

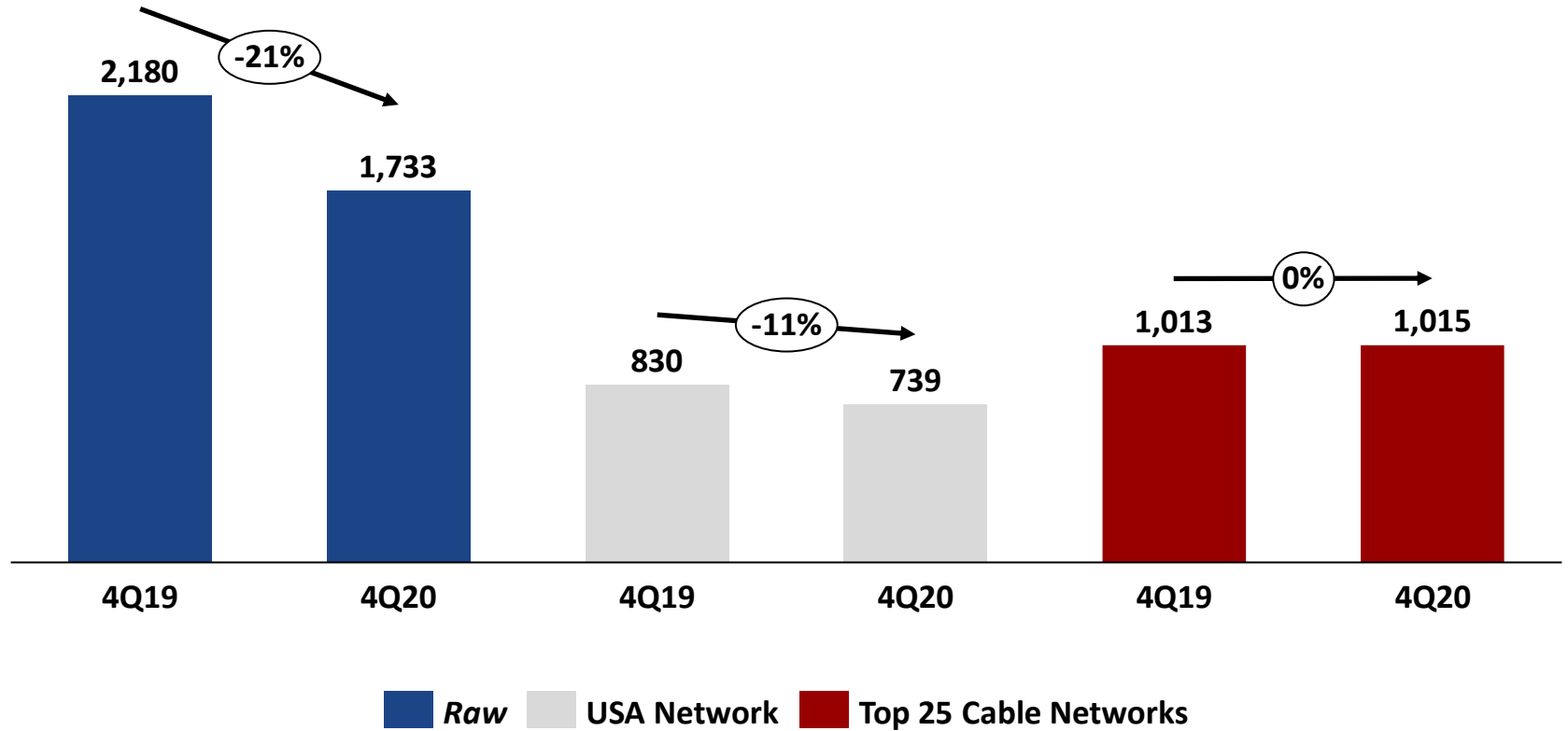


# **Key Performance Indicators**

**February 4, 