

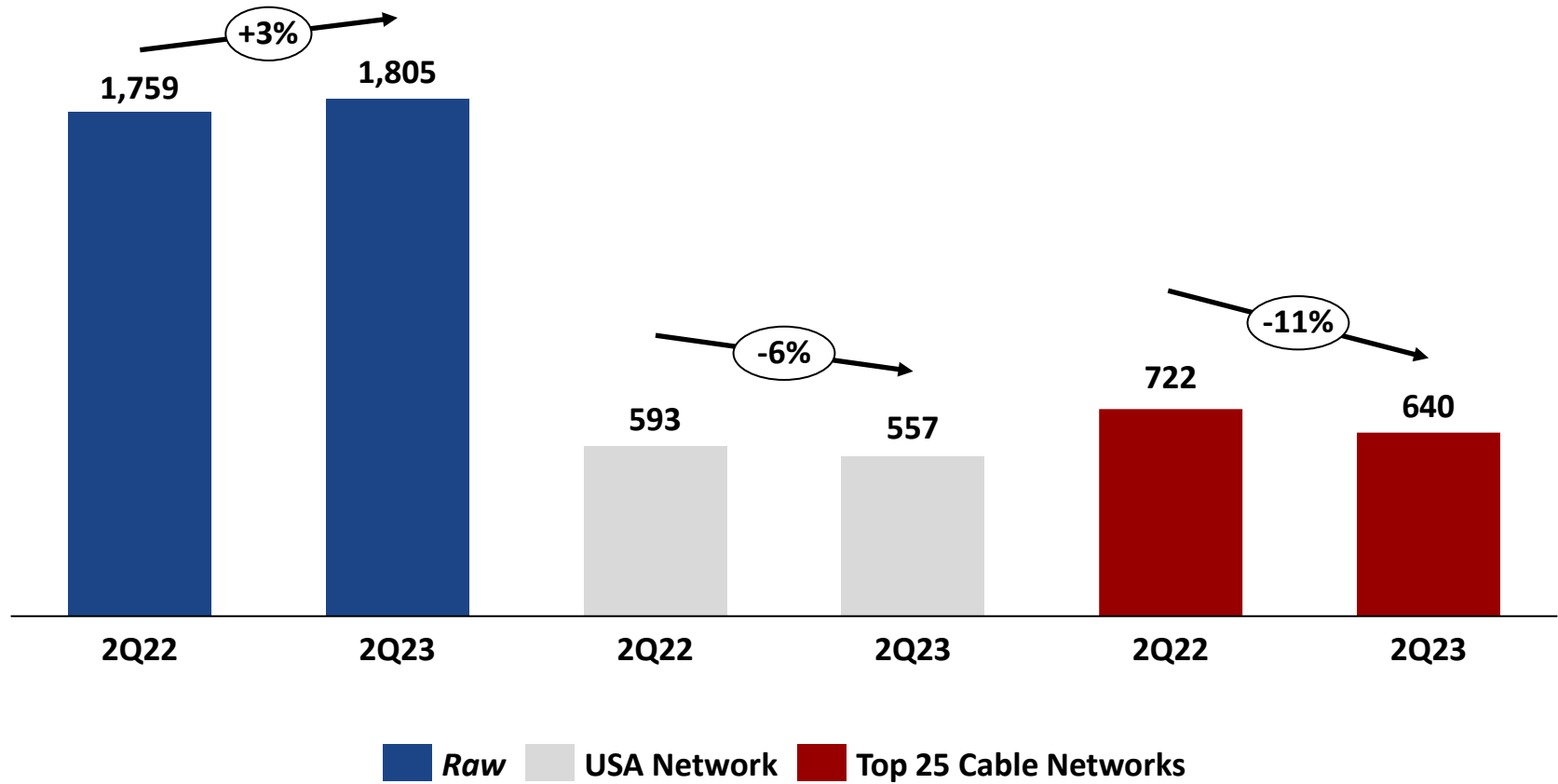


Key Performance Indicators

August 2, 2023

