

**REVISED HISTORICAL TRENDING SCHEDULES: 2015 - 2017
BASIS OF PRESENTATION**

Business Segments

Effective with the communication of first quarter 2018 results, the Company will begin reporting its financial performance using three reportable segments: Media, Live Events and Consumer Products. To facilitate evaluation of the Company's performance under its revised structure, the schedules on the following pages have been prepared to provide a perspective of historical results over the 2015 to 2017 period, as if these results had been reported under the revised organizational structure.

• **Media**

The Media segment reflects the production and monetization of long-form and short-form video content across various platforms, including WWE Network, pay television, digital and social media, as well as filmed entertainment. Across these platforms, revenue consists principally of subscriptions, advertising and rights fees.

• **Live Events**

Live events provide ongoing content for the Company's media platforms. Live event segment revenue consists primarily of ticket sales, including primary and secondary distribution, as well as the sale of travel packages associated with the Company's global live events.

• **Consumer Products**

The Consumer Products segment engages in the merchandising of WWE branded products, such as video games, toys and apparel, through licensing arrangements and direct-to-consumer sales. The Consumer Products segment revenue consists principally of royalties and licensee fees related to WWE branded merchandise distributed at our live events and through eCommerce platforms.

Primary Measure of Performance

To further facilitate analysis of the Company's operating performance, the Company is changing its primary measure of performance from OIBDA to Adjusted OIBDA, and modifying its definition of Adjusted OIBDA to exclude stock-based compensation expense, a non-cash expense that may vary from period to period with limited correlation to underlying operating performance in the period. The Company will begin reporting actual results using this revised definition of Adjusted OIBDA beginning with the communication of first quarter 2018 earnings. The schedules on the following pages have been prepared to provide a revised perspective of historical results over the 2015 to 2017 period, as if these results had been reported using the revised measure of profit.

Adjusted OIBDA

The Company defines Adjusted OIBDA as operating income excluding depreciation and amortization, stock-based compensation expense, certain impairment charges and other non-recurring material items that otherwise would impact the comparability of results between periods. Adjusted OIBDA includes amortization expenses directly related to the Company's revenue generating activities, including the amortization of feature film, television production and WWE Network programming assets. The Company believes the presentation of Adjusted OIBDA is relevant and useful for investors because it allows them to view the Company's segment performance in the same manner as the primary method used by management to evaluate segment performance and to make decisions regarding the allocation of resources. Additionally, the Company believes that Adjusted OIBDA provides a meaningful representation of operating cash flows generated by our business segments, and is a primary measure used by media investors, analysts and peers for comparative purposes.

WWE
TRENDING SCHEDULES
STATEMENT OF OPERATIONS - REVISED SEGMENT STRUCTURE
(\$ in millions; Unaudited)

**Revised
Structure**

	2015				2016				2017				Full Year			Change		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2015	2016	2017	2014-15	2015-16	2016-17
Revenues:																		
Media	\$ 106.7	\$ 102.0	\$ 117.7	\$ 109.3	\$ 112.5	\$ 121.9	\$ 114.0	\$ 128.5	\$ 121.2	\$ 137.2	\$ 130.8	\$ 146.4	\$ 435.8	\$ 476.8	\$ 535.6	23%	9%	12%
Live Events	39.3	26.4	26.1	32.9	25.3	51.9	28.6	38.6	32.1	52.8	31.6	35.2	124.7	144.4	151.7	13%	16%	5%
Consumer Products	30.2	21.8	22.4	24.0	33.3	25.2	21.6	27.8	35.1	24.6	24.0	30.0	98.4	107.9	113.7	26%	10%	5%
Total Revenues	\$ 176.2	\$ 150.2	\$ 166.2	\$ 166.2	\$ 171.1	\$ 199.0	\$ 164.2	\$ 194.9	\$ 188.4	\$ 214.6	\$ 186.4	\$ 211.6	\$ 658.9	\$ 729.1	\$ 801.0	21%	11%	10%
Operating Income																		
Media ¹	\$ 8.5	\$ 16.3	\$ 27.1	\$ 17.9	\$ 24.2	\$ (1.8)	\$ 30.4	\$ 24.5	\$ 15.2	\$ 9.6	\$ 42.9	\$ 40.5	\$ 69.8	\$ 77.3	\$ 108.2	NM	11%	40%
Live Events	14.5	2.7	2.7	2.1	2.2	18.9	2.0	1.7	3.7	17.1	3.1	0.8	22.0	24.8	24.7	62%	13%	0%
Consumer Products	12.5	6.7	7.0	4.3	14.8	5.4	4.8	6.3	14.4	5.5	7.3	7.6	30.5	31.3	34.8	39%	3%	11%
Corporate ²	(20.4)	(18.4)	(18.9)	(25.8)	(19.2)	(21.0)	(18.9)	(18.6)	(29.3)	(21.5)	(19.4)	(21.9)	(83.5)	(77.7)	(92.1)	-7%	7%	-19%
Total Operating Income	\$ 15.1	\$ 7.3	\$ 17.9	\$ (1.5)	\$ 22.0	\$ 1.5	\$ 18.3	\$ 13.9	\$ 4.0	\$ 10.7	\$ 33.9	\$ 27.0	\$ 38.8	\$ 55.7	\$ 75.6	NM	44%	36%
Interest and Other, net	(0.6)	(0.3)	(0.6)	(1.1)	(0.6)	(0.6)	(0.2)	(1.1)	(2.6)	(2.9)	(2.8)	(3.2)	(2.6)	(2.5)	(11.5)	63%	4%	NM
Income before taxes	\$ 14.5	\$ 7.0	\$ 17.3	\$ (2.6)	\$ 21.4	\$ 0.9	\$ 18.1	\$ 12.8	\$ 1.4	\$ 7.8	\$ 31.1	\$ 23.8	\$ 36.2	\$ 53.2	\$ 64.1	NM	47%	20%
Provision (benefit) for taxes	4.7	1.9	6.9	(1.4)	7.5	0.1	7.0	4.8	0.5	2.7	9.3	19.0	12.1	19.4	31.5	NM	60%	62%
<i>Effective Tax Rate</i>	32%	27%	40%	54%	35%	11%	39%	38%	36%	35%	30%	80%	33%	36%	49%			
Net Income	\$ 9.8	\$ 5.1	\$ 10.4	\$ (1.2)	\$ 13.9	\$ 0.8	\$ 11.1	\$ 8.0	\$ 0.9	\$ 5.1	\$ 21.8	\$ 4.8	\$ 24.1	\$ 33.8	\$ 32.6	NM	40%	-4%
EPS - Net Income (Diluted)	\$ 0.13	\$ 0.07	\$ 0.14	\$ (0.02)	\$ 0.18	\$ 0.01	\$ 0.14	\$ 0.10	\$ 0.01	\$ 0.06	\$ 0.28	\$ 0.06	\$ 0.32	\$ 0.44	\$ 0.42	NM	38%	-5%
Diluted Shares (in millions)	76.0	76.2	76.5	75.9	77.1	77.4	77.6	77.8	78.2	78.6	78.5	79.4	76.3	77.5	78.5	1%	2%	1%
Operating Metrics:																		
<i>Operating Income Margin %</i>	9%	5%	11%	-1%	13%	1%	11%	7%	2%	5%	18%	13%	6%	8%	9%			

