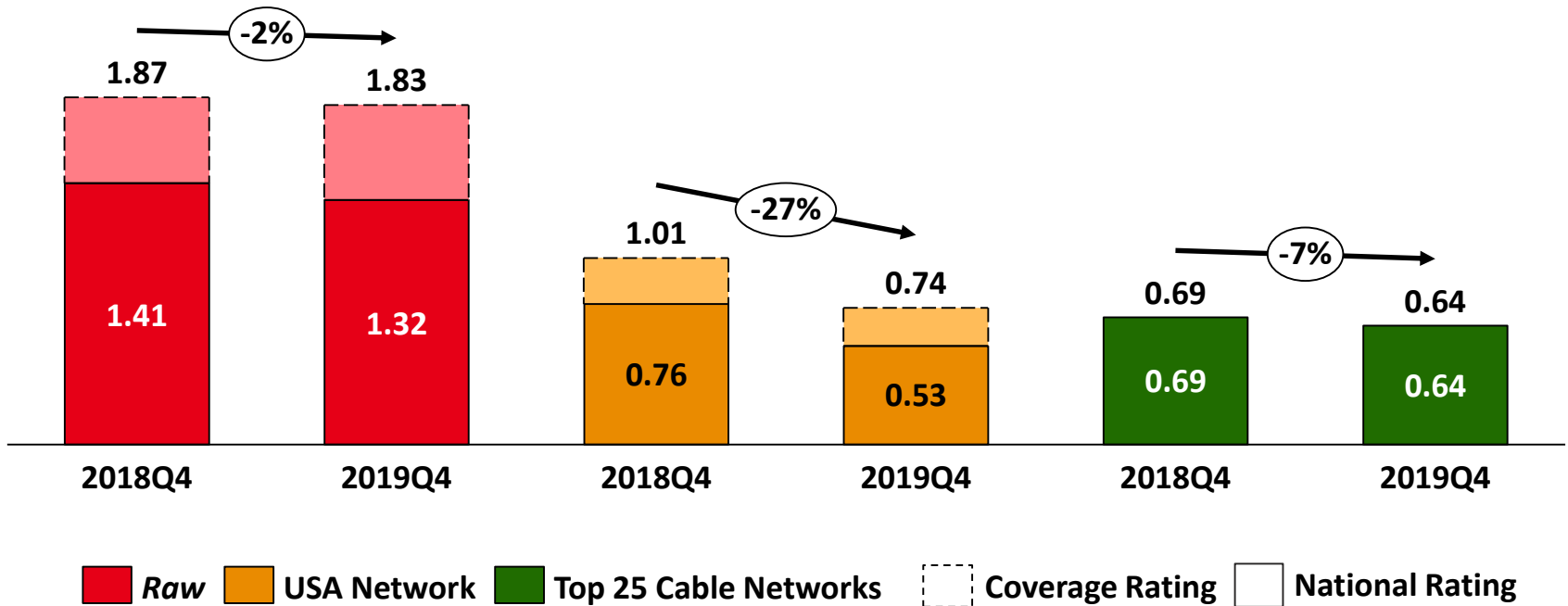




**KEY PERFORMANCE INDICATORS – FEBRUARY 6, 2020**

WWE AT A GLANCE: Q4 2019 HIGHLIGHTS  
**AVERAGE US PRIMETIME CABLE TV RATINGS**

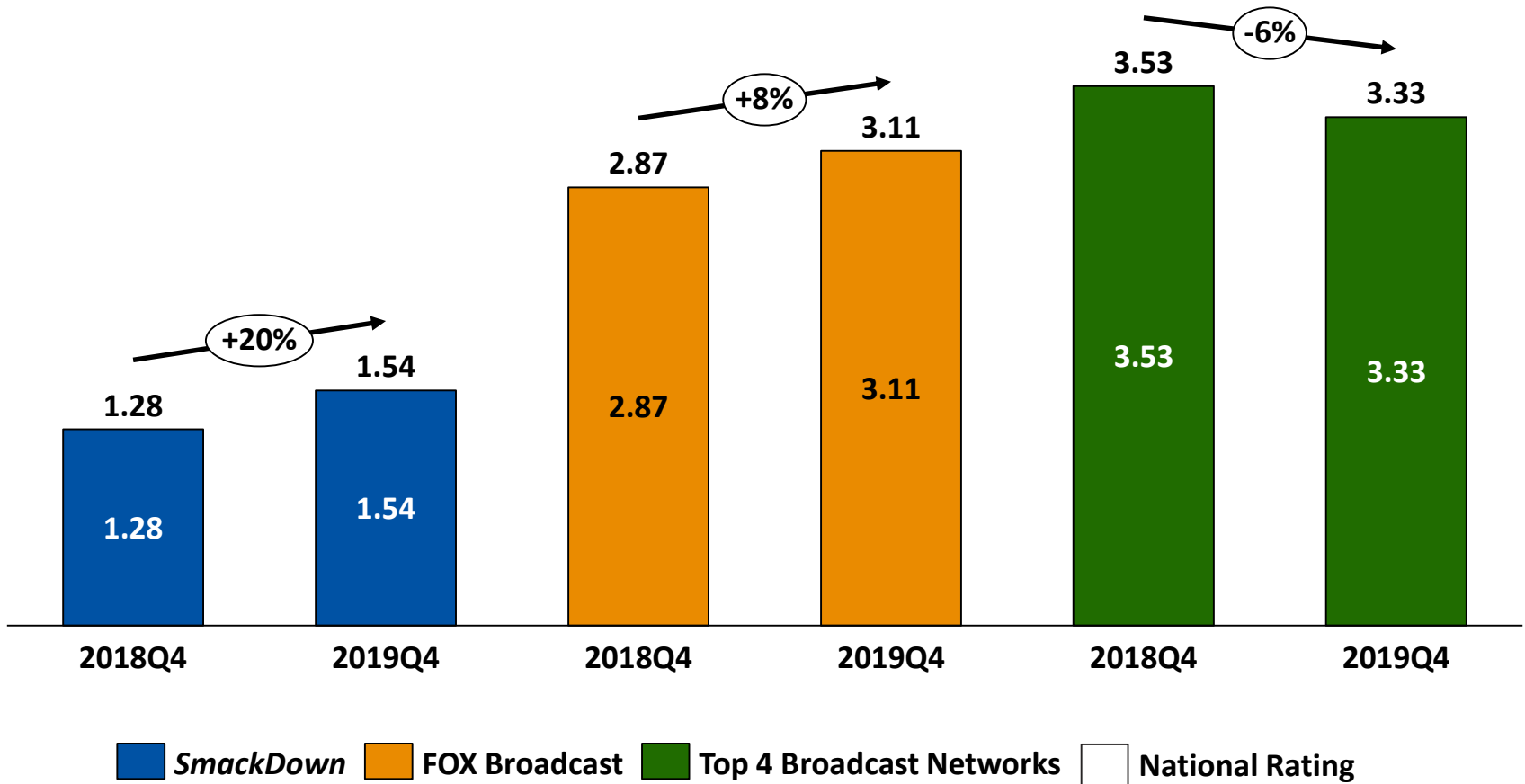
**RAW AND PRIMETIME CABLE TV RATINGS**



- Television ratings are measured on a Live+SD basis for Q4 2018 and Q4 2019. Top 25 Cable Networks reflect those 25 networks with the highest average Total Primetime US Household/ National Ratings in Q4 2018 (excludes Broadcast and Premium networks). Definitions of Coverage Rating and National Rating are provided on page 9