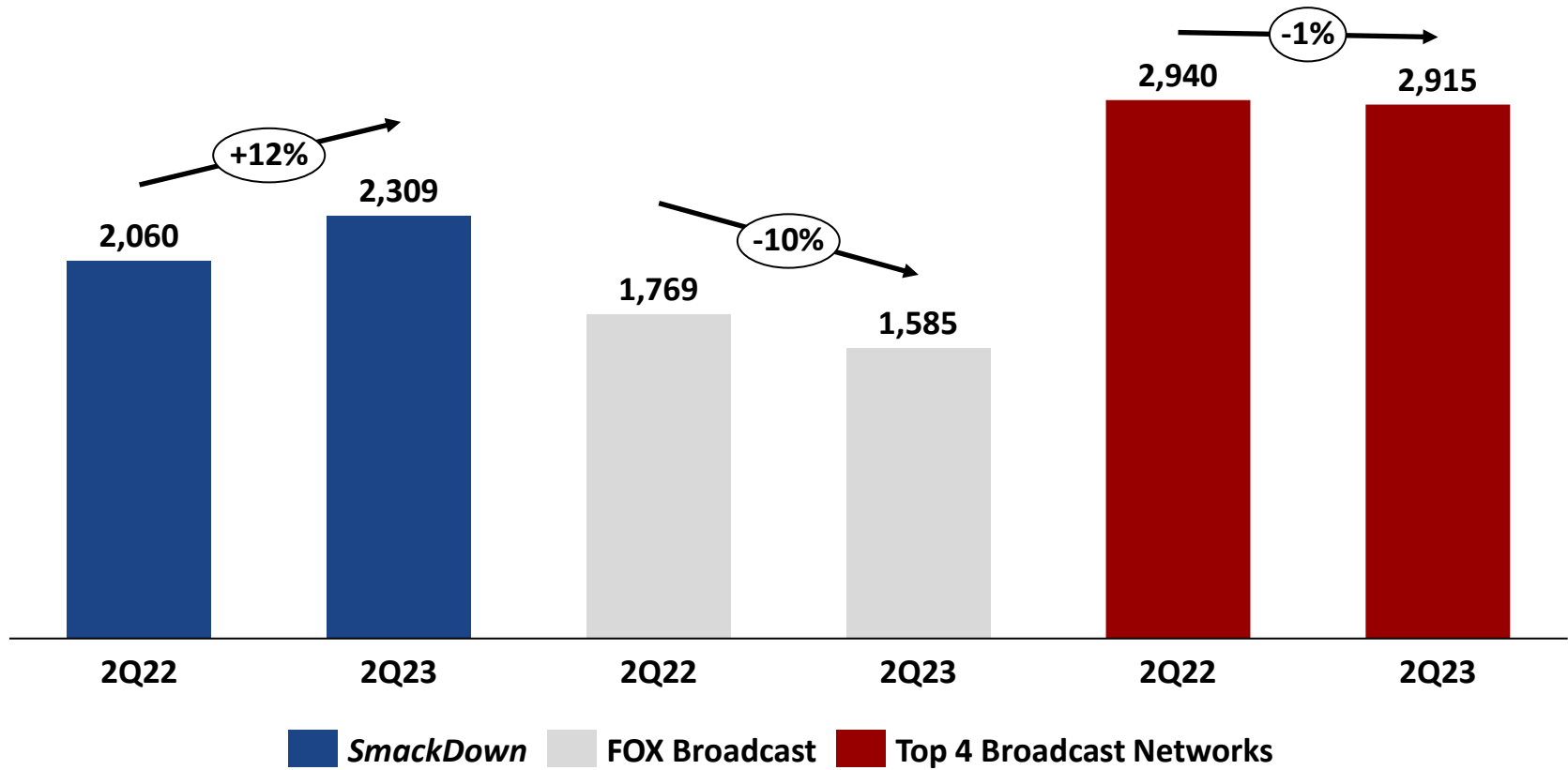
AVERAGE US PRIMETIME CABLE TV P2+ VIEWERSHIP

