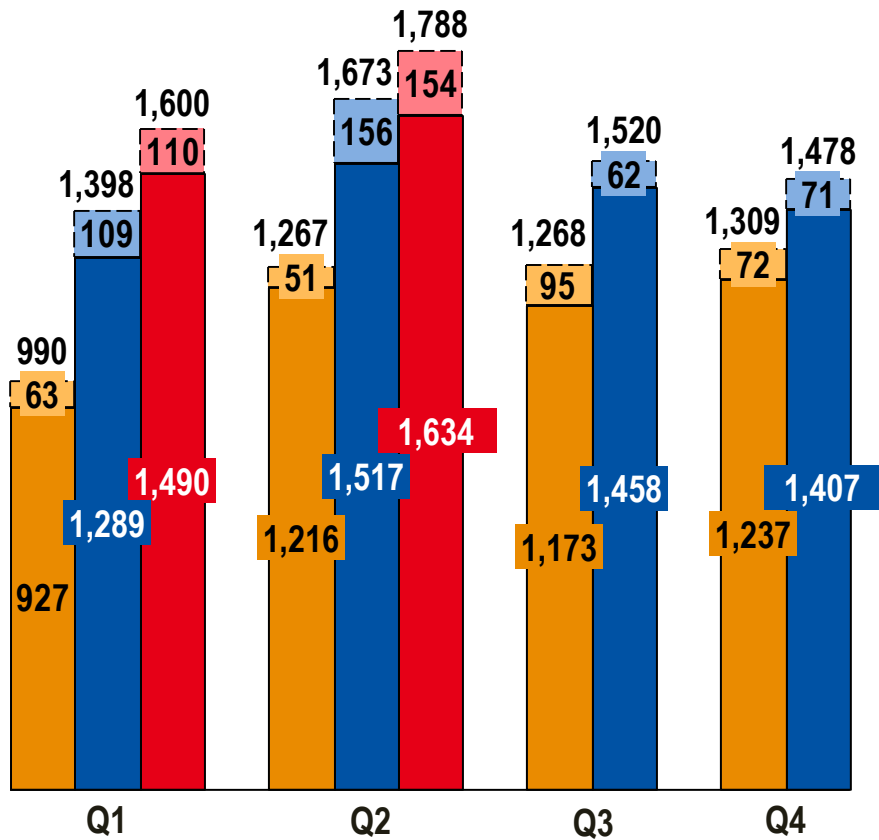


- Definitions of subscriber metrics above are provided on page 10

# WWE Network Average Subscribers - Free & Paid

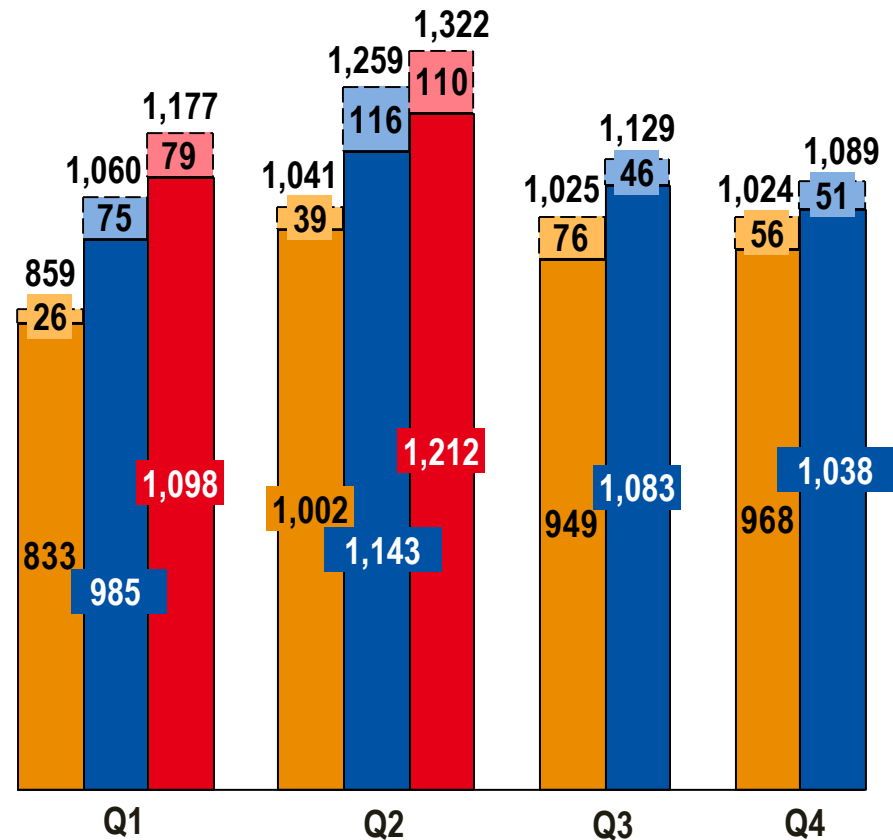


## Average Total Subscribers (000s)



2015 2016 2017 Free Paid

## Average Total Domestic Subscribers (000s)



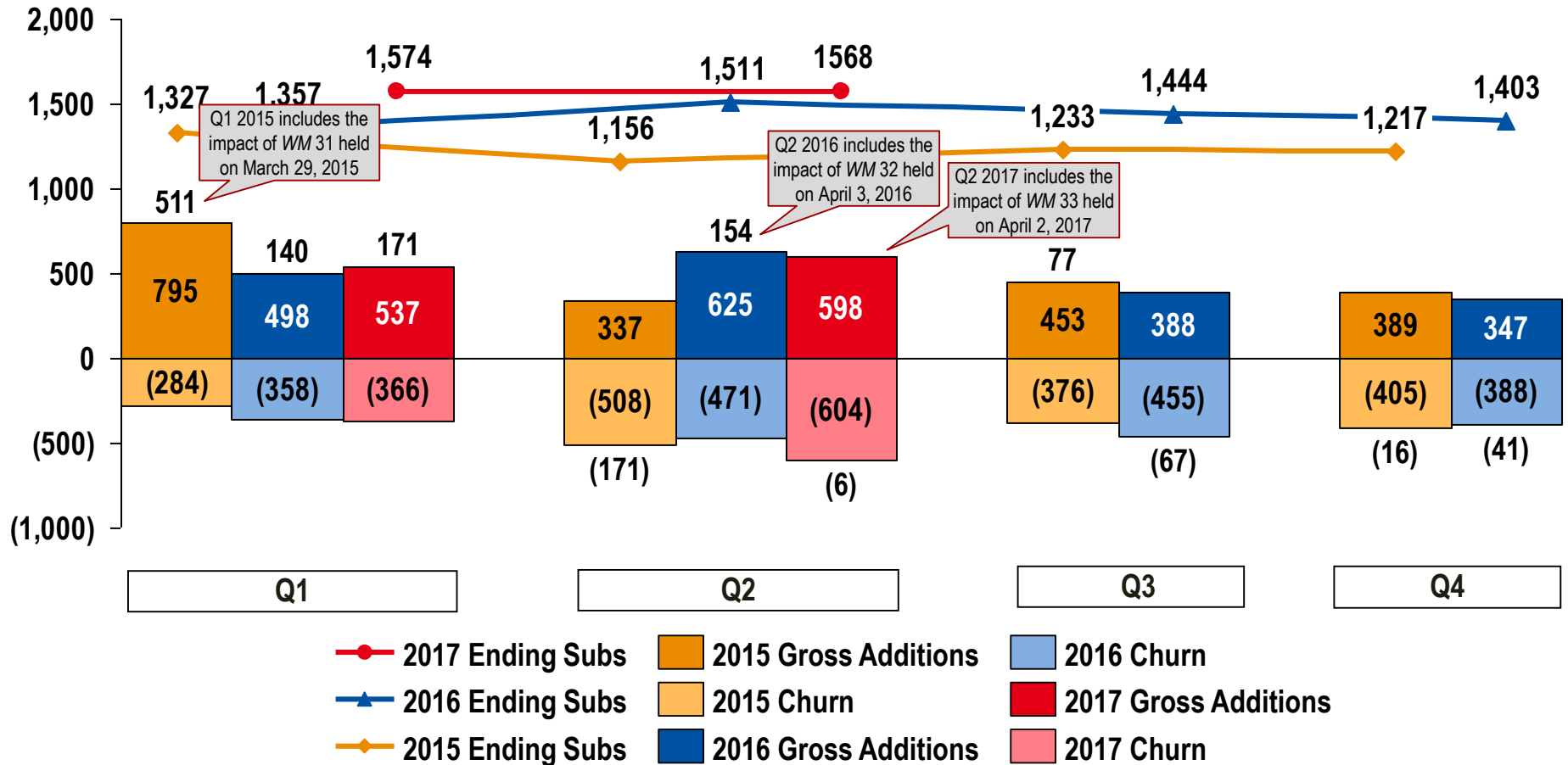
2015 2016 2017 Free Paid

- Definitions of subscriber metrics above are provided on page 10

# WWE Network: Order-based Subscriber Growth



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