# AVERAGE US PRIMETIME BROADCAST TV RATINGS

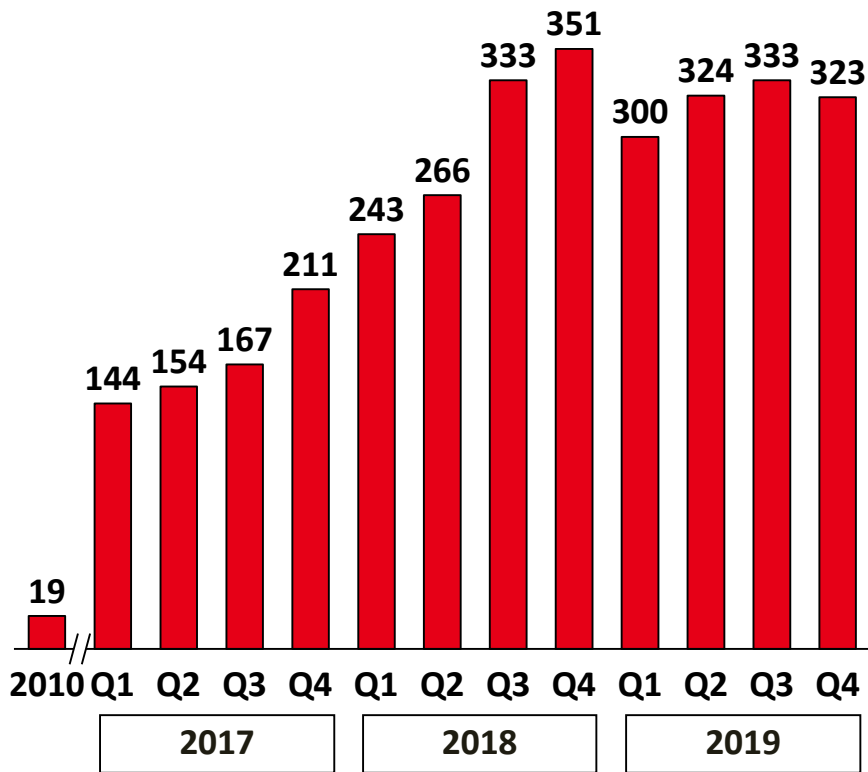
## SMACKDOWN AND PRIMETIME BROADCAST TV RATINGS



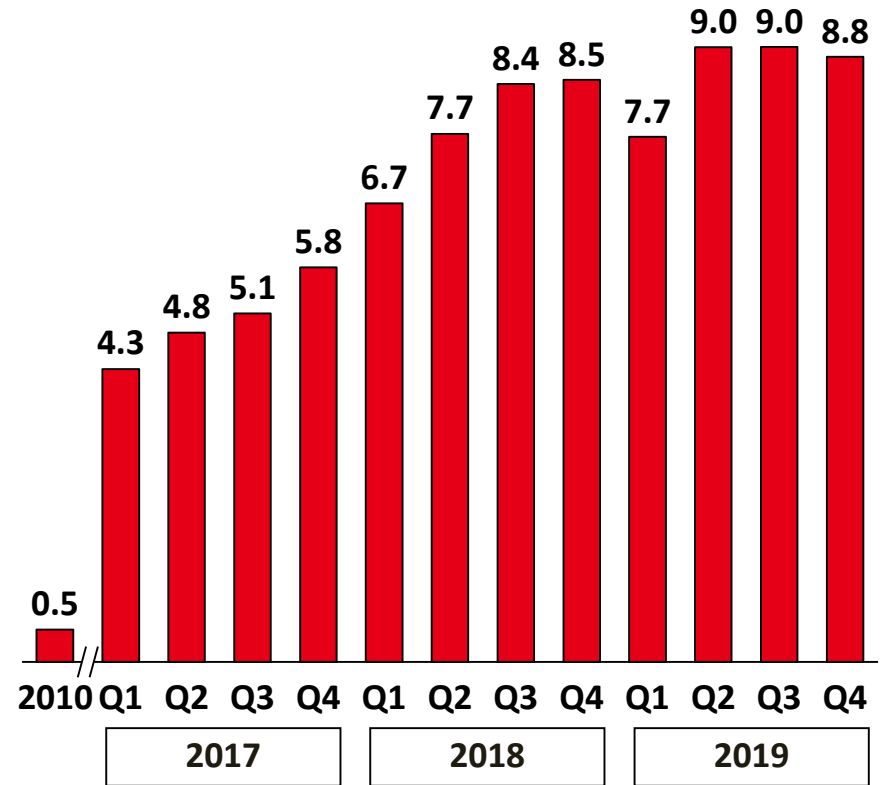
- Television ratings are measured on a Live+SD basis for Q4 2018 and Q4 2019. Top 4 Broadcast Networks reflect ABC, CBS, FOX and NBC Total Primetime US Household/ National Ratings (duration-weighted) in Q4 2018. ABC, CBS and NBC primetime defined as Mon-Sat 8-11pm, Sun 7-11pm while FOX primetime defined as Mon-Sat 8-10pm, Sun 7-10pm. Although SmackDown aired on USA Network in Q4 2018 and on FOX Broadcast in Q4 2019, SmackDown figures are quoted as Total Primetime US Household/ National Ratings. Definition of National Rating is provided on page 9