Notes:

¹ Media Operating income includes the following material impairment charges: \$4.7 million in FY 2017 (\$1.5 million in Q4 2017, \$1.1 million in Q2 2017 and \$2.1 million in Q1 2017)

² Corporate Operating income is a reconciling item that includes \$5.6 million in expenses primarily related to certain, non-recurring legal matters and other contractual obligations in Q1 2017 and a \$7.1 million non-recurring, non-cash abandonment charge to write-off the carrying value of a media center expansion project in Q4 2015

* Totals may not sum down or across due to rounding

WWE
TRENDING SCHEDULES
REVENUES - REVISED SEGMENT DETAIL
(\$ in millions; Unaudited)

**Revised
Structure**

	2015				2016				2017				Full Year			Change		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2015	2016	2017	2014-15	2015-16	2016-17
Revenues:																		
Media																		
Network (including pay-per-view)	\$ 37.3	\$ 40.0	\$ 40.1	\$ 40.4	\$ 39.6	\$ 49.7	\$ 43.9	\$ 42.5	\$ 45.3	\$ 52.1	\$ 48.3	\$ 44.9	\$ 157.8	\$ 175.7	\$ 190.6	38%	11%	8%
Core content rights fees ¹	49.4	49.3	49.8	53.4	51.9	53.0	55.4	57.0	59.2	60.1	60.4	64.6	202.0	217.2	244.3	31%	8%	12%
Advertising and sponsorship	6.8	5.7	9.0	9.8	7.6	10.4	9.7	12.1	9.4	13.0	12.9	16.3	31.3	39.8	51.6	6%	27%	30%
Other ²	13.2	7.0	18.8	5.7	13.4	8.8	5.0	16.9	7.3	12.0	9.2	20.6	44.7	44.1	49.1	(19%)	(1%)	11%
Total Media	\$ 106.7	\$ 102.0	\$ 117.7	\$ 109.3	\$ 112.5	\$ 121.9	\$ 114.0	\$ 128.5	\$ 121.2	\$ 137.2	\$ 130.8	\$ 146.4	\$ 435.8	\$ 476.8	\$ 535.6	23%	9%	12%
Quarter Growth % (y/y)	32%	2%	47%	17%	5%	20%	(3%)	18%	8%	13%	15%	14%						
Live Events																		
North American ticket sales	35.7	16.8	20.9	18.3	22.3	37.4	20.7	22.6	30.1	35.9	25.3	20.8	91.7	103.0	112.1	14%	12%	9%
International ticket sales	0.9	9.4	4.5	13.3	2.1	9.9	6.5	14.4	1.5	12.4	5.1	12.7	28.1	32.9	31.7	20%	17%	(4%)
Advertising and sponsorship	0.8	0.2	0.2	0.3	0.5	0.7	0.2	0.8	0.4	0.7	0.4	0.5	1.5	2.2	2.0	7%	47%	(9%)
Other ³	1.9	-	0.5	1.0	0.4	3.9	1.2	0.8	0.1	3.8	0.8	1.2	3.4	6.3	5.9	(36%)	85%	(6%)
Total Live Events	\$ 39.3	\$ 26.4	\$ 26.1	\$ 32.9	\$ 25.3	\$ 51.9	\$ 28.6	\$ 38.6	\$ 32.1	\$ 52.8	\$ 31.6	\$ 35.2	\$ 124.7	\$ 144.4	\$ 151.7	13%	16%	5%
Growth % (y/y)	81%	(34%)	20%	22%	(36%)	97%	10%	17%	27%	2%	10%	(9%)						
Consumer Products																		
Licensing	16.5	11.3	11.5	9.6	21.0	9.0	9.0	10.1	20.1	9.4	11.3	11.3	48.9	49.1	52.1	27%	0%	6%
Venue Merchandise	8.4	4.7	4.9	4.4	5.5	8.7	5.1	4.9	7.1	6.8	5.5	4.4	22.4	24.2	23.8	16%	8%	(2%)
eCommerce (WWE Shop)	5.3	5.8	6.0	10.0	6.8	7.5	7.5	12.8	7.9	8.4	7.2	14.3	27.1	34.6	37.8	34%	28%	9%
Total Consumer Products	\$ 30.2	\$ 21.8	\$ 22.4	\$ 24.0	\$ 33.3	\$ 25.2	\$ 21.6	\$ 27.8	\$ 35.1	\$ 24.6	\$ 24.0	\$ 30.0	\$ 98.4	\$ 107.9	\$ 113.7	26%	10%	5%
Quarter Growth % (y/y)	30%	36%	21%	18%	10%	16%	(4%)	16%	5%	(2%)	11%	8%						
Total Revenues	\$ 176.2	\$ 150.2	\$ 166.2	\$ 166.2	\$ 171.1	\$ 199.0	\$ 164.2	\$ 194.9	\$ 188.4	\$ 214.6	\$ 186.4	\$ 211.6	\$ 658.9	\$ 729.1	\$ 801.0	21%	11%	10%
Quarter Growth % (y/y)	40%	(4%)	38%	18%	(3%)	32%	(1%)	17%	10%	8%	14%	9%						