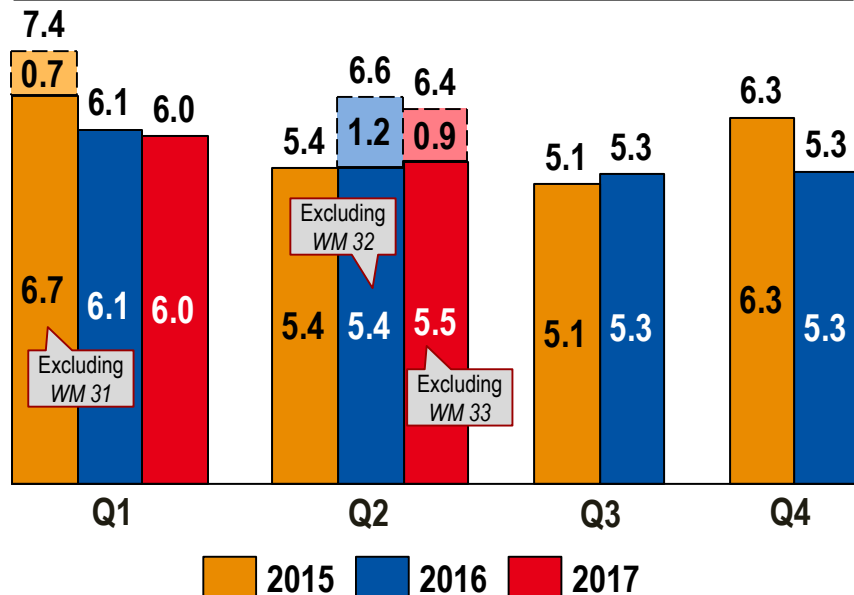


- Definitions of subscriber metrics above are provided on page 10

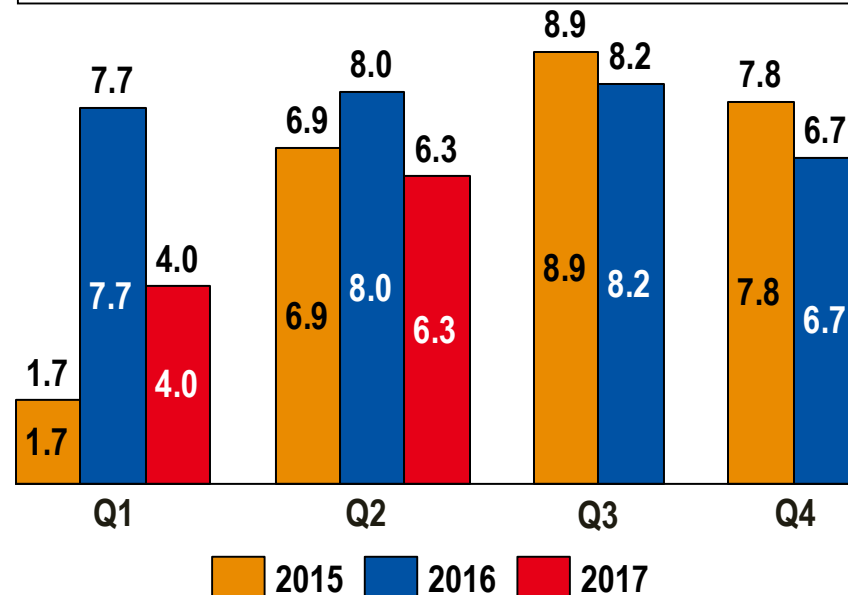
# Live Event Attendance



## North America (average in 000s)



## International (average in 000s)



### Number of Events

	Q1	Q2	Q3	Q4
2015	73	65	79	56
2016	72	62	71	75
2017	91	66	-	-

### Number of Events

	Q1	Q2	Q3	Q4
2015	3	21	6	26
2016	6	19	11	28
2017	4	26	-	-

- *WrestleMania* took place in the first quarter of 2015 and in the second quarter of 2016 and 2017



# 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 2017 and Q2 2016, USA Network's coverage area included an average of approximately 91 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 Q2 2017 there were approximately 118 million U.S. television households, while in Q2 2016 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 Q2 2016 (excludes broadcast and premium networks).
4. Media Consumption – AVOD: Hours of content viewed on 3<sup>rd</sup> 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.