# MEDIA CONSUMPTION: WWE AVOD CONSUMPTION

**AVOD Global Hours Viewed (MM)**

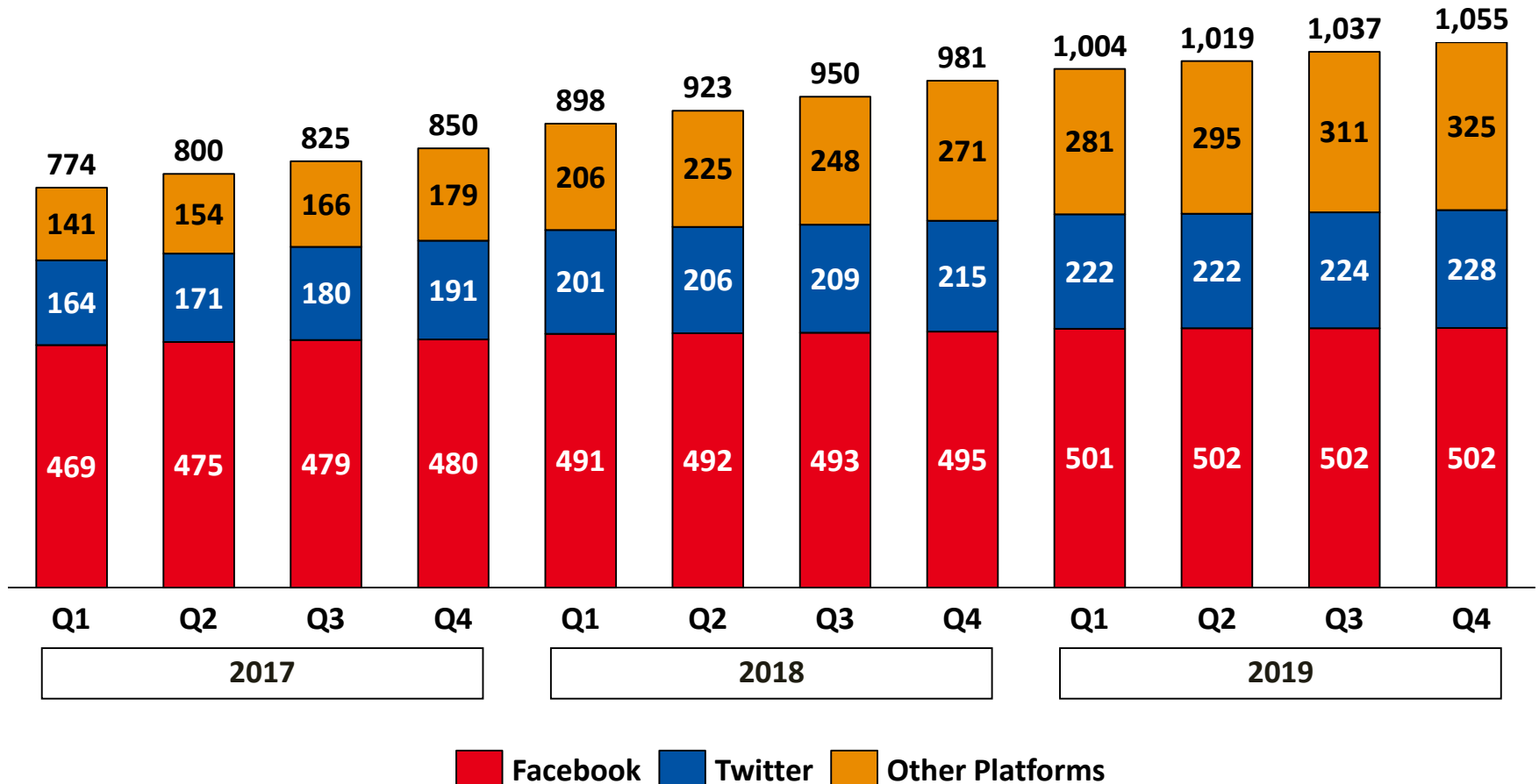


**AVOD Global Views (B)**



## SOCIAL MEDIA: WWE REACH

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

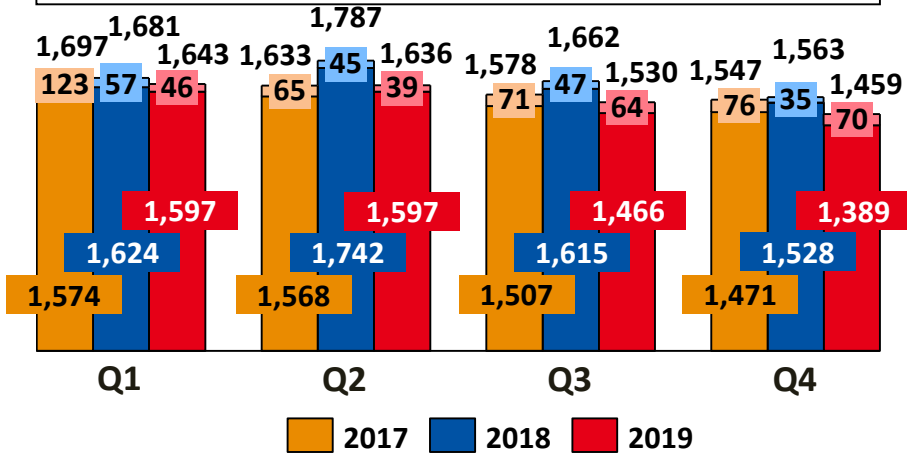


<sup>1</sup> Social media followers represent the number of followers for each individual platform - Facebook, Twitter, etc.