Notes:

¹ Core content rights fees consist primarily of licensing revenues earned from the distribution of our flagship programs, *Raw* and *SmackDown*, through global broadcast, pay television and digital platforms

² Other forms of media monetization reflect revenues earned from the distribution of other content, including, but not limited to, scripted, reality and other in-ring programming, as well as theatrical and direct-to-home video releases

³ Other Live events includes revenue from the sale of travel packages associated with the Company's live events, and commissions earned through secondary ticketing

* Totals may not sum down or across due to rounding

WWE
TRENDING SCHEDULES
REVENUES - RECONCILIATION OF PRIOR TO REVISED SEGMENT STRUCTURE
(\$ in millions; Unaudited)

Bridge: Prior to Revised Structure

	2015				2016				2017				Full Year		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2015	2016	2017
Revenues:															
Media															
Network ¹	\$ 37.6	\$ 40.1	\$ 40.9	\$ 40.8	\$ 40.3	\$ 51.8	\$ 45.1	\$ 43.7	\$ 46.5	\$ 54.9	\$ 50.3	\$ 46.2	\$ 159.4	\$ 180.9	\$ 197.9
Television	58.2	52.1	65.2	55.6	60.7	56.1	56.3	68.6	64.0	66.2	64.7	75.3	231.1	241.7	270.2
Home Entertainment	4.7	3.1	3.0	2.6	3.3	3.1	2.5	4.2	2.4	3.0	2.3	0.9	13.4	13.1	8.6
Digital Media	4.3	3.8	5.8	7.6	5.4	6.5	6.5	8.5	5.7	8.1	7.9	12.8	21.5	26.9	34.5
WWE Studios	\$ 1.5	\$ 2.1	\$ 1.7	\$ 1.8	\$ 2.0	\$ 3.2	\$ 2.5	\$ 2.4	\$ 1.3	\$ 3.5	\$ 4.2	\$ 9.6	\$ 7.1	\$ 10.1	\$ 18.6
Corporate and Other	\$ 0.4	\$ 0.8	\$ 1.1	\$ 0.9	\$ 0.8	\$ 1.2	\$ 1.1	\$ 1.1	\$ 1.3	\$ 1.5	\$ 1.4	\$ 1.6	\$ 3.2	\$ 4.2	\$ 5.8
Total Media	\$ 106.7	\$ 102.0	\$ 117.7	\$ 109.3	\$ 112.5	\$ 121.9	\$ 114.0	\$ 128.5	\$ 121.2	\$ 137.2	\$ 130.8	\$ 146.4	\$ 435.7	\$ 476.9	\$ 535.6
Live Events	\$ 39.3	\$ 26.4	\$ 26.1	\$ 32.9	\$ 25.3	\$ 51.9	\$ 28.6	\$ 38.6	\$ 32.1	\$ 52.8	\$ 31.6	\$ 35.2	\$ 124.7	\$ 144.4	\$ 151.7
Consumer Products															
Licensing	16.5	11.3	11.5	9.6	21.0	9.0	9.0	10.1	20.1	9.4	11.3	11.3	48.9	49.1	52.1
Venue Merchandise	8.4	4.7	4.9	4.4	5.5	8.7	5.1	4.9	7.1	6.8	5.5	4.4	22.4	24.2	23.8
WWEShop	5.3	5.8	6.0	10.0	6.8	7.5	7.5	12.8	7.9	8.4	7.2	14.3	27.1	34.6	37.8
Total Consumer Products	\$ 30.2	\$ 21.8	\$ 22.4	\$ 24.0	\$ 33.3	\$ 25.2	\$ 21.6	\$ 27.8	\$ 35.1	\$ 24.6	\$ 24.0	\$ 30.0	\$ 98.4	\$ 107.9	\$ 113.7
WWE Studios	\$ 1.5	\$ 2.1	\$ 1.7	\$ 1.8	\$ 2.0	\$ 3.2	\$ 2.5	\$ 2.4	\$ 1.3	\$ 3.5	\$ 4.2	\$ 9.6	\$ 7.1	\$ 10.1	\$ 18.6
Corporate and Other	\$ 0.4	\$ 0.8	\$ 1.1	\$ 0.9	\$ 0.8	\$ 1.2	\$ 1.1	\$ 1.1	\$ 1.3	\$ 1.5	\$ 1.4	\$ 1.6	\$ 3.2	\$ 4.2	\$ 5.8
Total Revenues	\$ 176.2	\$ 150.2	\$ 166.2	\$ 166.2	\$ 171.1	\$ 199.0	\$ 164.2	\$ 194.9	\$ 188.4	\$ 214.6	\$ 186.4	\$ 211.6	\$ 658.8	\$ 729.2	\$ 801.0
<i>Growth % (y/y)</i>	40%	(4%)	38%	18%	(3%)	32%	(1%)	17%	10%	8%	14%	9%	21%	11%	10%

Notes:

¹ Network includes WWE Network, Pay-per-view and VOD

* Totals may not sum down or across due to rounding

As part of the change from 10 segments to 3 segments, the Company is moving WWE Studios, as well as Corporate and Other revenues, to its new Media segment

WWE
TRENDING SCHEDULES
OPERATING INCOME - REVISED SEGMENT STRUCTURE
(\$ in millions; Unaudited)

