

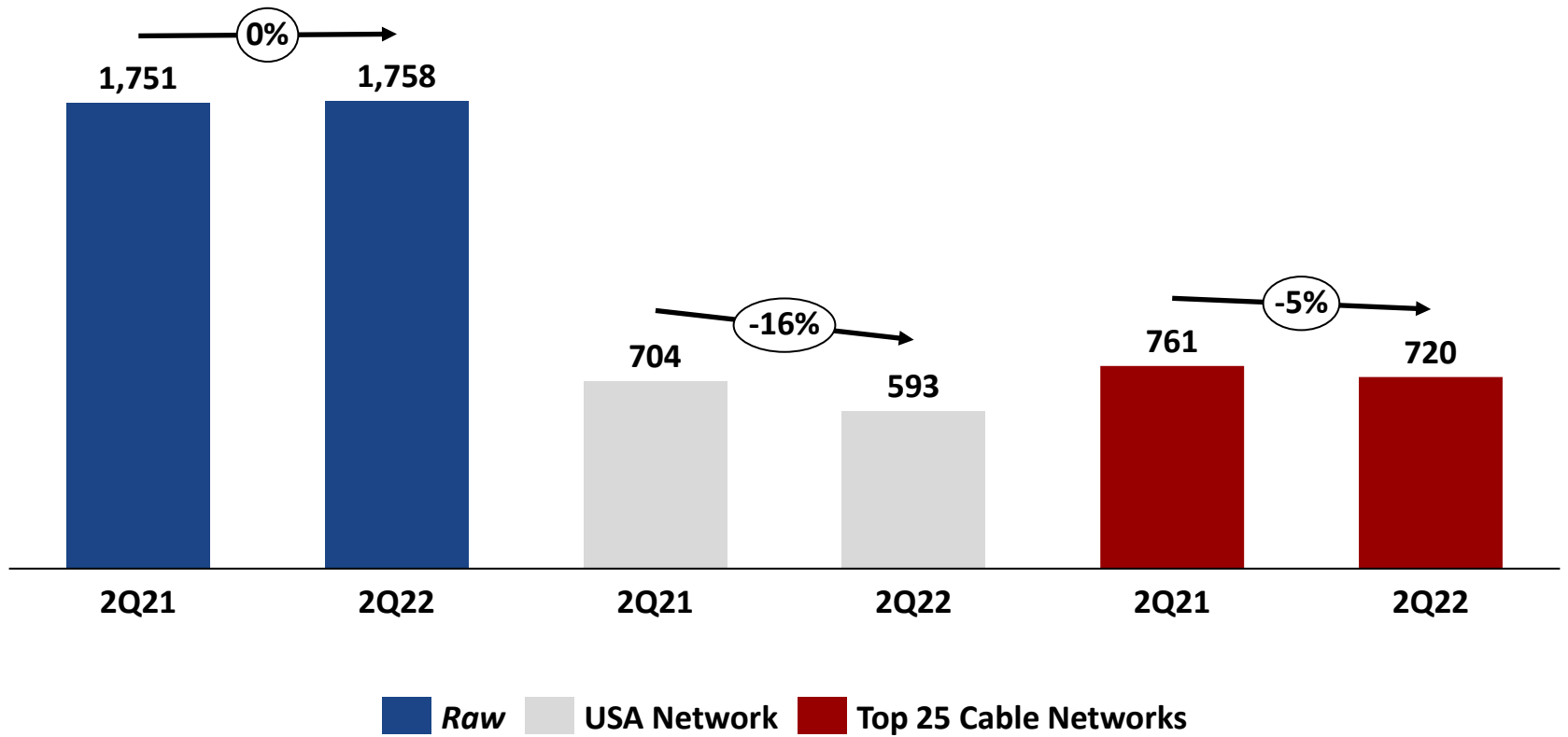


# **Key Performance Indicators**

**August 16, 