- as sourced from each platform; as such, total followers shown have not been adjusted for duplication among or within platforms and do not represent the number of "unique" followers

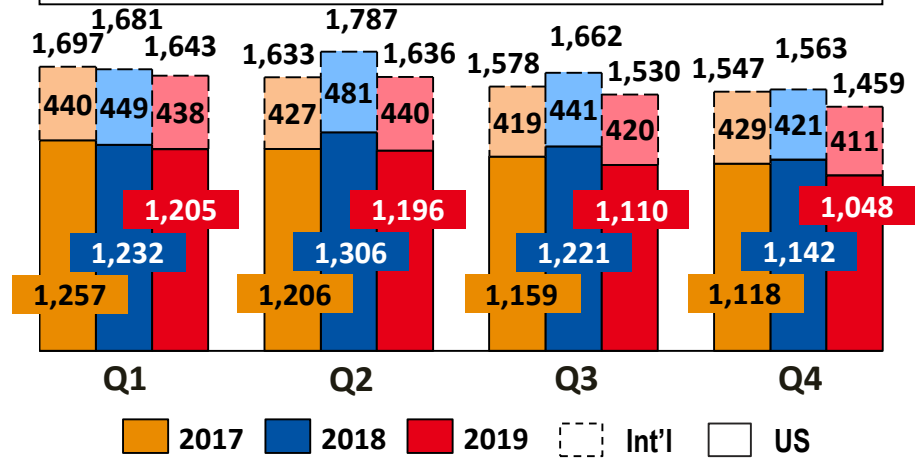
# WWE AT A GLANCE: Q4 2019 HIGHLIGHTS

## WWE NETWORK ENDING SUBSCRIBERS

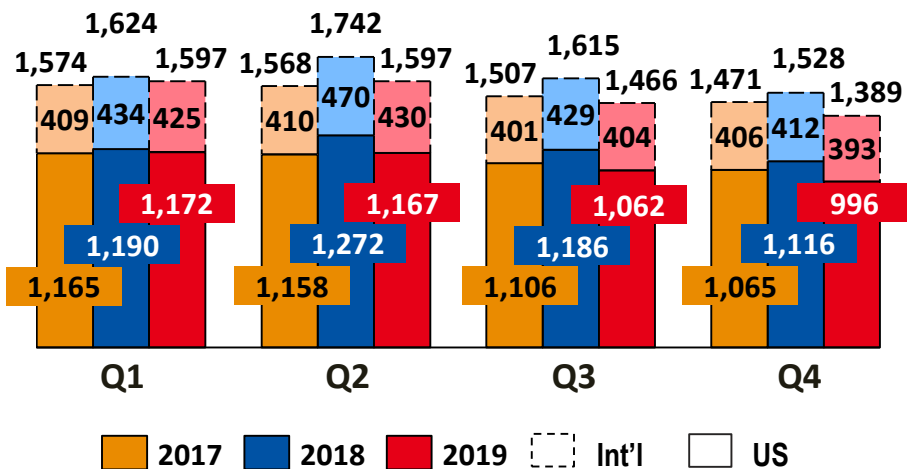
Total Subscribers – Free & Paid (000s)