**Revised
Structure**

	2015				2016				2017				Full Year		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2015	2016	2017
Operating Income:															
Media ¹	\$8.5	\$16.3	\$27.1	\$17.9	\$24.2	(\$1.8)	\$30.4	\$24.5	\$15.2	\$9.6	\$42.9	\$40.5	\$69.8	\$77.3	\$108.2
Live Events	14.5	2.7	2.7	2.1	2.2	18.9	2.0	1.7	3.7	17.1	3.1	0.8	22.0	\$24.8	24.7
Consumer Products	12.5	6.7	7.0	4.3	14.8	5.4	4.8	6.3	14.4	5.5	7.3	7.6	30.5	\$31.3	34.8
Corporate ²	(20.4)	(18.4)	(18.9)	(25.8)	(19.2)	(21.0)	(18.9)	(18.6)	(29.3)	(21.5)	(19.4)	(21.9)	(83.5)	(77.7)	(92.1)
Total Operating Income	\$15.1	\$7.3	\$17.9	(\$1.5)	\$22.0	\$1.5	\$18.3	\$13.9	\$4.0	\$10.7	\$33.9	\$27.0	\$38.8	\$55.7	\$75.6
Growth % (y/y)															
Media	NM	NM	NM	95%	NM	-111%	12%	37%	-37%	NM	41%	65%	NM	11%	40%
Live Events	NM	-77%	NM	75%	-85%	NM	-26%	-19%	68%	-10%	55%	-53%	62%	13%	0%
Consumer Products	33%	NM	21%	-4%	18%	-19%	-31%	47%	-3%	2%	52%	21%	39%	3%	11%
Corporate	-4%	17%	2%	-48%	6%	-14%	0%	28%	-53%	-2%	-3%	-18%	-7%	7%	-19%
Total Operating Income	NM	132%	NM	40%	46%	-79%	2%	NM	-82%	NM	85%	94%	NM	44%	36%
Margin %															
Media	8%	16%	23%	16%	22%	-1%	27%	19%	13%	7%	33%	28%	16%	16%	20%
Live Events	37%	10%	10%	6%	9%	36%	7%	4%	12%	32%	10%	2%	18%	17%	16%
Consumer Products	41%	31%	31%	18%	44%	21%	22%	23%	41%	22%	30%	25%	31%	29%	31%
Total Operating Income	9%	5%	11%	-1%	13%	1%	11%	7%	2%	5%	18%	13%	6%	8%	9%

Notes:

¹ Media Operating income includes the following material impairment charges: \$4.7 million in FY 2017 (\$1.5 million in Q4 2017, \$1.1 million in Q2 2017 and \$2.1 million in Q1 2017)

² Corporate Operating income is a reconciling item that includes \$5.6 million in expenses primarily related to certain, non-recurring legal matters and other contractual obligations in Q1 2017 and a \$7.1 million non-recurring, non-cash abandonment charge to write-off the carrying value of a media center expansion project in Q4 2015

* Totals may not sum down or across due to rounding

WWE
TRENDING SCHEDULES
OPERATING INCOME - RECONCILIATION OF PRIOR TO REVISED SEGMENT STRUCTURE
(\$ in millions; Unaudited)

Bridge: Prior to Revised Structure

	2015				2016				2017				Full Year		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2015	2016	2017
Operating Income:															
Media															
Network ¹	\$ (1.5)	\$ 17.2	\$ 17.7	\$ 15.0	\$ 15.8	\$ (8.3)	\$ 15.7	\$ 13.7	\$ 12.7	\$ 1.2	\$ 24.3	\$ 19.1	\$ 48.4	\$ 36.9	\$ 57.3
Television	23.7	18.9	24.4	21.0	25.8	27.2	31.2	30.6	29.3	30.8	35.3	39.3	88.0	114.8	134.7
Home Entertainment	2.1	0.6	1.3	0.6	1.5	1.0	0.9	1.9	0.8	0.9	0.6	(0.8)	4.6	5.3	1.5
Digital Media	(0.6)	(1.2)	3.0	2.0	(0.2)	-	2.6	1.9	(0.5)	1.4	3.3	5.9	3.2	4.3	10.1
WWE Studios	\$ (0.4)	\$ -	\$ (0.9)	\$ (0.2)	\$ (0.4)	\$ 0.4	\$ 0.9	\$ (1.1)	\$ (2.9)	\$ (0.7)	\$ (0.3)	\$ 0.3	\$ (1.5)	\$ (0.2)	\$ (3.6)
C&O Allocation	\$ (14.8)	\$ (19.2)	\$ (18.4)	\$ (20.5)	\$ (18.3)	\$ (22.1)	\$ (20.9)	\$ (22.5)	\$ (24.2)	\$ (24.0)	\$ (20.3)	\$ (23.3)	\$ (73.0)	\$ (83.8)	\$ (91.7)
Total Media	\$ 8.5	\$ 16.3	\$ 27.1	\$ 17.9	\$ 24.2	\$ (1.8)	\$ 30.4	\$ 24.5	\$ 15.2	\$ 9.6	\$ 42.9	\$ 40.5	\$ 69.8	\$ 77.3	\$ 108.2
Media Margin %	8%	16%	23%	16%	22%	(1%)	27%	19%	13%	7%	33%	28%	16%	16%	20%
Live Events															
Live Events	\$ 17.6	\$ 6.7	\$ 6.4	\$ 7.3	\$ 6.1	\$ 23.4	\$ 6.1	\$ 6.2	\$ 8.1	\$ 21.6	\$ 7.2	\$ 5.4	\$ 38.0	\$ 41.8	\$ 42.3
C&O Allocation	\$ (3.1)	\$ (4.0)	\$ (3.7)	\$ (5.2)	\$ (3.9)	\$ (4.5)	\$ (4.1)	\$ (4.5)	\$ (4.4)	\$ (4.5)	\$ (4.1)	\$ (4.6)	(16.0)	(17.0)	(17.6)
Total Live Events	\$ 14.5	\$ 2.7	\$ 2.7	\$ 2.1	\$ 2.2	\$ 18.9	\$ 2.0	\$ 1.7	\$ 3.7	\$ 17.1	\$ 3.1	\$ 0.8	\$ 22.0	\$ 24.8	\$ 24.7
Live Events Margin %	37%	10%	10%	6%	9%	36%	7%	4%	12%	32%	10%	2%	18%	17%	16%
Consumer Products Division															
Licensing	10.8	6.4	7.1	4.5	14.3	3.9	4.6	4.6	13.4	4.5	6.7	6.5	28.8	27.4	31.1
Venue Merchandising	3.2	2.1	1.7	1.9	2.0	3.7	2.0	2.1	2.6	2.5	2.2	1.8	8.9	9.8	9.1
WWEShop	1.1	1.4	1.1	1.5	1.4	1.6	1.3	3.0	1.9	2.1	1.5	2.8	5.1	7.3	8.3
C&O Allocation	\$ (2.6)	\$ (3.2)	\$ (2.9)	\$ (3.6)	\$ (2.9)	\$ (3.8)	\$ (3.1)	\$ (3.4)	\$ (3.5)	\$ (3.6)	\$ (3.1)	\$ (3.5)	(12.3)	(13.2)	(13.7)
Total Consumer Products	\$ 12.5	\$ 6.7	\$ 7.0	\$ 4.3	\$ 14.8	\$ 5.4	\$ 4.8	\$ 6.3	\$ 14.4	\$ 5.5	\$ 7.3	\$ 7.6	\$ 30.5	\$ 31.3	\$ 34.8
Consumer Products Margin %	41%	31%	31%	18%	44%	21%	22%	23%	41%	22%	30%	25%	43%	41%	43%
WWE Studios	\$ (0.4)	\$ -	\$ (0.9)	\$ (0.2)	\$ (0.4)	\$ 0.4	\$ 0.9	\$ (1.1)	\$ (2.9)	\$ (0.7)	\$ (0.3)	\$ 0.3	\$ (1.5)	\$ (0.2)	\$ (3.6)
Corporate and Other	\$ (40.9)	\$ (44.8)	\$ (43.9)	\$ (55.1)	\$ (44.3)	\$ (51.4)	\$ (47.0)	\$ (49.0)	\$ (61.4)	\$ (53.6)	\$ (46.9)	\$ (53.3)	\$ (184.7)	\$ (191.7)	\$ (215.2)
C&O Allocation	20.5	26.4	25.0	29.3	25.1	30.4	28.1	30.4	32.1	32.1	27.5	31.4	101.2	114.0	123.1
Total Corporate	\$ (20.4)	\$ (18.4)	\$ (18.9)	\$ (25.8)	\$ (19.2)	\$ (21.0)	\$ (18.9)	\$ (18.6)	\$ (29.3)	\$ (21.5)	\$ (19.4)	\$ (21.9)	\$ (83.5)	\$ (77.7)	\$ (92.1)
Total Operating Income	\$ 15.1	\$ 7.3	\$ 17.9	\$ (1.5)	\$ 22.0	\$ 1.5	\$ 18.3	\$ 13.9	\$ 4.0	\$ 10.7	\$ 33.9	\$ 27.0	\$ 38.8	\$ 55.7	\$ 75.6
Operating Income Margin %	9%	5%	11%	(1%)	13%	1%	11%	7%	2%	5%	18%	13%	6%	8%	9%