2022**

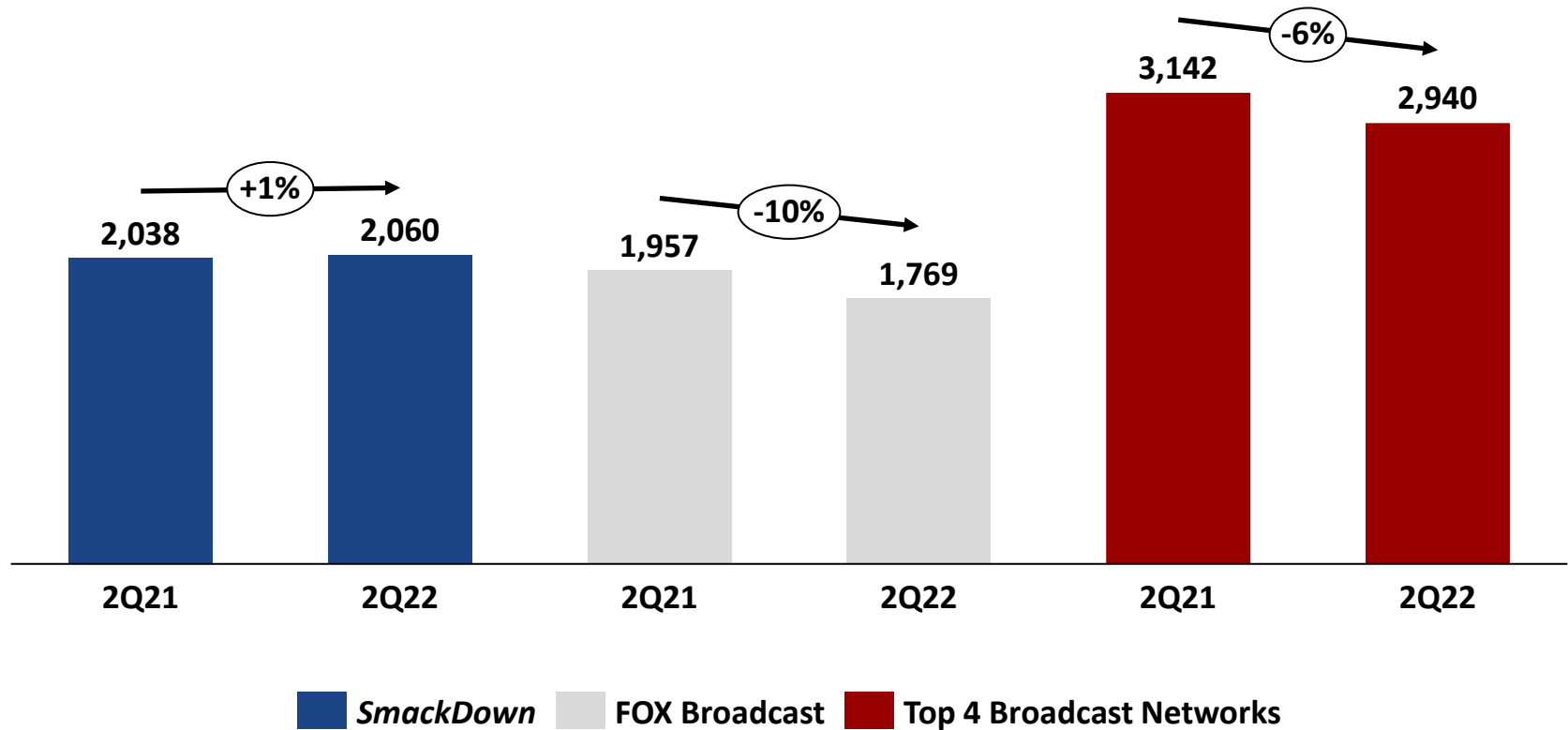
# AVERAGE US PRIMETIME CABLE TV VIEWERSHIP