2021**

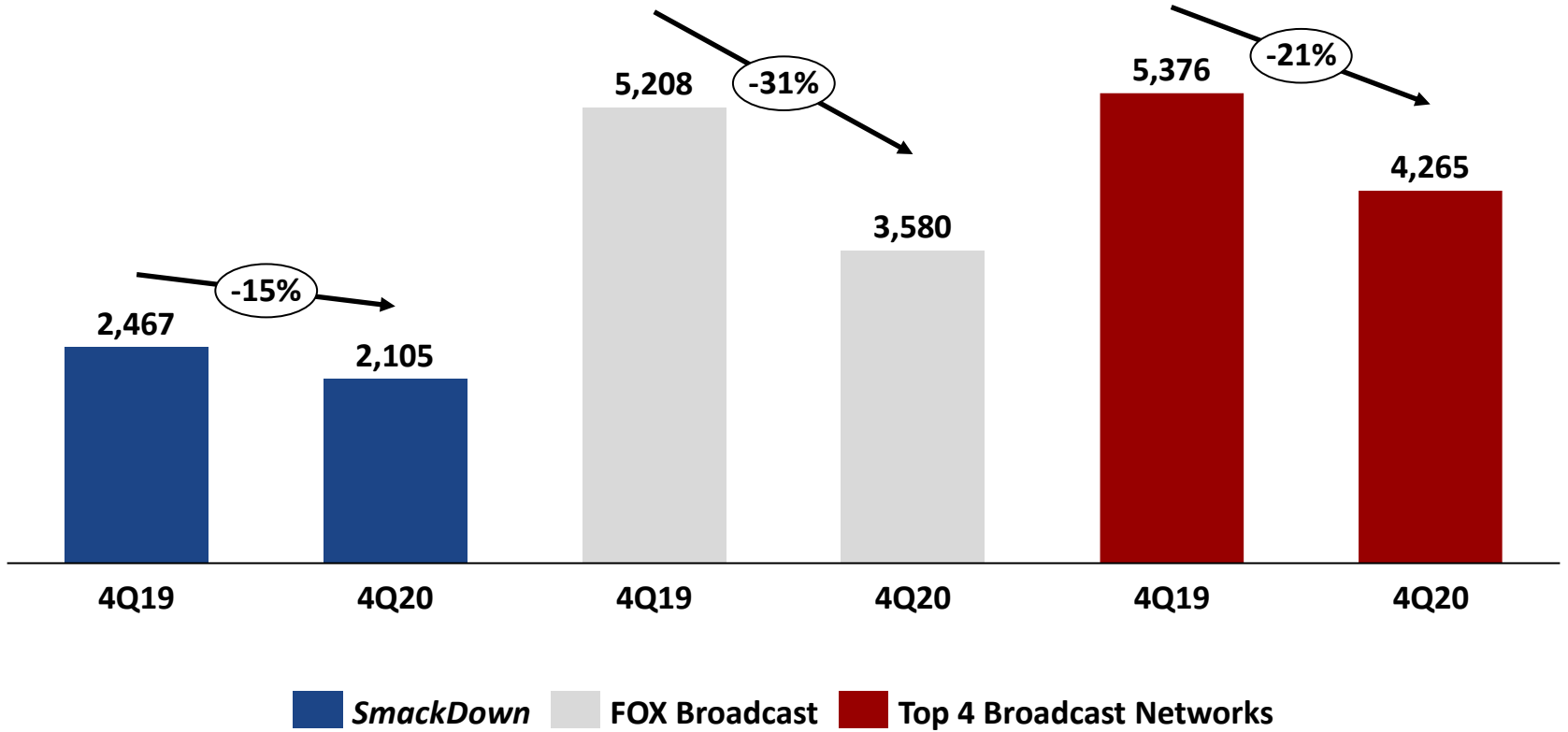
# AVERAGE US PRIMETIME CABLE TV VIEWERSHIP