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



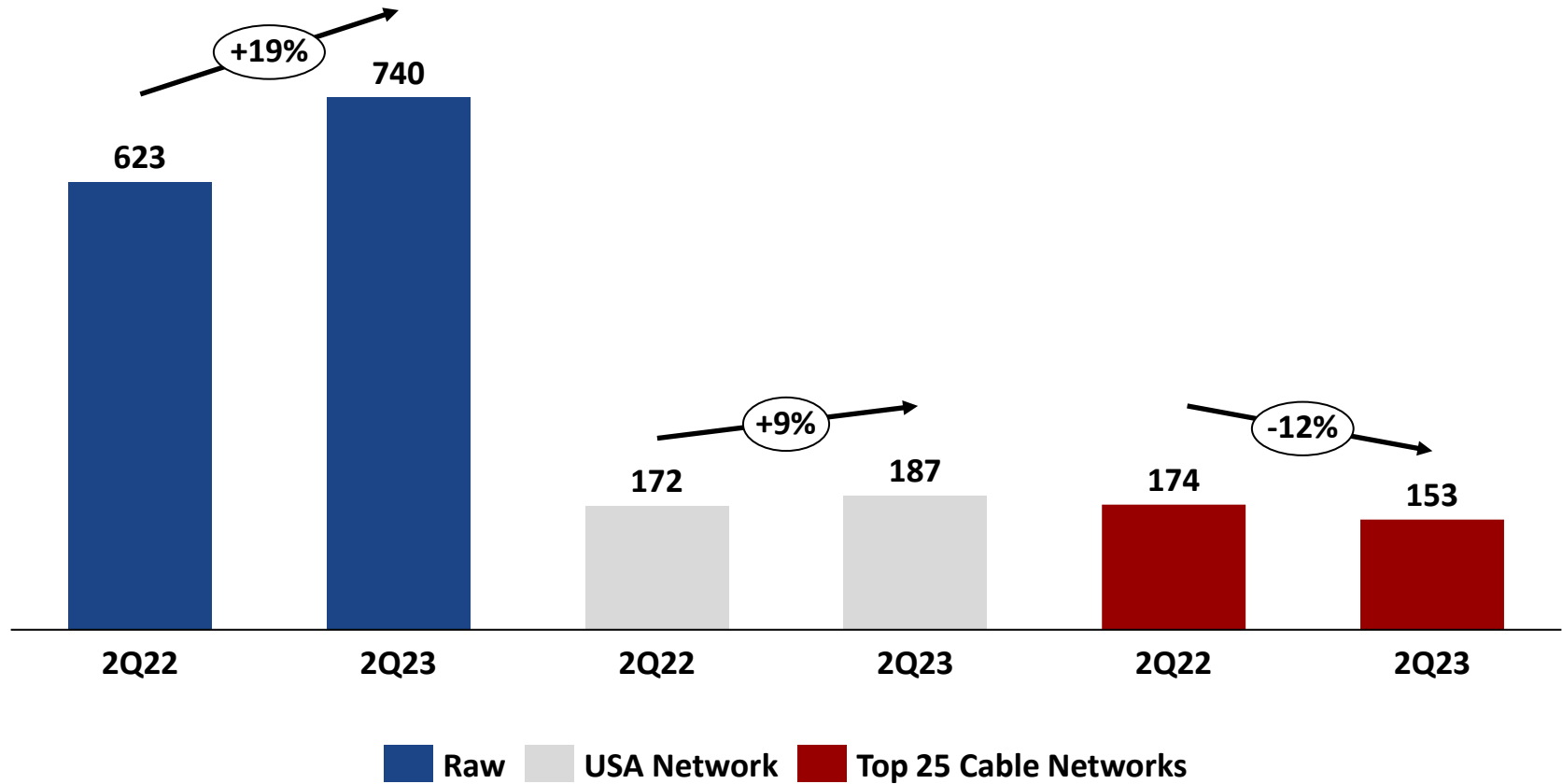
AVERAGE US PRIMETIME BROADCAST TV P2+ VIEWERSHIP