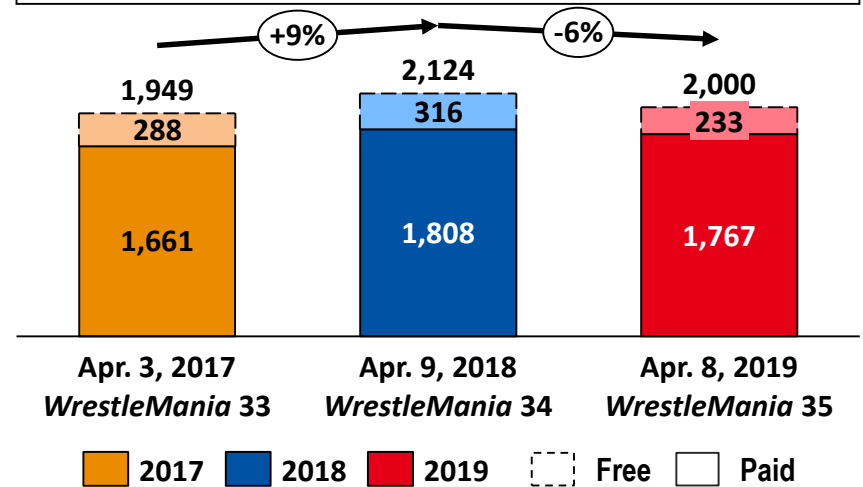
Total Subscribers – US & Int'l (000s)



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



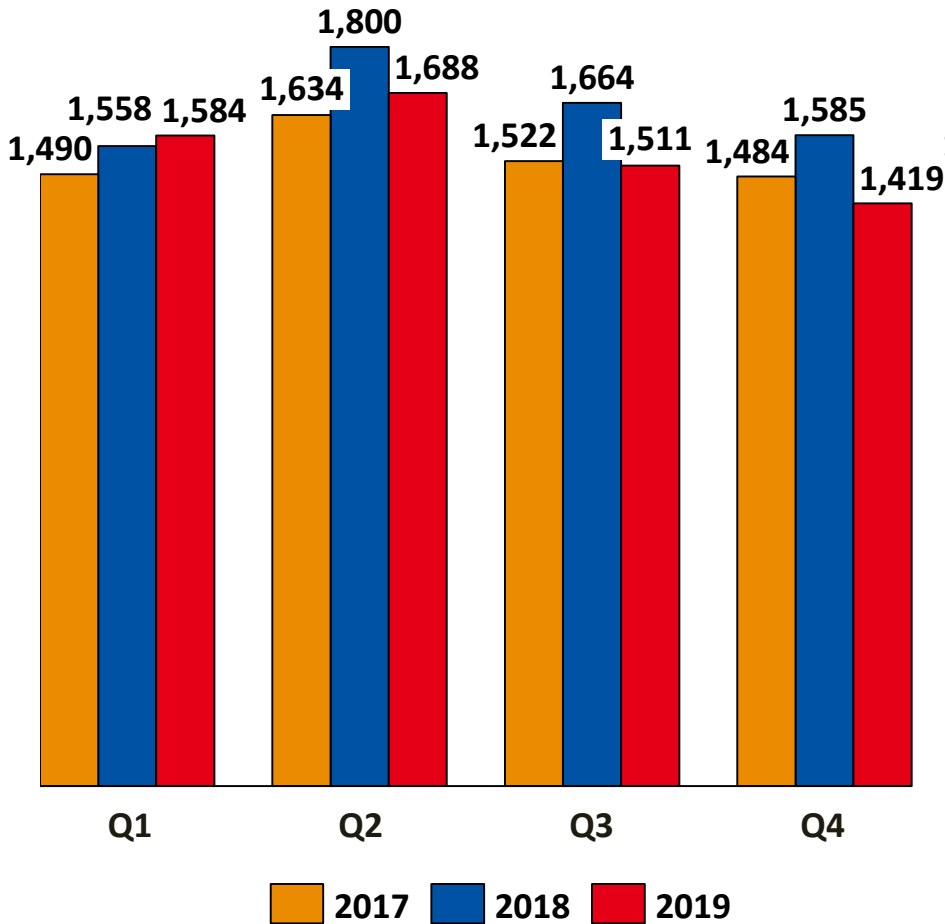
WrestleMania Total Subscribers (000s)