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



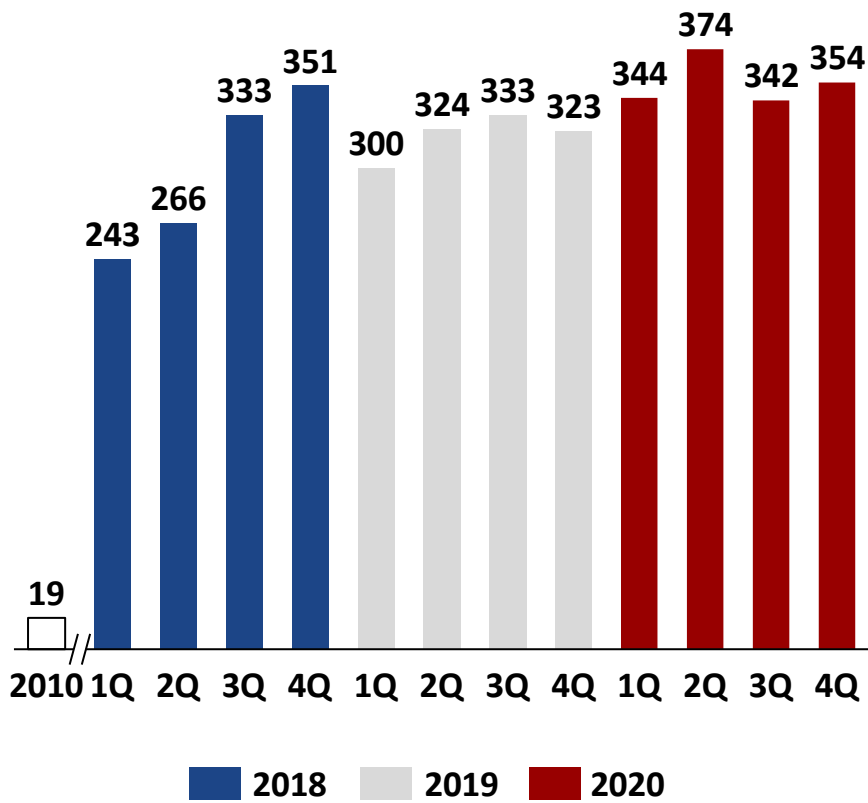
# AVERAGE US PRIMETIME BROADCAST TV VIEWERSHIP