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



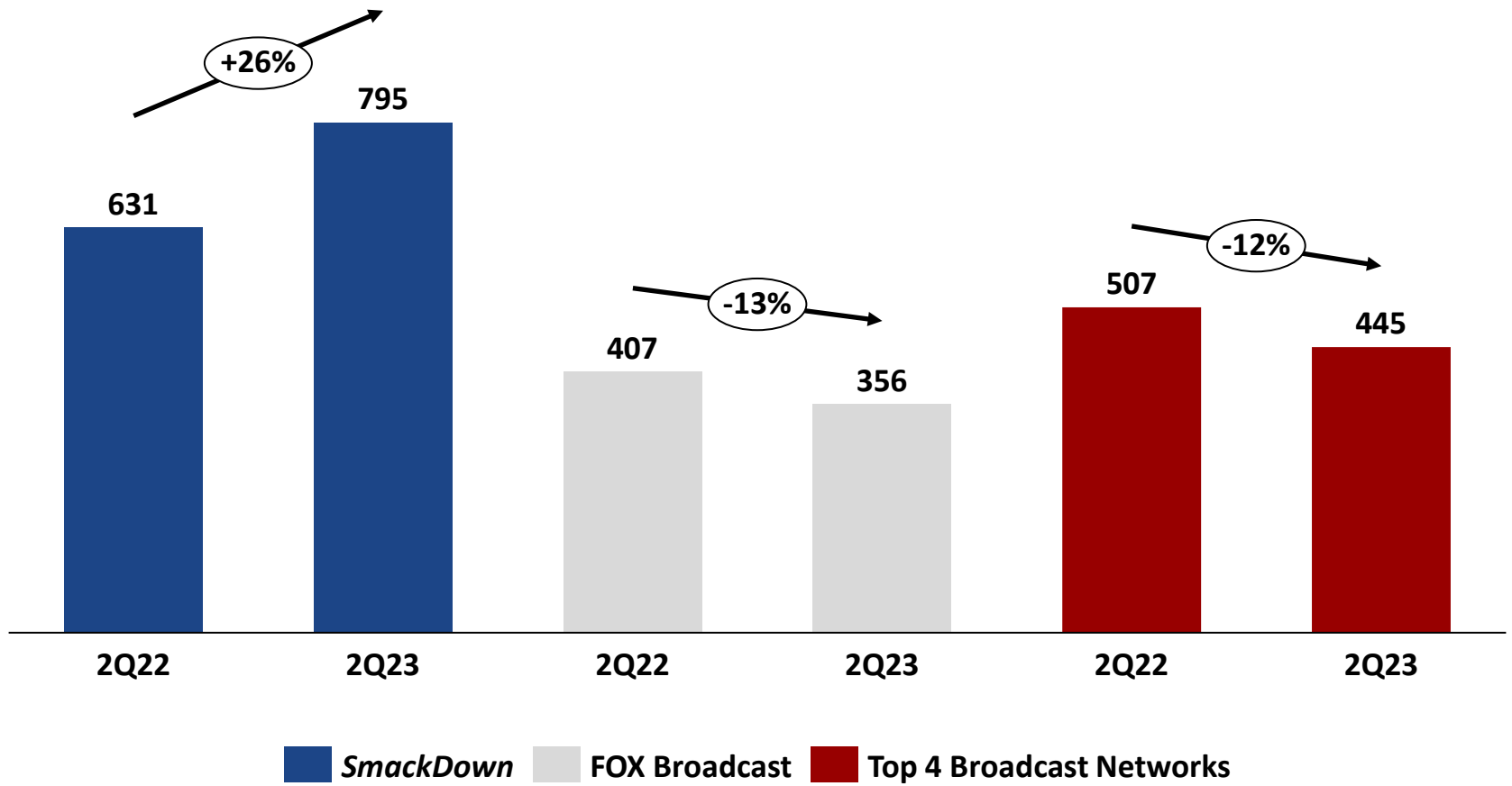
AVERAGE US PRIMETIME CABLE TV P18-49 VIEWERSHIP