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



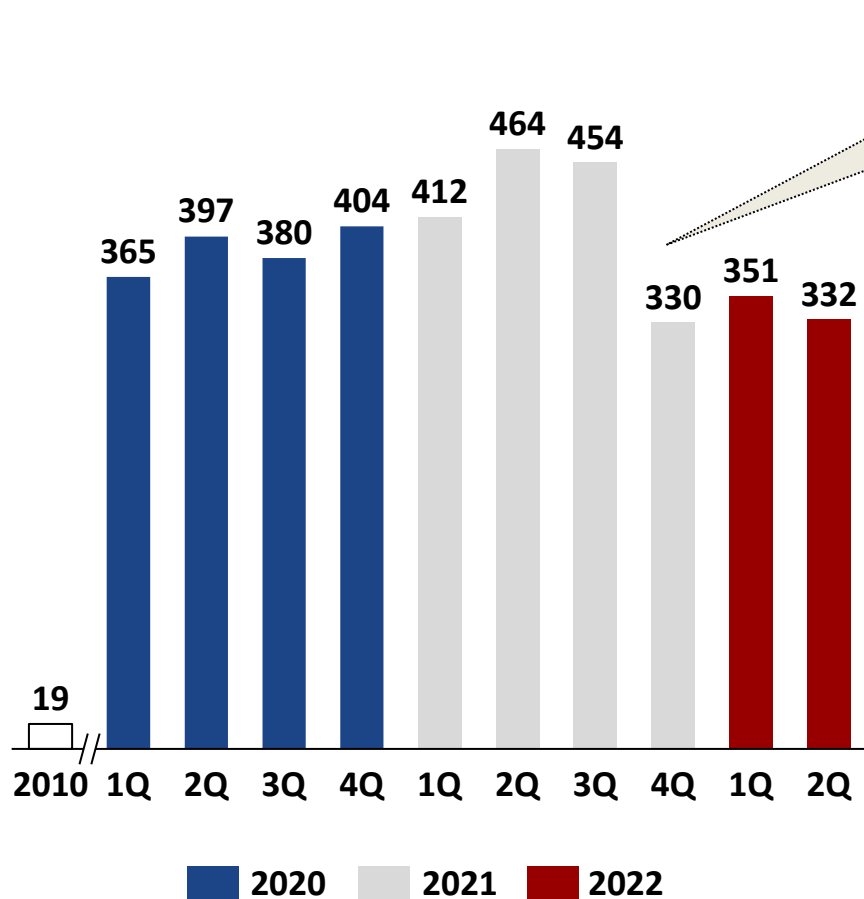
# AVERAGE US PRIMETIME BROADCAST TV VIEWERSHIP