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

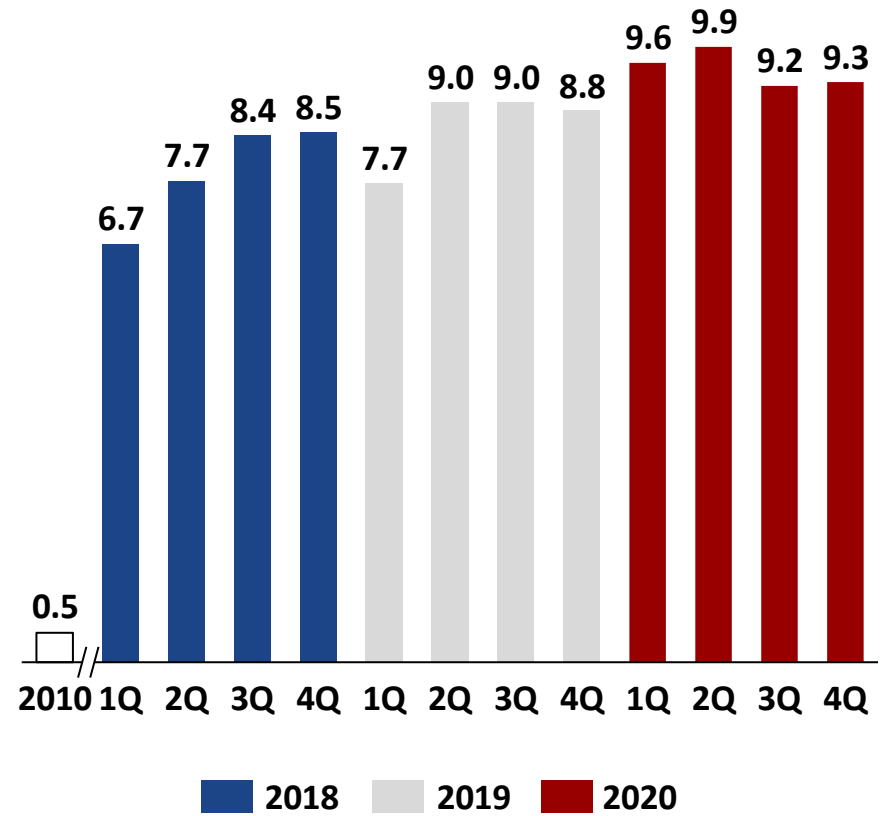


# MEDIA CONSUMPTION: WWE AVOD CONSUMPTION

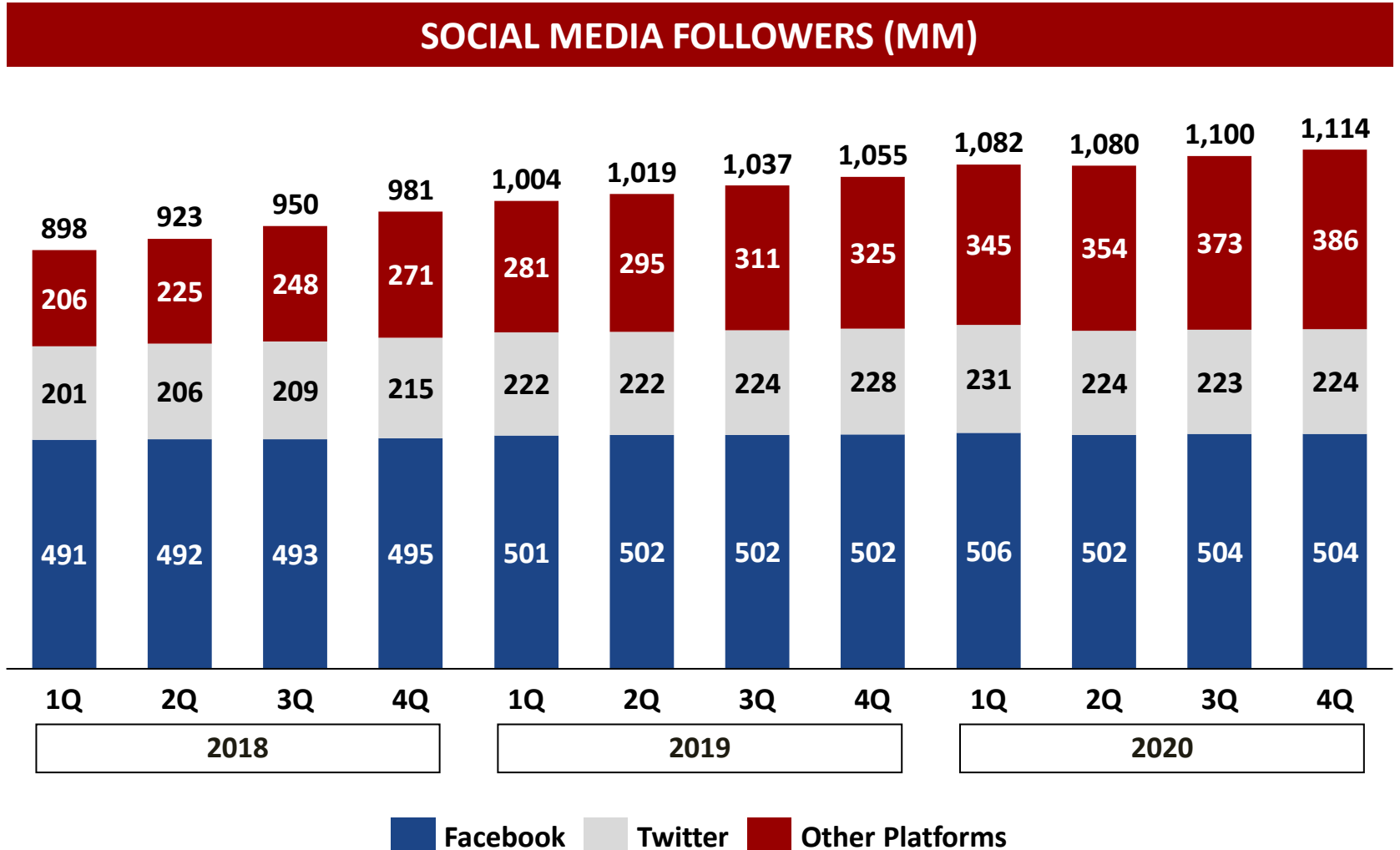
## AVOD Global Hours Viewed (MM)