Notes:

¹ Total Network includes WWE Network, Pay-per-view and VOD

* Totals may not sum down or across due to rounding

As part of the change in reporting, WWE Studios operating income is moved to the revised Media segment and certain costs, such as talent development/ marketing, business strategy and analytics are allocated to the revised segments. Allocation percentages are shown on page 7
The remainder of the Company's prior "Corporate and Other" expenses, such as costs associated with finance, human resources, information technology and legal functions are reported as "Corporate" expense (a reconciling item)

WWE
TRENDING SCHEDULES
CORPORATE & OTHER ALLOCATIONS
(\$ in millions; Unaudited)

**Bridge: Prior to
Revised Structure**

	2015				2016				2017				Full Year		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2015	2016	2017
Operating Income															
Media Allocation	(\$14.8)	(\$19.2)	(\$18.4)	(\$20.5)	(\$18.3)	(\$22.1)	(\$20.9)	(\$22.5)	(\$24.2)	(\$24.0)	(\$20.3)	(\$23.3)	(\$73.0)	(\$83.8)	(\$91.7)
Live Events Allocation	(3.1)	(4.0)	(3.7)	(5.2)	(3.9)	(4.5)	(4.1)	(4.5)	(4.4)	(4.5)	(4.1)	(4.6)	(16.0)	(17.0)	(17.6)
Consumer Products Allocation	(2.6)	(3.2)	(2.9)	(3.6)	(2.9)	(3.8)	(3.1)	(3.4)	(3.5)	(3.6)	(3.1)	(3.5)	(12.3)	(13.2)	(13.7)
Unallocated (Corporate) ¹	(20.4)	(18.4)	(18.9)	(25.8)	(19.2)	(21.0)	(18.9)	(18.6)	(29.3)	(21.5)	(19.4)	(21.9)	(83.5)	(77.7)	(92.1)
Corporate & Other (Prior Disclosure)	(\$40.9)	(\$44.8)	(\$43.9)	(\$55.1)	(\$44.3)	(\$51.4)	(\$47.0)	(\$49.0)	(\$61.4)	(\$53.6)	(\$46.9)	(\$53.3)	(\$184.7)	(\$191.7)	(\$215.2)
% Total															
Media Allocation	36%	43%	42%	37%	41%	43%	44%	46%	39%	45%	43%	44%	40%	44%	43%
Live Events Allocation	8%	9%	8%	9%	9%	9%	9%	9%	7%	8%	9%	9%	9%	9%	8%
Consumer Products Allocation	6%	7%	7%	7%	7%	7%	7%	7%	6%	7%	7%	7%	7%	7%	6%
Unallocated (Corporate) ¹	50%	41%	43%	47%	43%	41%	40%	38%	48%	40%	41%	41%	45%	41%	43%
Corporate & Other (Prior Disclosure)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Adjusted OIBDA															
Media Allocation	(\$14.1)	(\$17.3)	(\$16.9)	(\$19.2)	(\$17.1)	(\$19.6)	(\$18.5)	(\$21.8)	(\$21.5)	(\$21.5)	(\$18.4)	(\$21.0)	(\$67.5)	(\$77.0)	(\$82.4)
Live Events Allocation	(2.9)	(3.4)	(3.1)	(3.8)	(3.5)	(4.1)	(3.6)	(4.1)	(3.8)	(4.1)	(3.5)	(4.0)	(13.2)	(15.3)	(15.4)
Consumer Products Allocation	(5.3)	(6.1)	(5.7)	(6.9)	(6.3)	(7.3)	(6.4)	(7.3)	(6.8)	(7.2)	(6.2)	(7.1)	(24.0)	(27.3)	(27.3)
Unallocated (Corporate)	(15.8)	(11.9)	(12.4)	(11.9)	(13.3)	(14.1)	(11.9)	(12.2)	(16.0)	(14.5)	(12.6)	(14.0)	(52.0)	(51.5)	(57.1)
Corporate & Other (Prior Disclosure)	(\$38.1)	(\$38.7)	(\$38.1)	(\$41.8)	(\$40.2)	(\$45.1)	(\$40.4)	(\$45.4)	(\$48.1)	(\$47.3)	(\$40.7)	(\$46.1)	(\$156.7)	(\$171.1)	(\$182.2)
% Total															
Media Allocation	37%	45%	44%	46%	43%	43%	46%	48%	45%	45%	45%	46%	43%	45%	45%
Live Events Allocation	8%	9%	8%	9%	9%	9%	9%	9%	8%	9%	9%	9%	8%	9%	8%
Consumer Products Allocation	14%	16%	15%	17%	16%	16%	16%	16%	14%	15%	15%	15%	15%	16%	15%
Unallocated (Corporate)	41%	31%	33%	28%	33%	31%	29%	27%	33%	31%	31%	30%	33%	30%	31%
Corporate & Other (Prior Disclosure)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