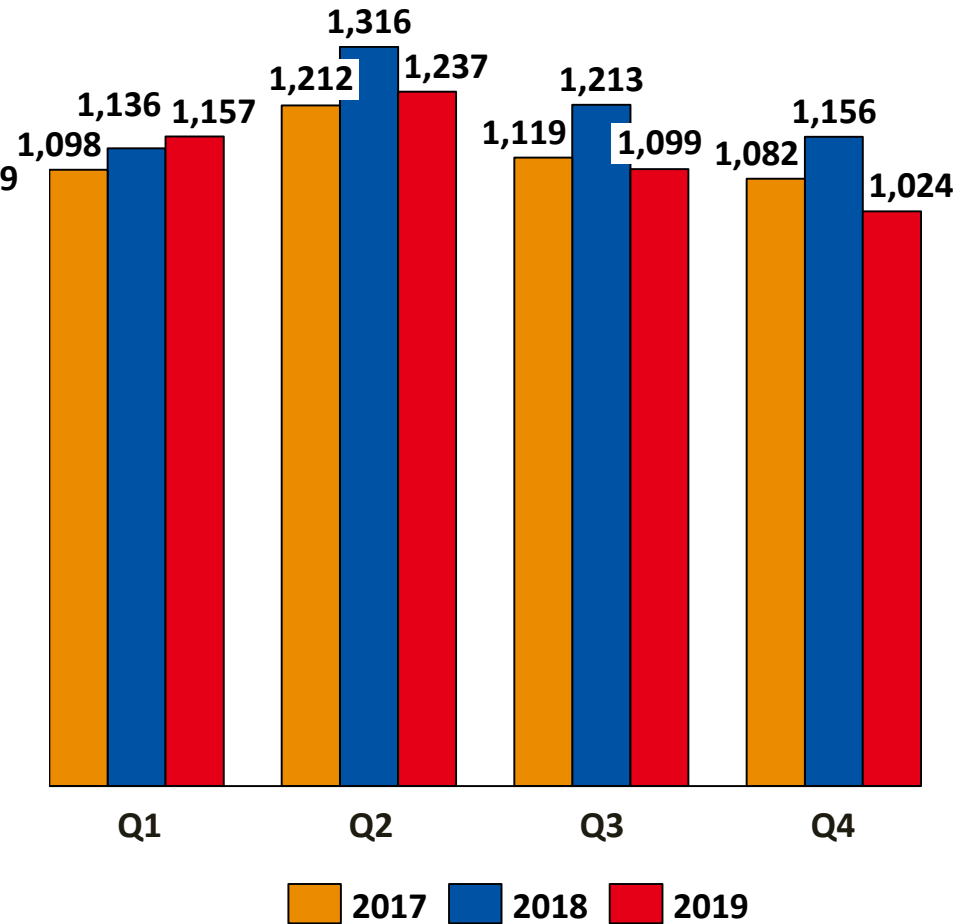
- Definitions of subscriber metrics above are provided on page 10