## AVOD Global Views (B)

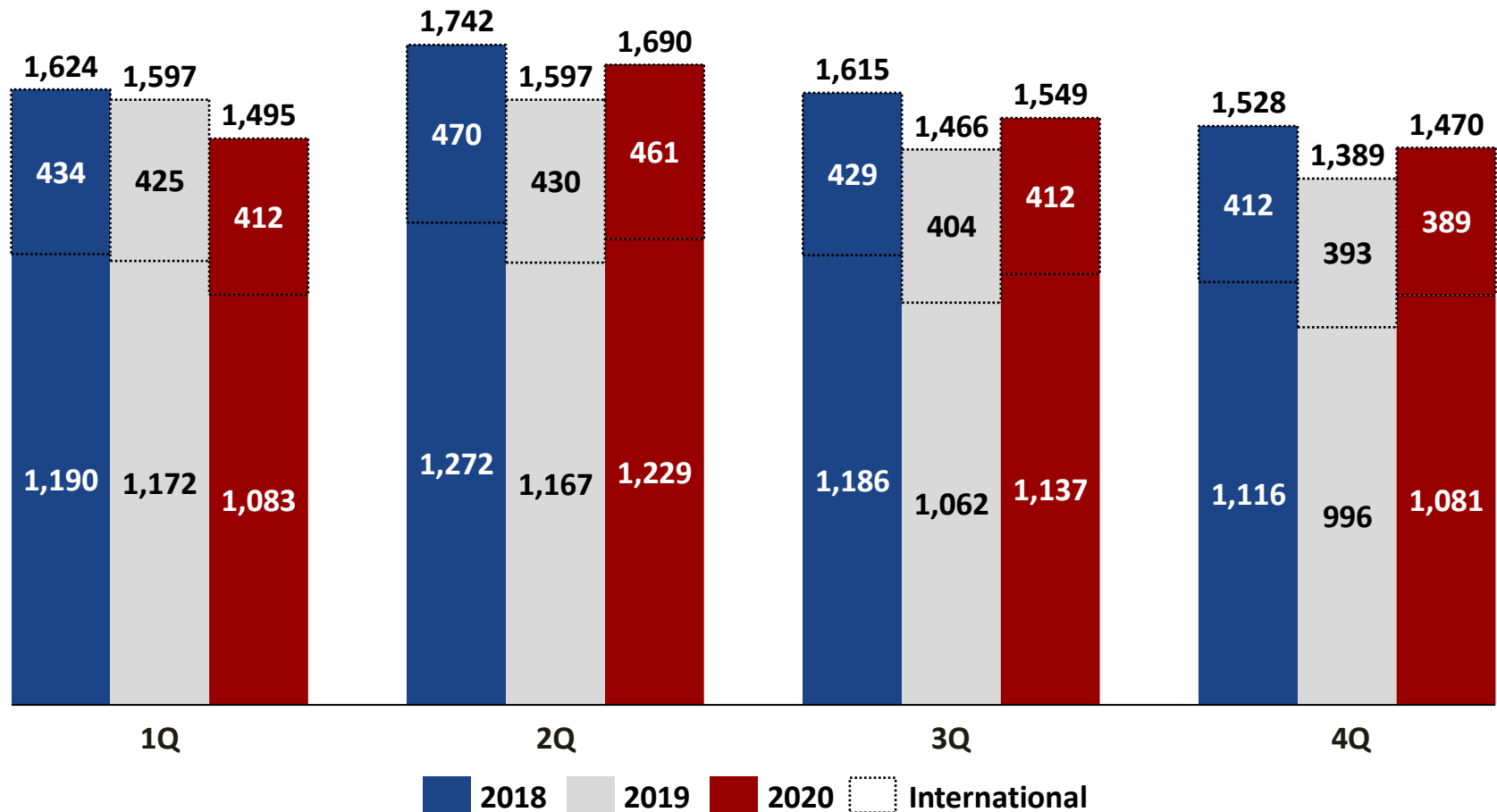


**SOCIAL MEDIA: WWE REACH**



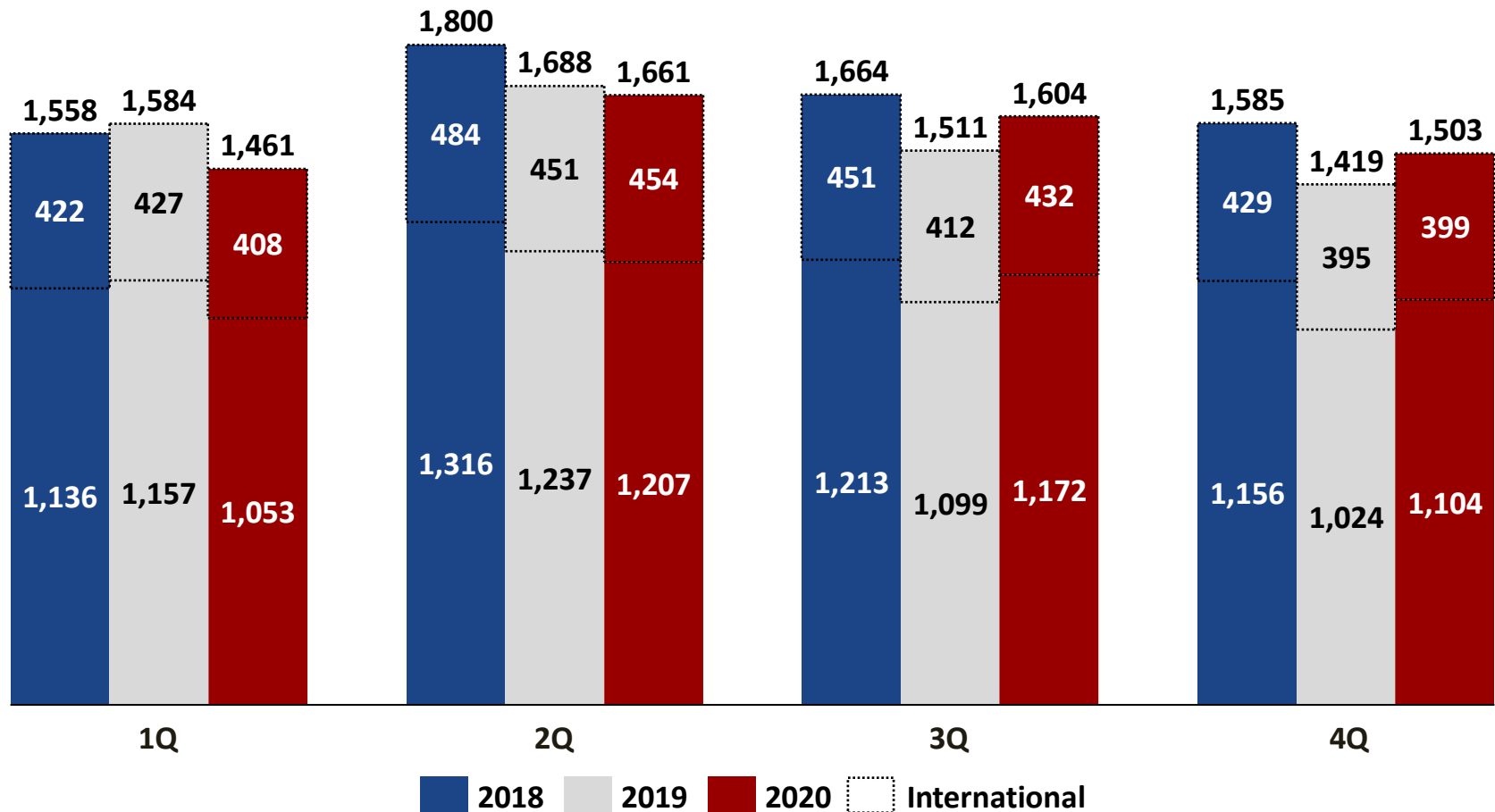
**WWE NETWORK ENDING PAID SUBSCRIBERS**

**ENDING PAID SUBSCRIBERS – US & INTERNATIONAL (000s)**



**WWE NETWORK AVERAGE PAID SUBSCRIBERS**

**AVERAGE PAID SUBSCRIBERS – US & INTERNATIONAL (000s)**

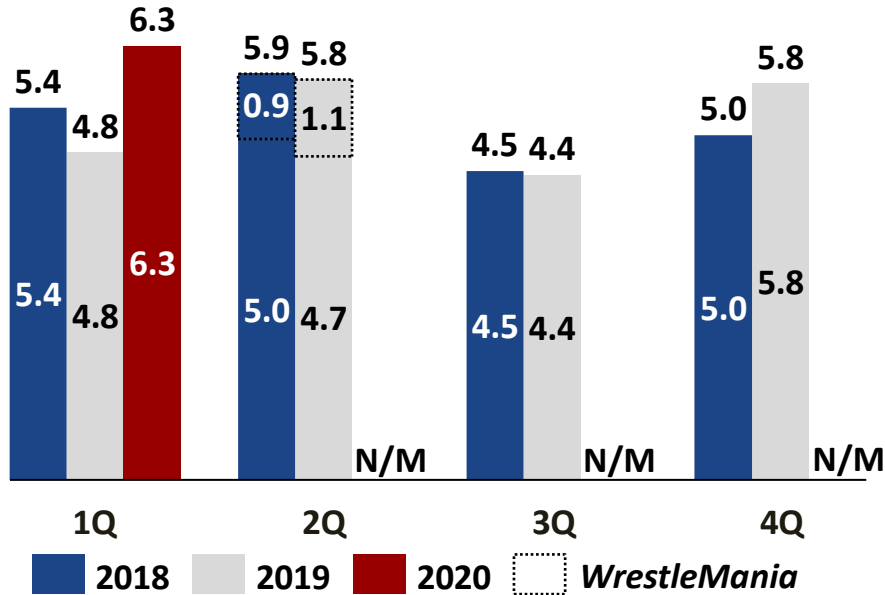


# WWE AT A GLANCE: 4Q20 HIGHLIGHTS

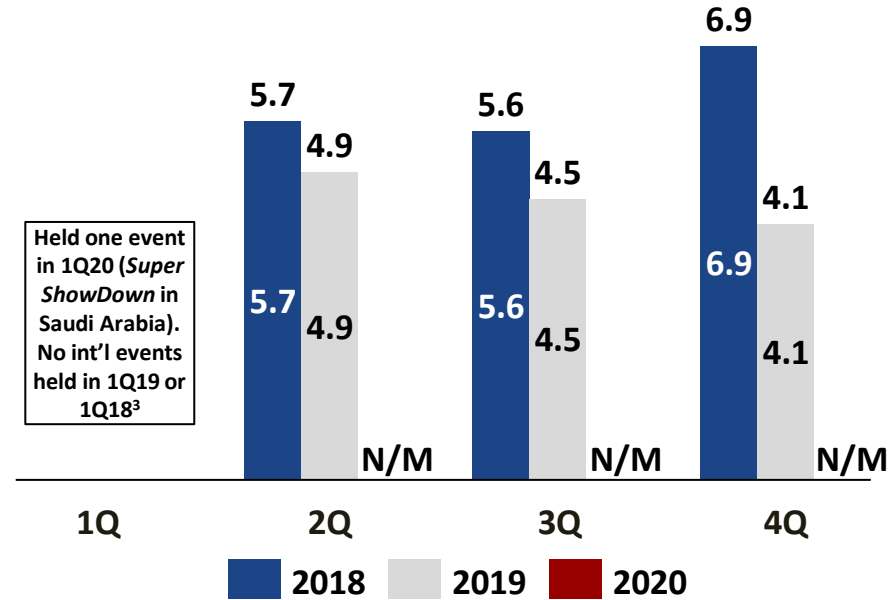
## LIVE EVENT AVERAGE ATTENDANCE

WWE did not perform events for ticketed audiences beginning in mid-March 2020

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



### INTERNATIONAL (000s)<sup>2,3</sup>



### NUMBER OF EVENTS

	1Q	2Q	3Q	4Q
2018	99	61	86	64
2019	90	53	67	50
2020	41	0	0	0

### NUMBER OF EVENTS

	1Q	2Q	3Q	4Q
2018	0	29	4	23
2019	0	23	7	20
2020	1	0	0	0