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



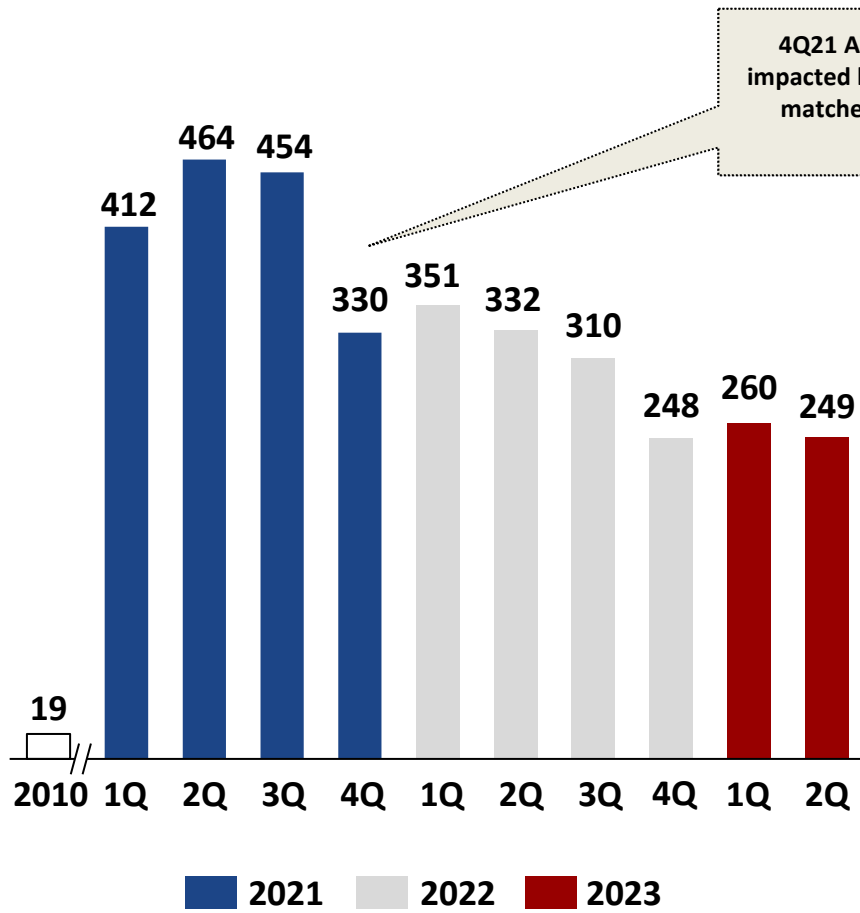
AVERAGE US PRIMETIME BROADCAST TV P18-49 VIEWERSHIP

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

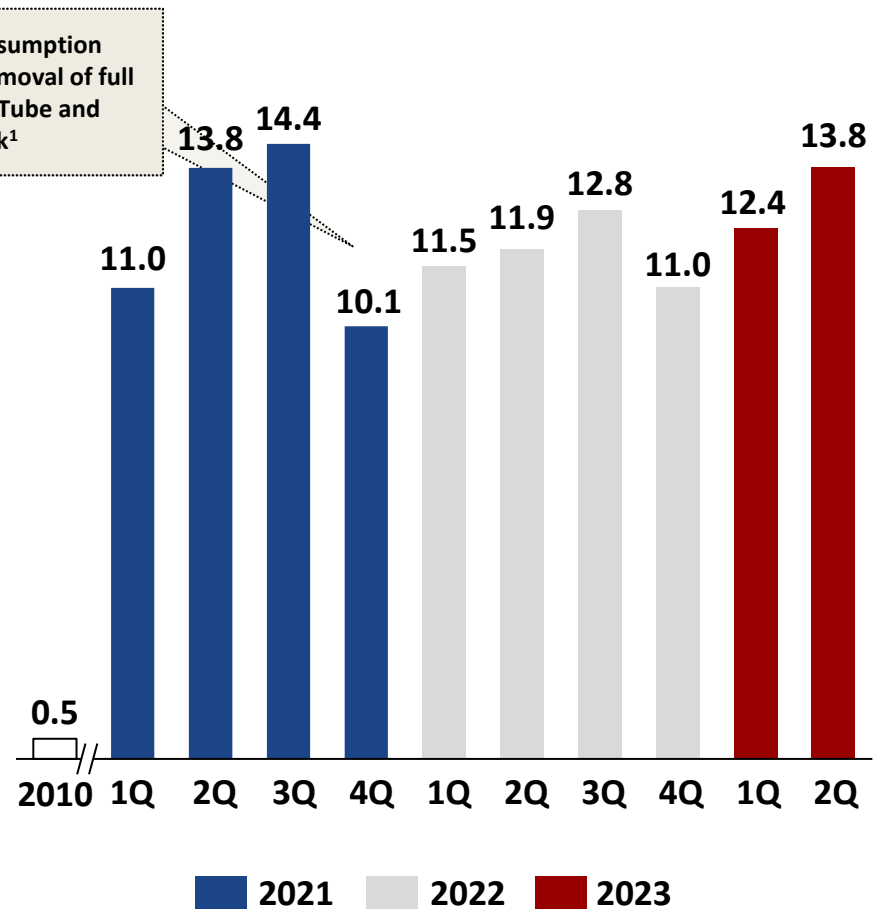


WWE AVOD CONSUMPTION

AVOD Global Hours Viewed (M)

