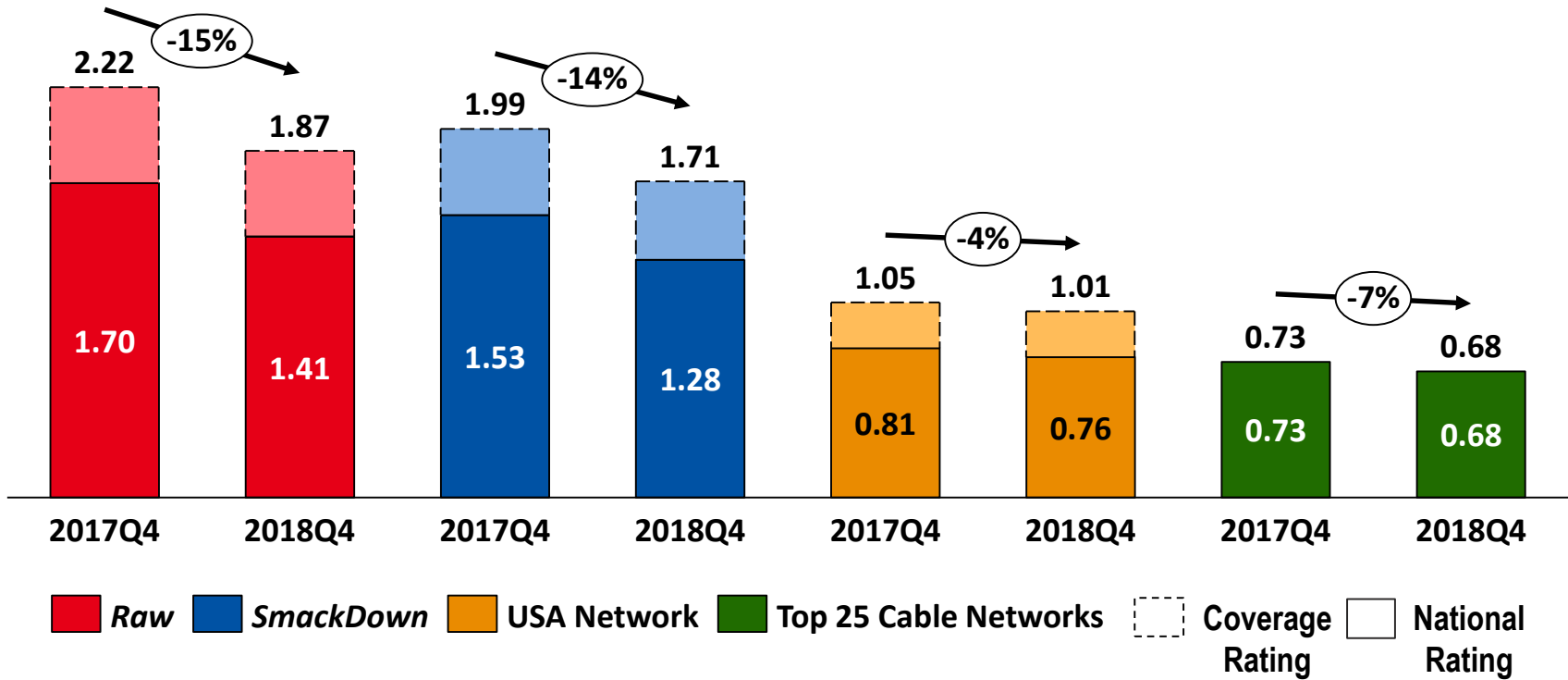




**KEY PERFORMANCE INDICATORS – FEBRUARY 7, 2019**

WWE AT A GLANCE: Q4 2018 HIGHLIGHTS  
**AVERAGE US PRIMETIME CABLE TV RATINGS**

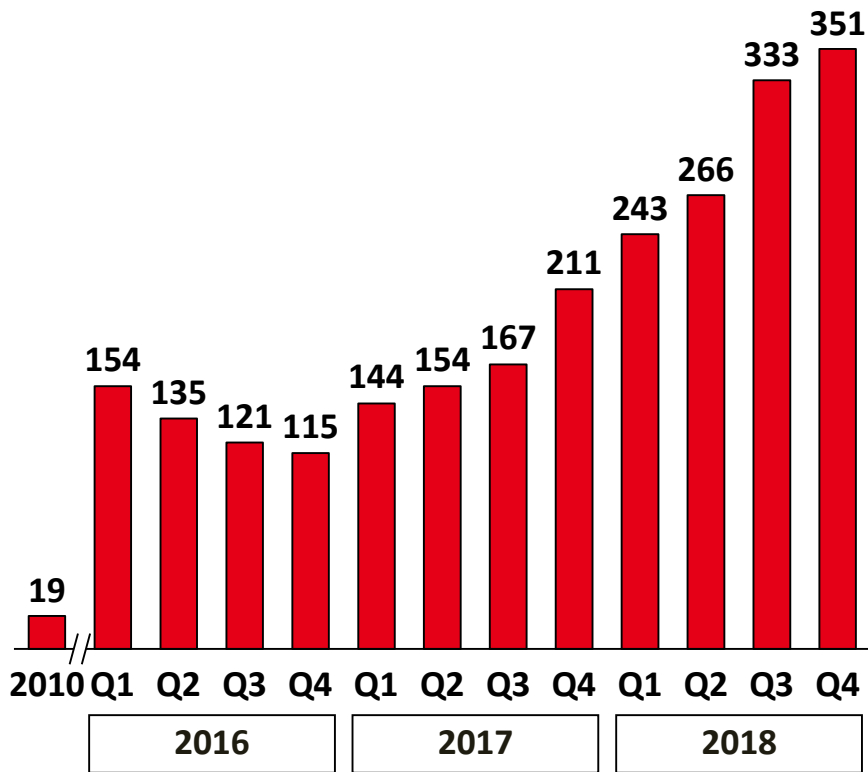
**RAW, SMACKDOWN AND PRIMETIME CABLE TV RATINGS**



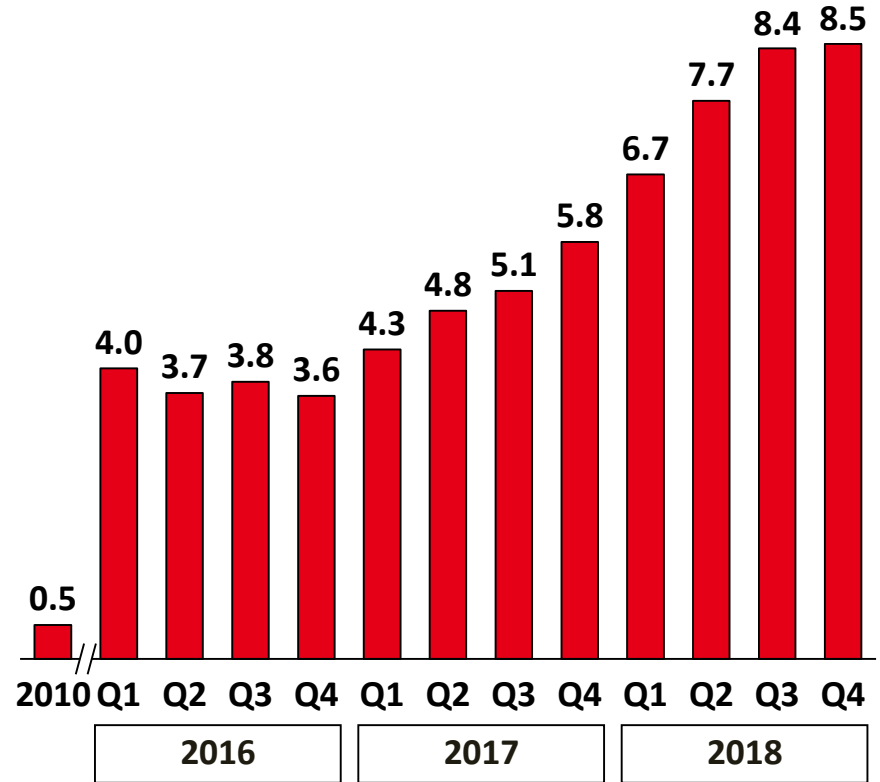
- Television ratings are measured on a Live+SD basis for Q4 2017 and Q4 2018  
 - Top 25 Cable Networks reflect those 25 networks with the highest average total primetime US national ratings in Q4 2017 (excludes Broadcast and Premium networks)  
 - Definitions of Coverage Rating and National Rating above are provided on page 8