¹ Includes \$5.6 million in expenses primarily related to certain, non-recurring legal matters and other contractual obligations in Q1 2017 and a \$7.1 million non-recurring, non-cash abandonment charge to write-off the carrying value of a media center expansion project in Q4 2015

* Totals may not sum down or across due to rounding

WWE
TRENDING SCHEDULES
RECONCILIATION OF OPERATING INCOME TO ADJUSTED OIBDA BY REVISED SEGMENT
(\$ in millions; Unaudited)

**Revised
Structure**

	2015				2016				2017				Full Year		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2015	2016	2017
Media															
Operating Income (Loss)	\$ 8.5	\$ 16.3	\$ 27.1	\$ 17.9	\$ 24.2	\$ (1.8)	\$ 30.4	\$ 24.5	\$ 15.2	\$ 9.6	\$ 42.9	\$ 40.5	\$ 69.8	\$ 77.3	\$ 108.2
Adjustments ¹	-	-	-	-	-	-	-	-	2.1	1.1	-	1.6	-	-	4.8
Depreciation and Amortization	2.7	2.7	2.4	2.4	2.6	2.8	2.9	3.1	3.1	2.9	2.9	2.9	10.2	11.4	11.8
Stock Compensation	1.7	3.7	2.9	3.8	2.3	4.5	4.2	1.6	4.7	4.2	3.7	4.3	12.1	12.6	16.9
Adjusted OIBDA	\$ 12.9	\$ 22.7	\$ 32.4	\$ 24.1	\$ 29.1	\$ 5.5	\$ 37.5	\$ 29.2	\$ 25.1	\$ 17.8	\$ 49.5	\$ 49.3	\$ 92.1	\$ 101.3	\$ 141.7
Live Events															
Operating Income (Loss)	\$ 14.5	\$ 2.7	\$ 2.7	\$ 2.1	\$ 2.2	\$ 18.9	\$ 2.0	\$ 1.7	\$ 3.7	\$ 17.1	\$ 3.1	\$ 0.8	\$ 22.0	\$ 24.8	\$ 24.7
Adjustments	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Depreciation and Amortization	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stock Compensation	0.2	0.6	0.5	0.6	0.4	0.7	0.6	0.3	0.7	0.7	0.5	0.5	1.9	2.0	2.4
Adjusted OIBDA	\$ 14.7	\$ 3.3	\$ 3.2	\$ 2.7	\$ 2.6	\$ 19.6	\$ 2.6	\$ 2.0	\$ 4.4	\$ 17.8	\$ 3.6	\$ 1.3	\$ 23.9	\$ 26.8	\$ 27.1
Consumer Products															
Operating Income (Loss)	\$ 12.5	\$ 6.7	\$ 7.0	\$ 4.3	\$ 14.8	\$ 5.4	\$ 4.8	\$ 6.3	\$ 14.4	\$ 5.5	\$ 7.3	\$ 7.6	\$ 30.5	\$ 31.3	\$ 34.8
Adjustments	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Depreciation and Amortization	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stock Compensation	0.4	0.7	0.4	0.6	0.4	0.9	0.7	0.3	0.8	0.8	0.5	0.8	2.1	2.3	2.9
Adjusted OIBDA	\$ 12.9	\$ 7.4	\$ 7.4	\$ 4.9	\$ 15.2	\$ 6.3	\$ 5.5	\$ 6.6	\$ 15.2	\$ 6.3	\$ 7.8	\$ 8.4	\$ 32.6	\$ 33.6	\$ 37.7
Corporate															
Operating Income (Loss)	\$ (20.4)	\$ (18.4)	\$ (18.9)	\$ (25.8)	\$ (19.2)	\$ (21.0)	\$ (18.9)	\$ (18.6)	\$ (29.3)	\$ (21.5)	\$ (19.4)	\$ (21.9)	\$ (83.5)	\$ (77.7)	\$ (92.1)
Adjustments ²	-	-	-	7.1	-	-	-	-	5.6	-	-	-	7.1	-	5.6
Depreciation and Amortization	3.2	3.2	3.1	3.1	3.0	3.2	3.3	3.5	3.8	3.4	3.6	3.3	12.6	13.0	14.1
Stock Compensation	0.2	0.2	0.6	0.1	0.1	0.4	0.4	0.4	0.4	0.5	0.5	0.6	1.1	1.3	2.0
Adjusted OIBDA	\$ (17.0)	\$ (15.0)	\$ (15.2)	\$ (15.5)	\$ (16.1)	\$ (17.4)	\$ (15.2)	\$ (14.7)	\$ (19.5)	\$ (17.6)	\$ (15.3)	\$ (18.0)	\$ (62.7)	\$ (63.4)	\$ (70.4)
WWE Total															
Operating Income (Loss)	\$ 15.1	\$ 7.3	\$ 17.9	\$ (1.5)	\$ 22.0	\$ 1.5	\$ 18.3	\$ 13.9	\$ 4.0	\$ 10.7	\$ 33.9	\$ 27.0	\$ 38.8	\$ 55.7	\$ 75.6
Adjustments	-	-	-	7.1	-	-	-	-	7.7	1.1	-	1.6	7.1	-	10.4
Depreciation and Amortization	5.9	5.9	5.5	5.5	5.6	6.0	6.2	6.6	6.9	6.3	6.5	6.2	22.8	24.4	25.9
Stock Compensation	2.5	5.2	4.4	5.1	3.2	6.5	5.9	2.6	6.6	6.2	5.2	6.2	17.2	18.2	24.2
Adjusted OIBDA	\$ 23.5	\$ 18.4	\$ 27.8	\$ 16.2	\$ 30.8	\$ 14.0	\$ 30.4	\$ 23.1	\$ 25.2	\$ 24.3	\$ 45.6	\$ 41.0	\$ 85.9	\$ 98.3	\$ 136.1