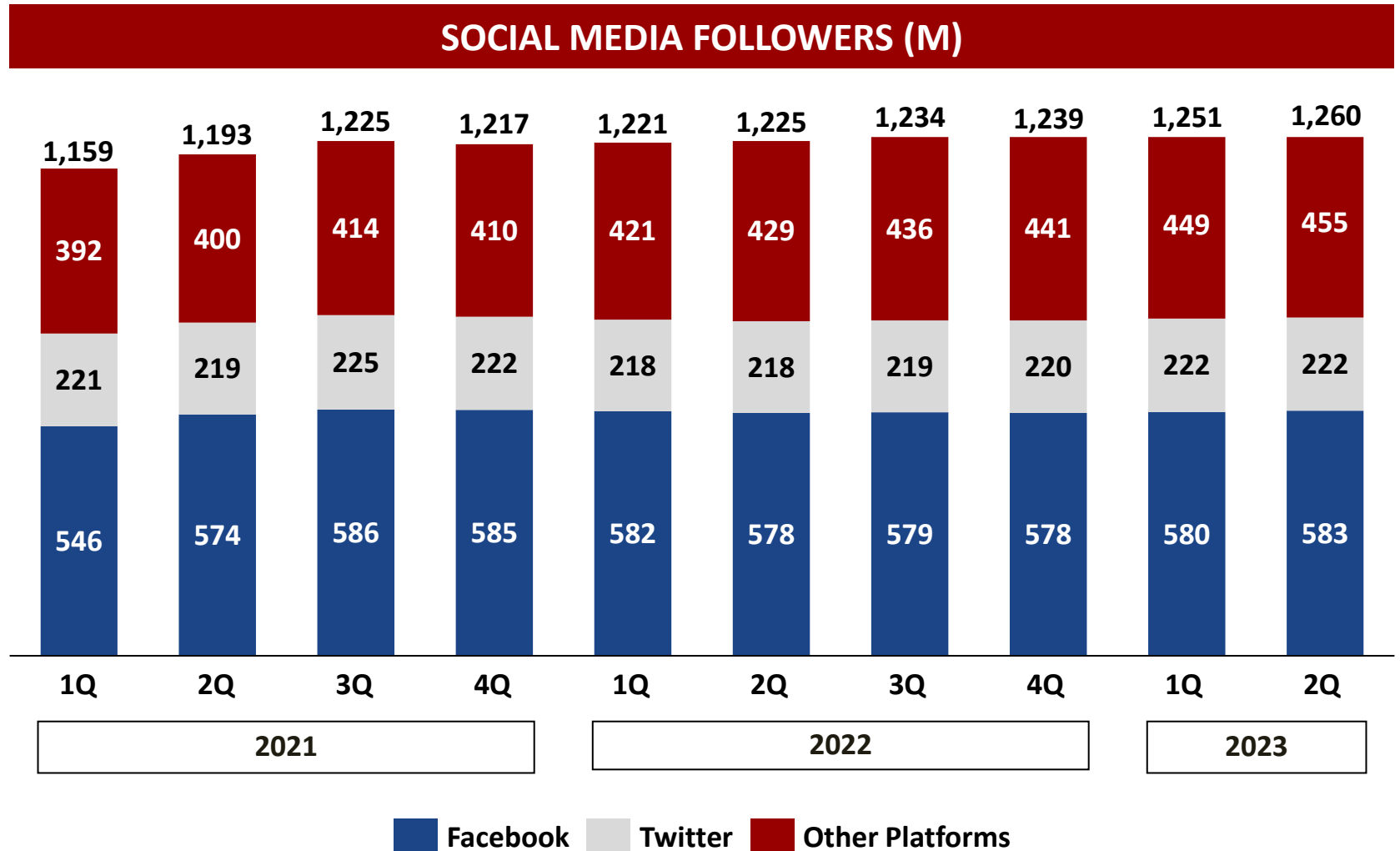


AVOD Global Views (B)