# MEDIA CONSUMPTION: WWE AVOD CONSUMPTION

**AVOD Global Hours Viewed (MM)**



**AVOD Global Views (B)**

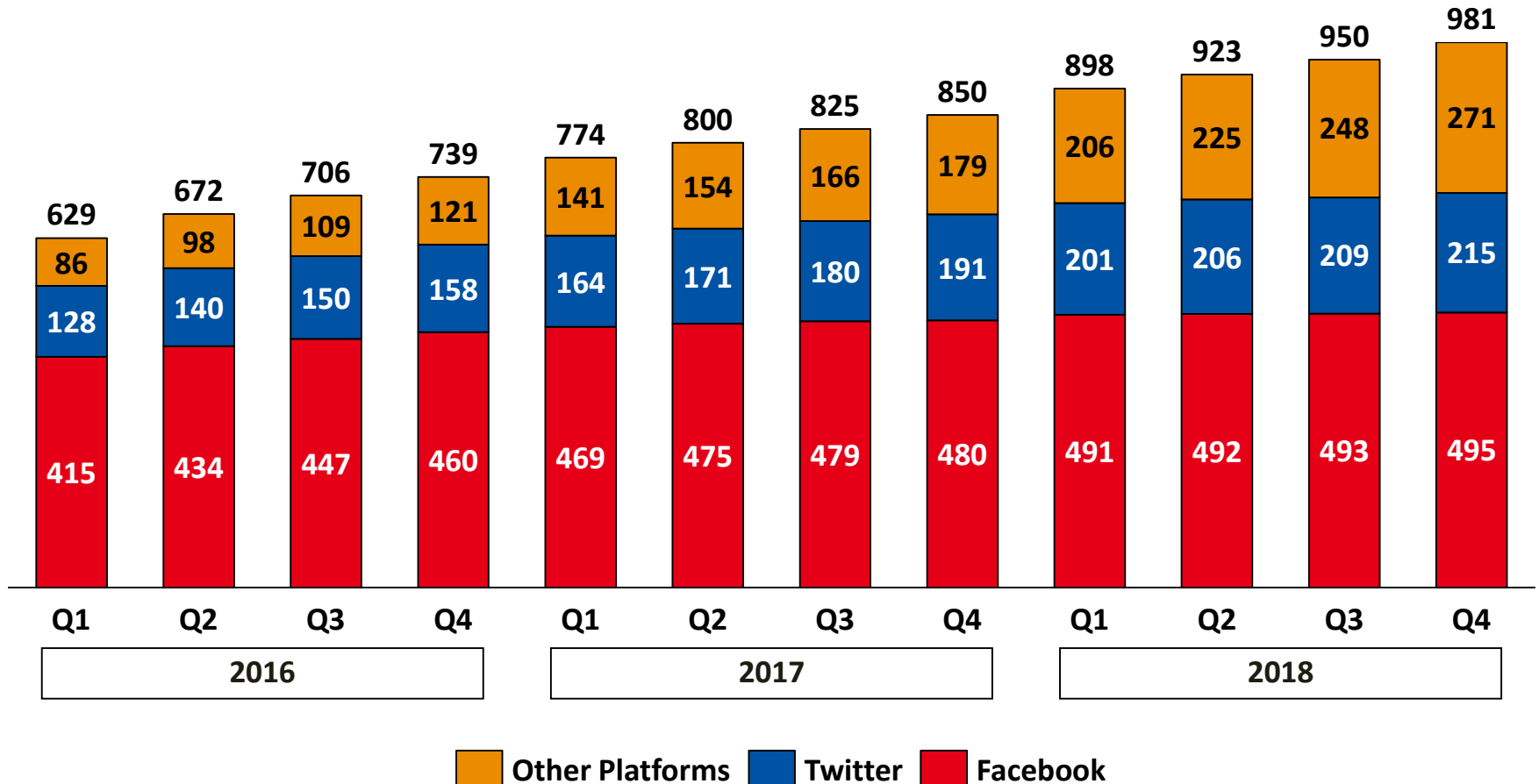


- AVOD is ad-supported video on demand. Consumption includes videos viewed on third party (Facebook, YouTube, Twitter, Instagram, Snapchat) and WWE platforms (WWE.com and WWE App). 2010 - 2017 figures include only Facebook, You Tube, and WWE platforms. 2018 includes Facebook, You Tube, Twitter, Instagram, Snapchat, and WWE platforms