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

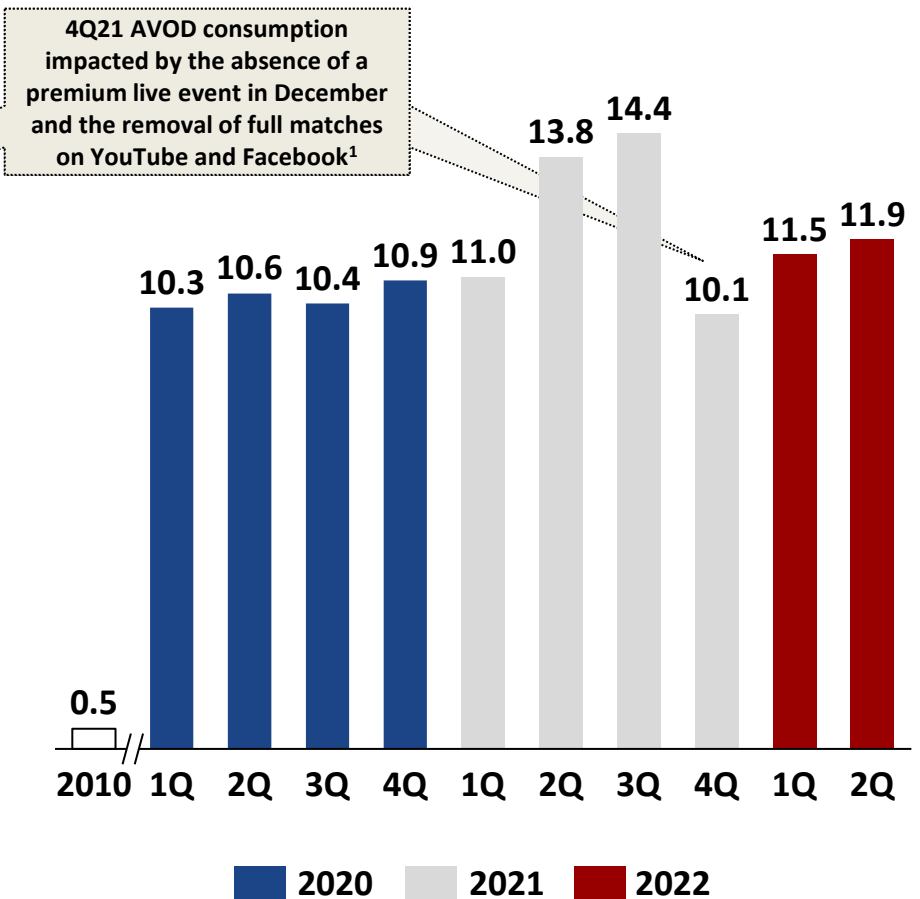


# MEDIA CONSUMPTION: WWE AVOD CONSUMPTION

## AVOD Global Hours Viewed (M)

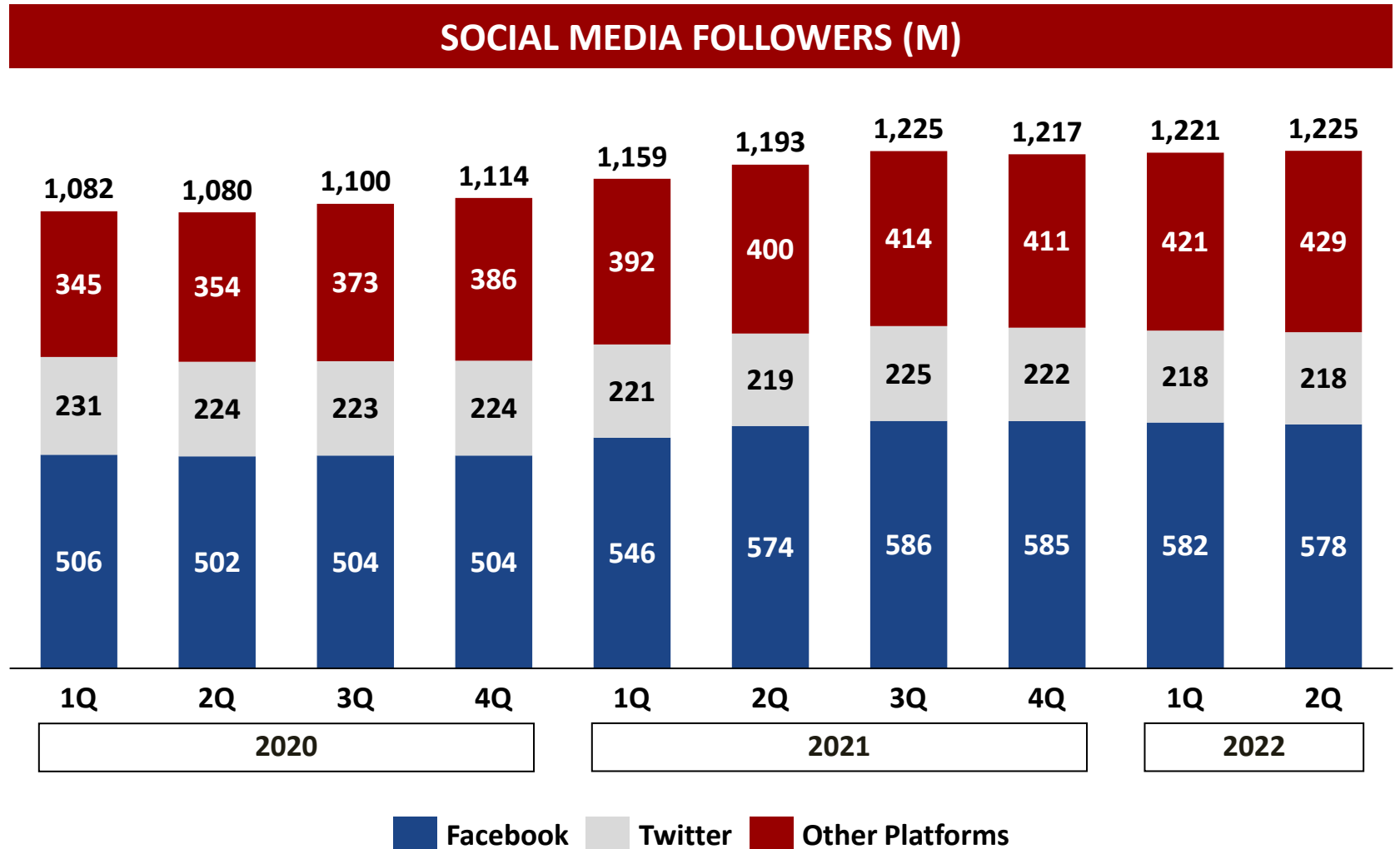


## AVOD Global Views (B)



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

**SOCIAL MEDIA: WWE REACH**

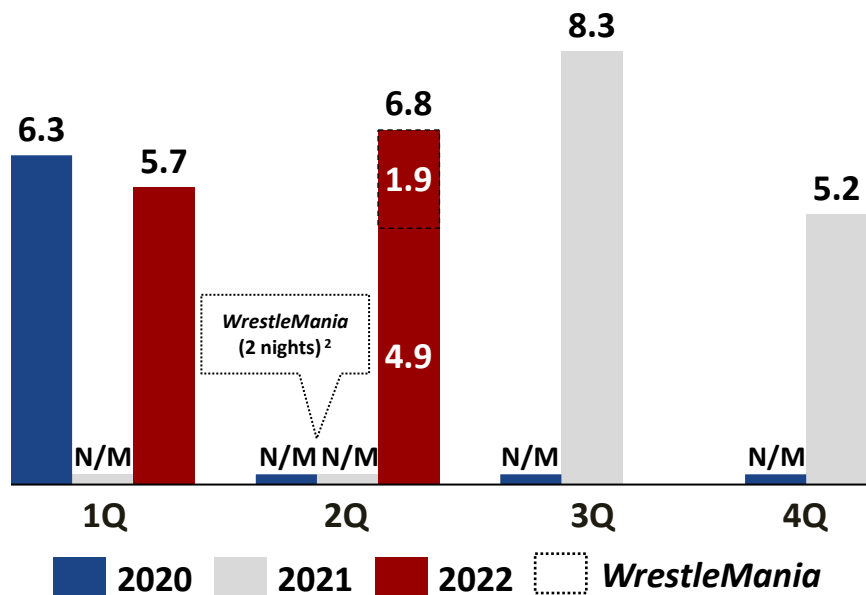


# WWE AT A GLANCE: 2Q22 HIGHLIGHTS

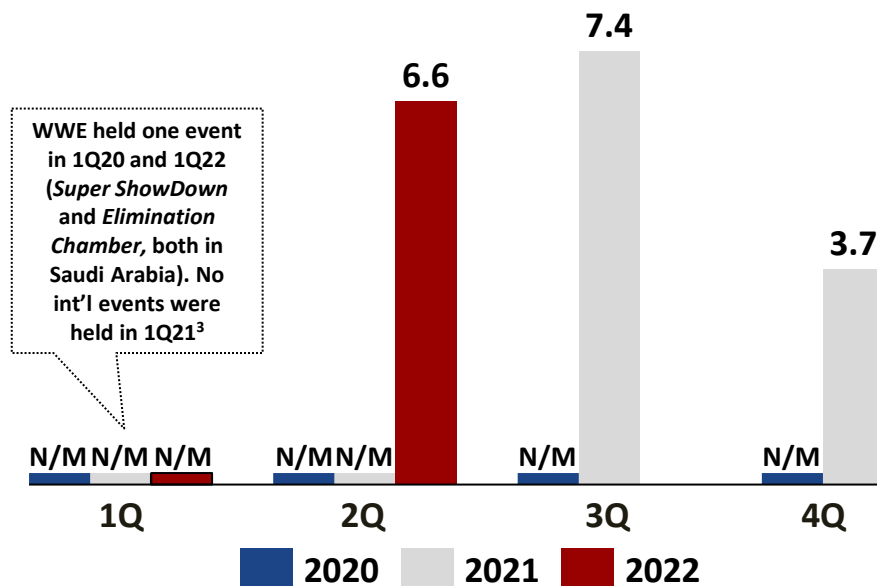
## LIVE EVENT AVERAGE ATTENDANCE

WWE returned to live event touring of its weekly, in-ring events for ticketed audiences on July 16, 2021

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



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



### NUMBER OF EVENTS

	1Q	2Q	3Q	4Q
2020	41	0	0	0
2021	0	2	38	48
2022	52	55		

### NUMBER OF EVENTS

	1Q	2Q	3Q	4Q
2020	1	0	0	0
2021	0	0	4	9
2022	1	4		



<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 2Q21, *WrestleMania* was held over 2 nights at Raymond James Stadium in Tampa, Florida with an average live, paid ticketed audience of approx. 20,200 fans/night. In 2Q20, *WrestleMania* was held over 2 nights without a live audience in WWE's Performance Center in Orlando, Florida due to public-health concerns as a result of the COVID-19 outbreak  
<sup>3</sup> Given the unique nature of WWE's events in Saudi Arabia, the *Elimination Chamber* event held in February 2022 and comparable events in prior periods have been excluded from attendance



## 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. During 2Q22 and 2Q21, total U.S. television persons included an average of approximately 311 million and 308 million persons, respectively. Television viewership is measured on a Live+SD basis for 2Q22 and 2Q21
- 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. During both 2Q22 and 2Q21, total U.S. television persons included an average of approximately 130 million and 129 million persons, respectively. Television viewership is measured on a Live+SD basis for 2Q22 and 2Q21
- Top 25 Cable Networks reflect those 25 networks with the highest total primetime Average Viewers P2+ or P18-49 (duration-weighted) in 2Q21 (excludes broadcast and premium networks, as well as NBC Sports Networks which stopped airing at the end of 4Q21)
- 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
- 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 (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 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