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

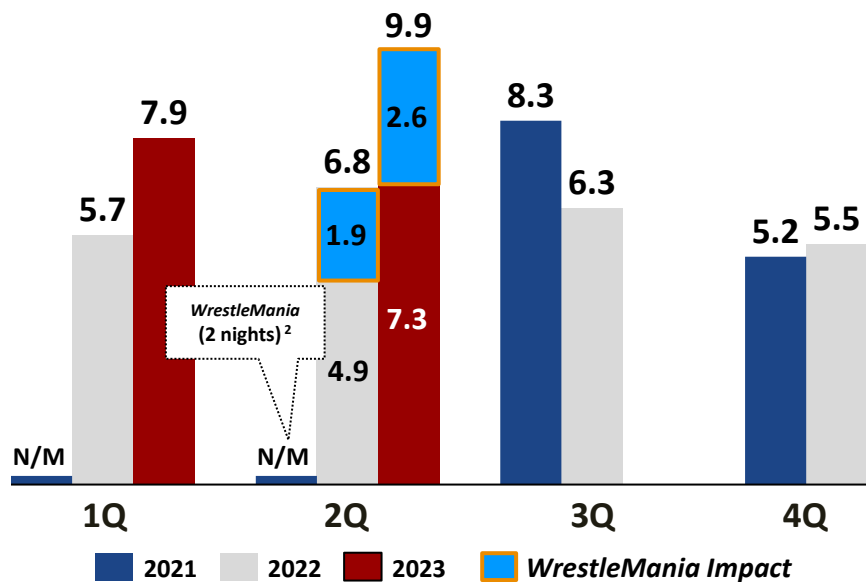
WWE SOCIAL MEDIA REACH



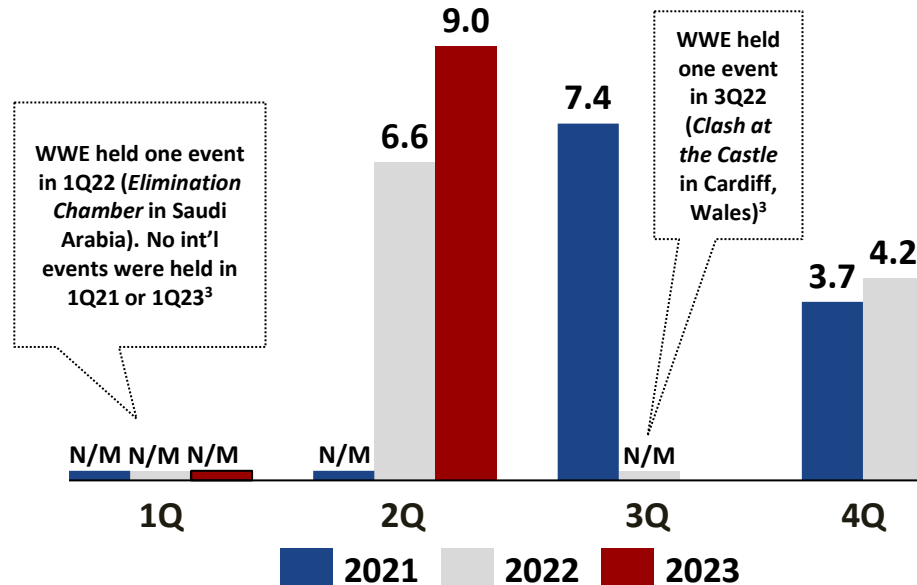
WWE LIVE EVENT AVERAGE ATTENDANCE

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

NORTH AMERICA (000s)^{1,2}



INTERNATIONAL (000s)^{1,3}



NUMBER OF EVENTS

	1Q	2Q	3Q	4Q
2021	0	2	38	48
2022	52	55	57	54
2023	50	43		

NUMBER OF EVENTS

	1Q	2Q	3Q	4Q
2021	0	0	4	9
2022	1	4	1	7
2023	0	10		



¹ 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

² In 2Q21, *WrestleMania* was held with an avg audience of 20,200 fans/night due to the COVID-19 outbreak

³ WWE's events held in Saudi Arabia (in 2021, 2022 and 2023) and Cardiff, Wales (in 2022) have been excluded from attendance given their unique nature



APPENDIX

FOOTNOTES – DEFINITION OF METRICS

- 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 2Q22 (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