- Note: Due to potential data re-statements by YouTube, rounding differences may occur

# SOCIAL MEDIA: WWE REACH

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

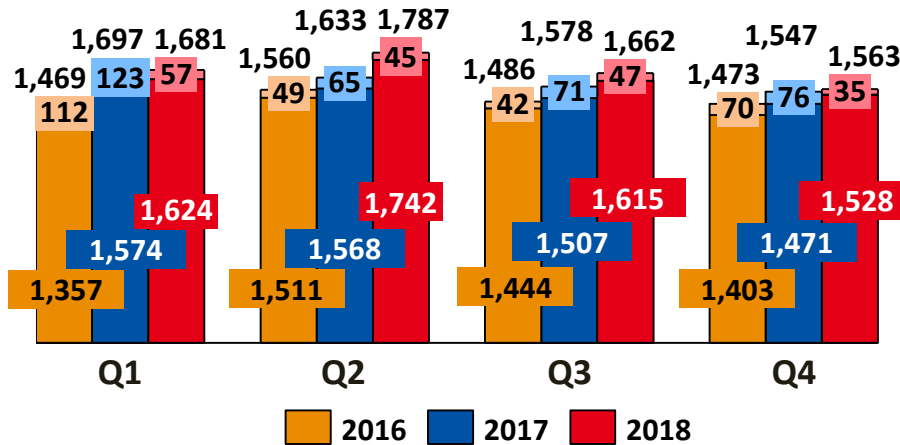


<sup>1</sup> Social media followers represent the number of follows for each individual platform - Facebook, Twitter, etc.- as sourced from each platform; as such, total followers shown have not been adjusted for duplication among or within platforms and do not represent the number of "unique" followers