Notes:

¹ Media adjustments include the following material impairment charges: \$4.7 million in FY 2017 (\$1.5 million in Q4 2017, \$1.1 million in Q2 2017 and \$2.1 million in Q1 2017)

² Corporate adjustments include \$5.6 million in expenses primarily related to certain, non-recurring legal matters and other contractual obligations in Q1 2017 and a \$7.1 million non-recurring, non-cash abandonment charge to write-off the carrying value of a media center expansion project in Q4 2015

* Totals may not sum down or across due to rounding

WWE
TRENDING SCHEDULES
RECONCILIATION OF PREVIOUSLY DISCLOSED OIBDA TO ADJUSTED OIBDA BY REVISED SEGMENT
(\$ in millions; Unaudited)

**Bridge: Prior to
Revised Structure**

	2015				2016				2017				Full Year		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2015	2016	2017
Media															
OIBDA (Prior Disclosure)	\$ 26.4	\$ 38.2	\$ 48.8	\$ 41.0	\$ 45.5	\$ 22.7	\$ 53.3	\$ 51.2	\$ 45.4	\$ 37.2	\$ 66.4	\$ 66.4	\$ 154.4	\$ 172.7	\$ 215.4
Adjustments	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adjusted OIBDA (Prior Disclosure)	\$ 26.4	\$ 38.2	\$ 48.8	\$ 41.0	\$ 45.5	\$ 22.7	\$ 53.3	\$ 51.2	\$ 45.4	\$ 37.2	\$ 66.4	\$ 66.4	\$ 154.4	\$ 172.7	\$ 215.4
Studios OIBDA (Prior Disclosure)	(0.4)	-	(0.9)	(0.2)	(0.4)	0.4	0.9	(1.1)	(2.9)	(0.7)	(0.3)	0.3	(1.5)	(0.2)	(3.6)
Studios Adjustments ¹	-	-	-	-	-	-	-	-	2.1	1.1	-	1.5	-	-	4.7
C&O Allocation	(14.8)	(19.2)	(18.4)	(20.5)	(18.3)	(22.1)	(20.9)	(22.5)	(24.2)	(24.0)	(20.3)	(23.3)	(72.9)	(83.8)	(91.8)
Stock Compensation	1.7	3.7	2.9	3.8	2.3	4.5	4.2	1.6	4.7	4.2	3.7	4.3	12.1	12.6	16.9
Adjusted OIBDA (Current Disclosure)	\$ 12.9	\$ 22.7	\$ 32.4	\$ 24.1	\$ 29.1	\$ 5.5	\$ 37.5	\$ 29.2	\$ 25.1	\$ 17.8	\$ 49.5	\$ 49.3	\$ 92.1	\$ 101.3	\$ 141.7
Live Events															
OIBDA (Prior Disclosure)	\$ 17.6	\$ 6.7	\$ 6.4	\$ 7.3	\$ 6.1	\$ 23.4	\$ 6.1	\$ 6.2	\$ 8.1	\$ 21.6	\$ 7.2	\$ 5.4	\$ 38.0	\$ 41.8	\$ 42.3
Adjustments	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adjusted OIBDA (Prior Disclosure)	\$ 17.6	\$ 6.7	\$ 6.4	\$ 7.3	\$ 6.1	\$ 23.4	\$ 6.1	\$ 6.2	\$ 8.1	\$ 21.6	\$ 7.2	\$ 5.4	\$ 38.0	\$ 41.8	\$ 42.3
C&O Allocation	(3.1)	(4.0)	(3.7)	(5.2)	(3.9)	(4.5)	(4.1)	(4.5)	(4.4)	(4.5)	(4.1)	(4.6)	(16.0)	(17.0)	(17.6)
Stock Compensation	0.2	0.6	0.5	0.6	0.4	0.7	0.6	0.3	0.7	0.7	0.5	0.5	1.9	2.0	2.4
Adjusted OIBDA (Current Disclosure)	\$ 14.7	\$ 3.3	\$ 3.2	\$ 2.7	\$ 2.6	\$ 19.6	\$ 2.6	\$ 2.0	\$ 4.4	\$ 17.8	\$ 3.6	\$ 1.3	\$ 23.9	\$ 26.8	\$ 27.1
Consumer Products															
OIBDA (Prior Disclosure)	\$ 15.1	\$ 9.9	\$ 9.9	\$ 7.9	\$ 17.7	\$ 9.2	\$ 7.9	\$ 9.7	\$ 17.9	\$ 9.1	\$ 10.4	\$ 11.1	\$ 42.8	\$ 44.5	\$ 48.5
Adjustments	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adjusted OIBDA (Prior Disclosure)	\$ 15.1	\$ 9.9	\$ 9.9	\$ 7.9	\$ 17.7	\$ 9.2	\$ 7.9	\$ 9.7	\$ 17.9	\$ 9.1	\$ 10.4	\$ 11.1	\$ 42.8	\$ 44.5	\$ 48.5
C&O Allocation	(2.6)	(3.2)	(2.9)	(3.6)	(2.9)	(3.8)	(3.1)	(3.4)	(3.5)	(3.6)	(3.1)	(3.5)	(12.3)	(13.2)	(13.7)
Stock Compensation	0.4	0.7	0.4	0.6	0.4	0.9	0.7	0.3	0.8	0.8	0.5	0.9	2.1	2.3	2.9
Adjusted OIBDA (Current Disclosure)	\$ 12.9	\$ 7.4	\$ 7.4	\$ 4.9	\$ 15.2	\$ 6.3	\$ 5.5	\$ 6.6	\$ 15.2	\$ 6.3	\$ 7.8	\$ 8.4	\$ 32.6	\$ 33.6	\$ 37.7
Corporate															
OIBDA (Prior Disclosure)	\$ (37.7)	\$ (41.6)	\$ (40.8)	\$ (52.0)	\$ (41.3)	\$ (48.2)	\$ (43.7)	\$ (45.5)	\$ (57.6)	\$ (50.2)	\$ (43.3)	\$ (49.9)	\$ (172.1)	\$ (178.7)	\$ (201.0)
Adjustments ²	-	-	-	7.1	-	-	-	-	5.6	-	-	-	7.1	-	5.6
Adjusted OIBDA (Prior Disclosure)	\$ (37.7)	\$ (41.6)	\$ (40.8)	\$ (44.9)	\$ (41.3)	\$ (48.2)	\$ (43.7)	\$ (45.5)	\$ (52.0)	\$ (50.2)	\$ (43.3)	\$ (49.9)	\$ (165.0)	\$ (178.7)	\$ (195.4)
C&O Allocation	20.5	26.4	25.0	29.3	25.1	30.4	28.1	30.4	32.1	32.1	27.5	31.4	101.2	114.0	123.1
Stock Compensation	0.2	0.2	0.6	0.1	0.1	0.4	0.4	0.4	0.4	0.5	0.5	0.6	1.1	1.3	2.0
Adjusted OIBDA (Current Disclosure)	\$ (17.0)	\$ (15.0)	\$ (15.2)	\$ (15.5)	\$ (16.1)	\$ (17.4)	\$ (15.2)	\$ (14.7)	\$ (19.5)	\$ (17.6)	\$ (15.3)	\$ (18.0)	\$ (62.7)	\$ (63.4)	\$ (70.4)
WWE Total															
OIBDA (Prior Disclosure)	\$ 21.0	\$ 13.2	\$ 23.4	\$ 4.0	\$ 27.6	\$ 7.5	\$ 24.5	\$ 20.5	\$ 10.9	\$ 17.0	\$ 40.4	\$ 33.3	\$ 61.6	\$ 80.1	\$ 101.6
Adjustments	-	-	-	7.1	-	-	-	-	7.7	1.1	-	1.5	7.1	-	10.3
Adjusted OIBDA (Prior Disclosure)	\$ 21.0	\$ 13.2	\$ 23.4	\$ 11.1	\$ 27.6	\$ 7.5	\$ 24.5	\$ 20.5	\$ 18.6	\$ 18.1	\$ 40.4	\$ 34.8	\$ 68.7	\$ 80.1	\$ 111.9
C&O Allocation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stock Compensation	2.5	5.2	4.4	5.1	3.2	6.5	5.9	2.6	6.6	6.2	5.2	6.2	17.2	18.2	24.2
Adjusted OIBDA (Current Disclosure)	\$ 23.5	\$ 18.4	\$ 27.8	\$ 16.2	\$ 30.8	\$ 14.0	\$ 30.4	\$ 23.1	\$ 25.2	\$ 24.3	\$ 45.6	\$ 41.0	\$ 85.9	\$ 98.3	\$ 136.1

