



# WWE® Network Hits 1 Million Subscribers

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE® (NYSE: WWE) today announced that WWE Network has surpassed 1 million subscribers just 11 months after launch, making it the fastest-growing digital subscription service. These results represent a 37 percent increase (24 percent domestically) in subscribers since last reported<sup>1</sup> at the end of third quarter 2014, driven primarily by a successful free November promotion, the launch of the service in the UK and significant additions for the *Royal Rumble* pay-per-view event.

"We're thrilled that we've surpassed the 1 million subscriber milestone less than a year after launching WWE Network and in advance of *WrestleMania*, our biggest event of the year on March 29," said WWE Chairman & CEO Vince McMahon. "We remain focused on delivering an outstanding value proposition for our fans by adding new content and new features in the coming year."

Viewer data continues to indicate that, on average, close to 90 percent of subscribers access WWE Network at least once per week, 99 percent access WWE Network at least once per month and 86 percent of subscribers are satisfied with WWE Network.

Like other digital subscription services, such as Netflix and Hulu Plus, fans are able to sign up for WWE Network online by going to [WWE.com](http://WWE.com) and can watch WWE Network on their TVs through connected devices such as Sony Playstation 3, Sony Playstation 4, Xbox One, Xbox 360, Amazon Fire TV, Apple TV and Roku streaming devices as well as Smart TVs including Sony and Samsung. The U.S. English language version of WWE Network is available direct to consumers in more than 170 countries and territories and recently launched in the UK and Ireland.

WWE Network's one-of-a-kind programming includes all 12 WWE pay-per-view events LIVE at no additional charge plus groundbreaking original series, reality shows, documentaries, classic matches, exclusive coverage of special events and more than 2,000 titles in its video-on-demand library.

Average fourth quarter and year-end WWE Network numbers will be reported in the normal course as a part of our earnings release on February 12.

## About WWE

WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 650 million homes worldwide in 35 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all 12 live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 170 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com). For information on our global activities, go to <http://www.wwe.com/worldwide/>.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This press release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to entering into, maintaining and renewing key agreements, including television and pay-per-view programming and our new network distribution agreements; risks relating to the launch and maintenance of our new network; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to regulatory matters; risks resulting from the highly competitive and fragmented nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; the risk of accidents or injuries during our physically demanding events; risks associated with producing and travelling to and from our large live events, both domestically and internationally; risks relating to our film business; risks relating to new businesses and strategic investments; risks relating to our computer systems and online operations; risks relating to general economic conditions and our exposure to bad debt risk; risks relating to litigation; risks relating to market expectations for our financial performance; risks relating to our revolving credit facility specifically and capital markets more generally; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.

<sup>1</sup>Subscriber numbers in UK/Ireland are subject to local consumer protection laws and regulations governing fee charges



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