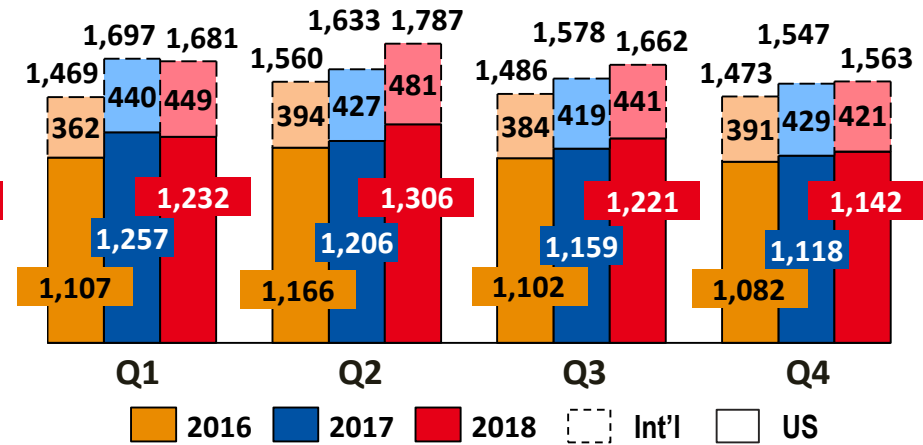
# WWE AT A GLANCE: Q4 2018 HIGHLIGHTS

## WWE NETWORK ENDING SUBSCRIBERS

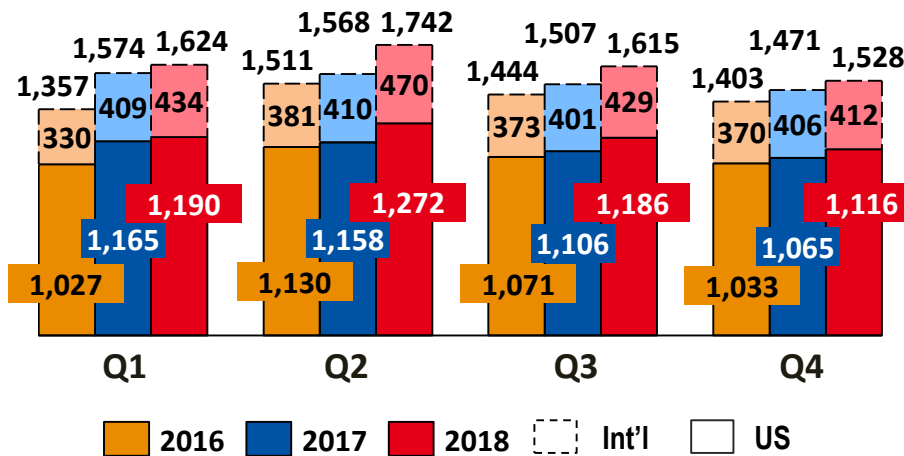
### Total Subscribers – Free & Paid (000s)



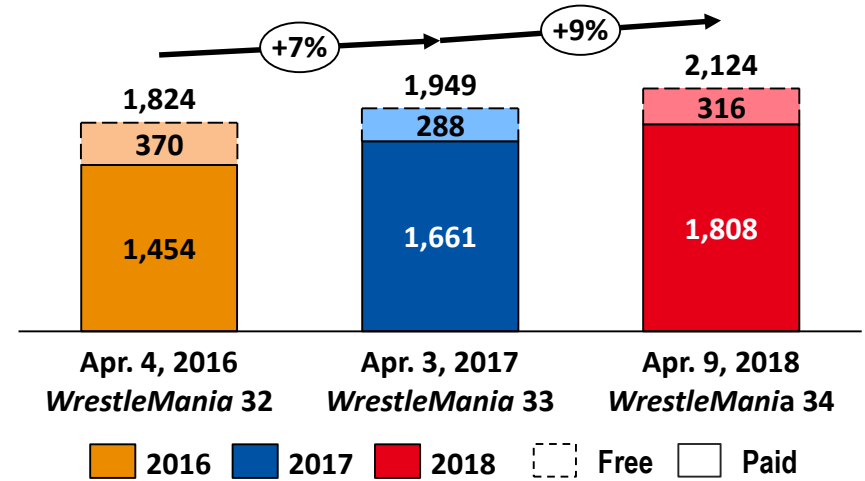
### Total Subscribers – US & Int'l (000s)