Notes:
¹ Studios adjustments include the following material impairment charges: \$4.7 million in FY 2017 (\$1.5 million in Q4 2017, \$1.1 million in Q2 2017 and \$2.1 million in Q1 2017)

² Corporate adjustments include \$5.6 million in expenses primarily related to certain, non-recurring legal matters and other contractual obligations in Q1 2017 and a \$7.1 million non-recurring, non-cash abandonment charge to write-off the carrying value of a media center expansion project in Q4 2015

* Totals may not sum down or across due to rounding

WWE
TRENDING SCHEDULES
ADJUSTED OIBDA - REVISED SEGMENT STRUCTURE
(\$ in millions; Unaudited)

**Revised
Structure**

	2015				2016				2017				Full Year		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	2015	2016	2017
Adjusted OIBDA:															
Media	\$12.9	\$22.7	\$32.4	\$24.1	\$29.1	\$5.5	\$37.5	\$29.2	\$25.1	\$17.800	\$49.5	\$49.3	\$92.1	\$101.3	\$141.7
Live Events	14.7	3.3	3.2	2.7	2.6	19.6	2.6	2.0	4.4	17.8	3.6	1.3	23.9	26.8	27.1
Consumer Products	12.9	7.4	7.4	4.9	15.2	6.3	5.5	6.6	15.2	6.3	7.8	8.4	32.6	33.6	37.7
Corporate	(17.0)	(15.0)	(15.2)	(15.5)	(16.1)	(17.4)	(15.2)	(14.7)	(19.5)	(17.6)	(15.3)	(18.0)	(62.7)	(63.4)	(70.4)
Total Adjusted OIBDA	\$23.5	\$18.4	\$27.8	\$16.2	\$30.8	\$14.0	\$30.4	\$23.1	\$25.2	\$24.3	\$45.6	\$41.0	\$85.9	\$98.3	\$136.1
Growth % (y/y)															
Media	NM	NM	NM	69%	126%	-76%	16%	21%	-14%	NM	32%	69%	NM	10%	40%
Live Events	NM	-72%	NM	108%	-82%	NM	-19%	-26%	69%	-9%	38%	-35%	68%	12%	1%
Consumer Products	32%	NM	25%	7%	18%	-15%	-26%	35%	0%	0%	42%	27%	44%	3%	12%
Corporate	-2%	12%	-31%	-11%	5%	-16%	0%	5%	-21%	-1%	-1%	-22%	-6%	-1%	-11%
Total Adjusted OIBDA	NM	NM	NM	NM	31%	-24%	9%	43%	-18%	74%	50%	77%	NM	14%	38%
Margin %															
Media	12%	22%	28%	22%	26%	5%	33%	23%	21%	13%	38%	34%	21%	21%	26%
Live Events	37%	13%	12%	8%	10%	38%	9%	5%	14%	34%	11%	4%	19%	19%	18%
Consumer Products	43%	34%	33%	20%	46%	25%	25%	24%	43%	26%	33%	28%	33%	31%	33%
Total Adjusted OIBDA	13%	12%	17%	10%	18%	7%	19%	12%	13%	11%	24%	19%	13%	13%	17%