<sup>1</sup> In 2020, *WrestleMania* was held without a live audience in WWE's Performance Center located in Orlando, Florida due to public-health concerns as a result of the COVID-19 outbreak  
<sup>2</sup> Beginning in mid-March 2020, WWE did not perform live events for ticketed audiences due to public health concerns about in-person gatherings as a result of the COVID-19 outbreak  
<sup>3</sup> Given the unique nature of WWE's events in Saudi Arabia, the *Super ShowDown* event held in February 2020, 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 4Q20 and 4Q19, total U.S. television persons included an average of approximately 308 million and 307 million persons, respectively. Television viewership is measured on a Live+SD basis for 4Q20 and 4Q19
- Top 25 Cable Networks reflect those 25 networks with the highest total primetime Average Viewers P2+ (duration-weighted) in 4Q19 (excludes broadcast and premium networks).
- Top 4 Broadcast Networks include ABC, CBS, FOX and NBC. Note that total primetime Average Viewers P2+ (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 platforms (WWE.com and WWE App). 2018-2019 figures include Facebook, Instagram, Snapchat, Twitter, YouTube and WWE platforms. Beginning 4Q19, data includes TikTok. Beginning 1Q20, data includes Twitch and Snapchat Discovery. Beginning 2Q20, figures include consumption on the Free Version of *WWE Network*. 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.



## FOOTNOTES – DEFINITION OF METRICS

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- Subscriber metrics reflect direct customers of *WWE Network* and subscribers reported under licensed partner agreements, which have different economic terms for the network.
- Paid subscribers reflect active subscribers who have made payments in the relevant time period.
- 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.