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

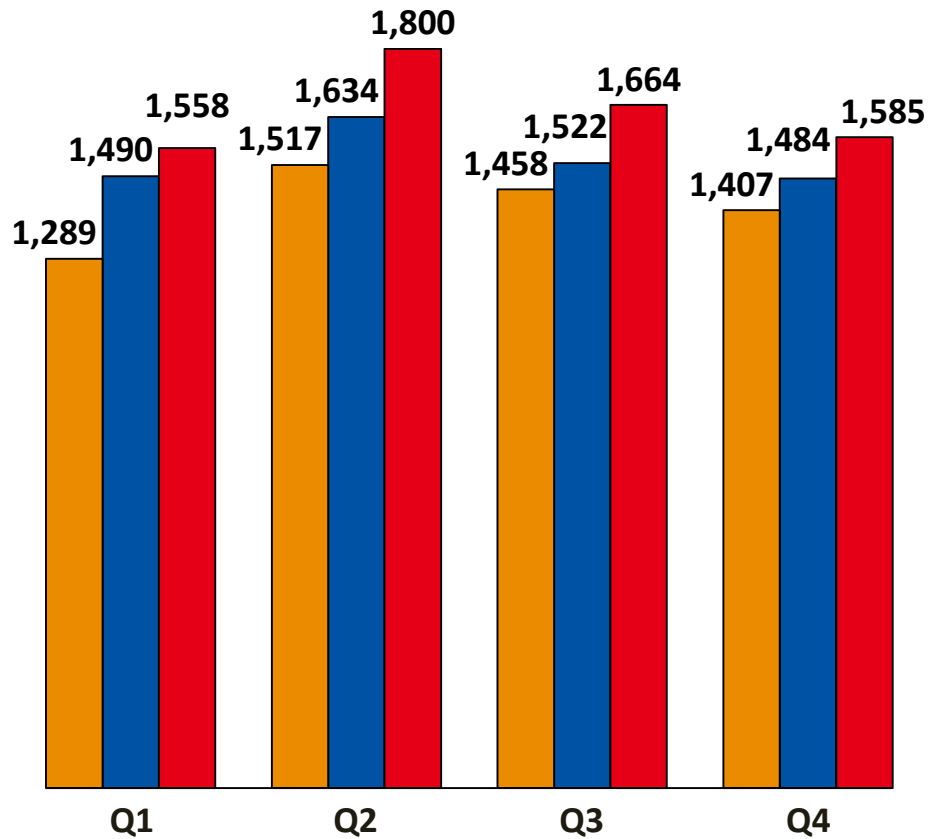


### WrestleMania Total Subscribers (000s)



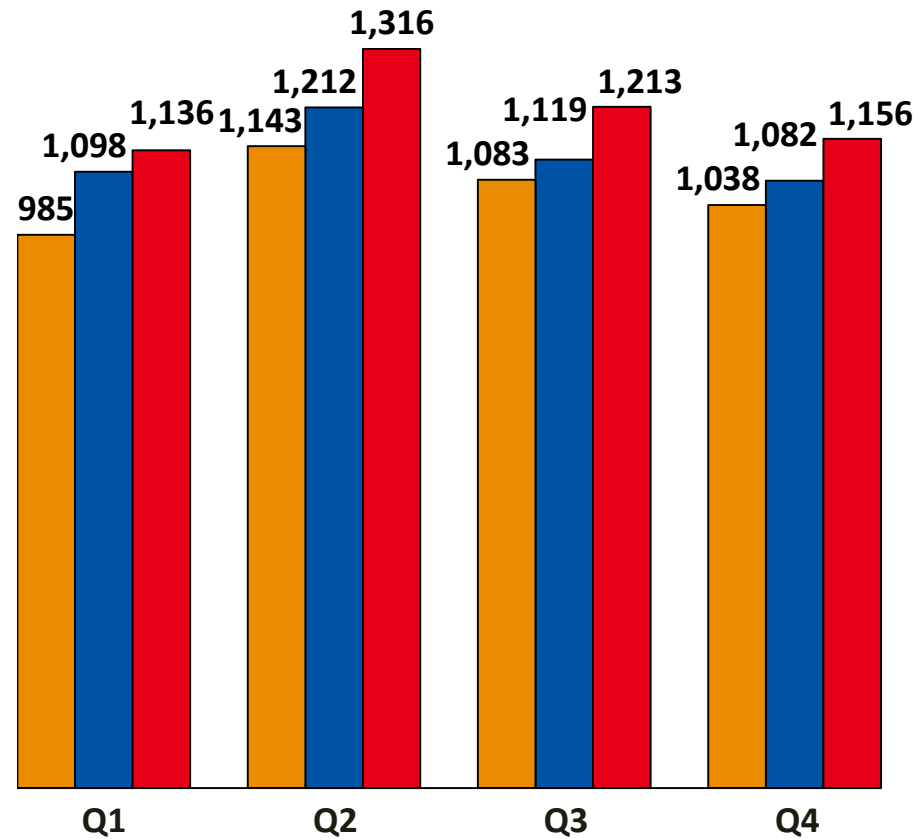
WWE AT A GLANCE: Q4 2018 HIGHLIGHTS  
**WWE NETWORK AVERAGE SUBSCRIBERS**

**Average Paid Subscribers (000s)**



2016 2017 2018

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

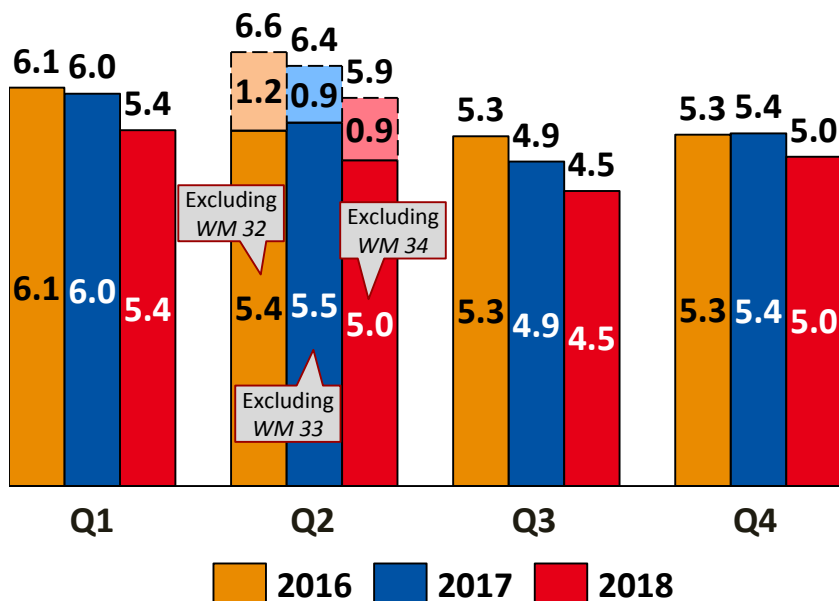


2016 2017 2018

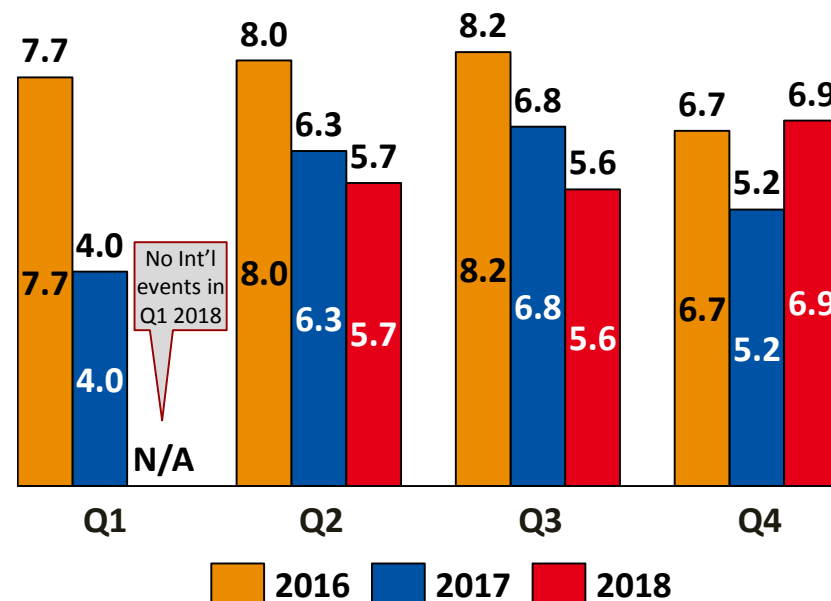
# WWE AT A GLANCE: Q4 2018 HIGHLIGHTS

## LIVE EVENT ATTENDANCE

### North America (average in 000s)



### International (average in 000s)



#### Number of Events

	Q1	Q2	Q3	Q4
2016	72	62	71	75
2017	91	66	89	68
2018	99	61	86	64

#### Number of Events

	Q1	Q2	Q3	Q4
2016	6	19	11	28
2017	4	26	7	33
2018	-	29	4	23



**APPENDIX**



## FOOTNOTES – DEFINITION OF METRICS

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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 Q4 2018 and Q4 2017, USA Network's coverage area included an average of approximately 90 million and 92 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 both Q4 2018 and Q4 2017, there were approximately 120 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 Q4 2017 (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.

## 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.