WWE AT A GLANCE: Q4 2019 HIGHLIGHTS  
**WWE NETWORK AVERAGE SUBSCRIBERS**

**Average Paid Subscribers (000s)**



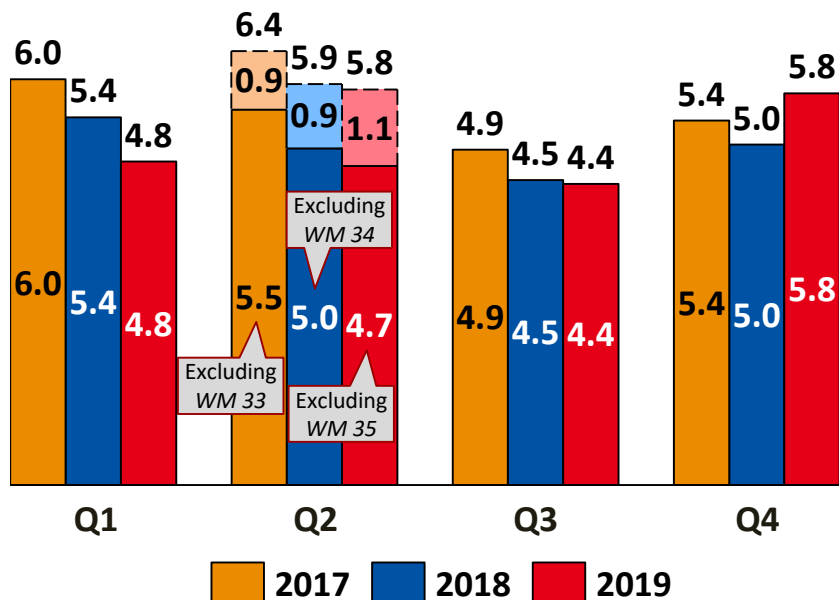
**Average Paid Domestic Subscribers (000s)**



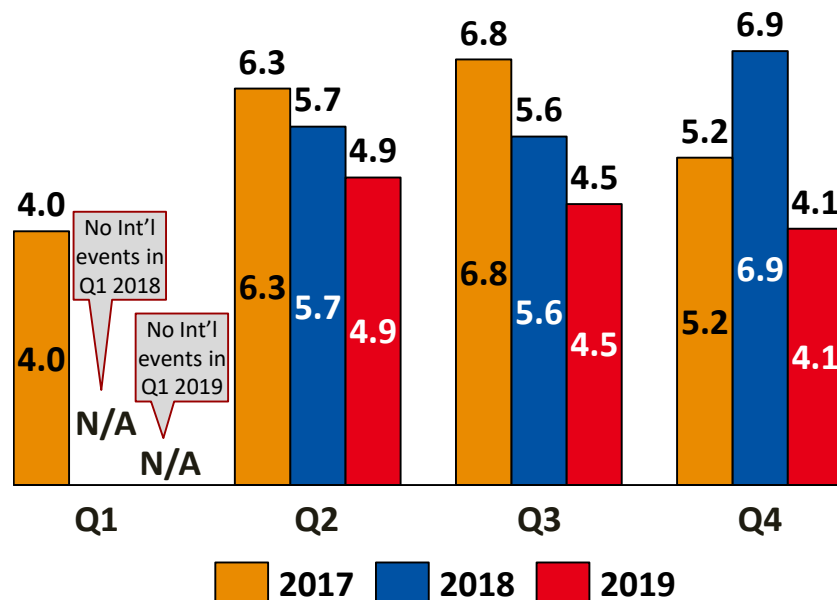
# WWE AT A GLANCE: Q4 2019 HIGHLIGHTS

## LIVE EVENT ATTENDANCE

### North America (average in 000s)



### International (average in 000s)



### Number of Events

	Q1	Q2	Q3	Q4
2017	91	66	89	68
2018	99	61	86	64
2019	90	53	67	50

### Number of Events

	Q1	Q2	Q3	Q4
2017	4	26	7	33
2018	-	29	4	23
2019	-	23	7	20





**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 2019 and Q4 2018, USA Network's coverage area included an average of approximately 87 million and 90 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 Q4 2019 and Q4 2018, total U.S. television households included an average of approximately 121 million and 120 million U.S. households, respectively.
3. Top 25 Cable Networks reflect those 25 networks with the highest average total primetime U.S. national ratings in Q4 2018 (excludes broadcast and premium networks).
4. Top 4 Broadcast Networks include ABC, CBS, FOX and NBC. Note that total primetime U.S. national ratings 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.
5. 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.
6. 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.

## FOOTNOTES – DEFINITION OF METRICS

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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.