



# USA Network and WWE®'s NXT® Extend Partnership

03/30/2021

STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE: WWE) and USA Network today announced a multi-year extension for *NXT*, which will move to Tuesday nights live on USA Network at 8/7c beginning April 13. The new agreement for the live, weekly two-hour show furthers WWE and USA's nearly three decade-long relationship.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210330005634/en/>

USA Network And WWE's NXT Extend Partnership (Photo: Business Wire)

"We are incredibly proud of our three-decade partnership with WWE and in extending USA's *NXT* deal, we are further establishing our portfolio as an unrivaled home for quality WWE content," said Frances Berwick, Chairman, Entertainment Networks, NBCUniversal. "By transitioning *NXT* to a Tuesday timeslot where WWE has performed well in the past, we are giving our passionate fanbase more of what they love with back-to-back nights of exhilarating, live programming."

"We are thrilled to continue WWE and NBCUniversal's longstanding partnership with the extension of *NXT* on USA Network," said Paul "Triple H" Levesque, WWE Executive Vice President, Global Talent Strategy & Development. "The move to Tuesdays provides a new opportunity for us to grow the *NXT* brand and enables our partner, USA Network, to continue to build its strong portfolio of sports and entertainment programming."

Since launching on the network in September 2019, *NXT* has lifted USA to rank among the top cable entertainment networks in its regular Wednesday timeslot. In 2020, the weekly block averaged 847,000 total viewers and its special Tuesday episodes were even stronger, delivering gains of nearly +30% among the key 18-49 and 25-54 demos.

*NXT* is revolutionizing the world of sports entertainment with innovative styles from trend-setting and unapologetic Superstars including Finn Bálor®, Adam Cole®, Io Shirai™, Karrion Kross™, Johnny Gargano® and Candice LeRae™. The brand's diverse roster consists of elite athletes from the NFL, collegiate and amateur sports, MMA and international sports such as rugby and kushti. It is also the birthplace to more than 80 percent of the current *Raw*® and *SmackDown*® rosters including Roman Reigns®, Seth Rollins®, Charlotte Flair®, Bayley®, Sasha Banks®, Alexa Bliss®, Bray Wyatt®, Bianca Belair™, The Street Profits®, Matt Riddle™ and Baron Corbin®.

All new episodes will be available on demand in the United States exclusively on Peacock, the day after its airing on USA Network.

*NXT* will continue to emanate from the state-of-the-art Capitol Wrestling Center™ in Orlando, Florida.

## **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's TV-PG programming can be seen in more than 900 million homes worldwide in 28 languages through world-class distribution partners including NBCUniversal, FOX Sports, BT Sport, Sony India and Rogers. The award-winning WWE Network includes all live pay-per-views, scheduled programming and a massive video-on-demand library and is currently available in more than 180 countries. In the United States, NBCUniversal's streaming service, Peacock, is the exclusive home to WWE Network. The Company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Orlando, Dubai, London, Mexico City, Mumbai, Munich, Riyadh, Shanghai, Singapore 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).

## **About USA Network**

USA Network has been a top five cable entertainment brand for over twenty years and is home to the most compelling television properties in the industry. Serving a broad, passionate fanbase, USA's diverse slate includes popular award-winning dramas, unfiltered family comedies, buzzy unscripted, weekly live WWE programming, high-octane sporting events and a portfolio of sought-after acquired series and movies. USA is part of the NBCUniversal Television and Streaming Entertainment portfolio, which includes NBCU's broadcast, cable and streaming platforms: NBC, Bravo, E!, Oxygen, SYFY, Universal Kids, USA Network and Peacock. For more information, visit [usanetwork.com](http://usanetwork.com).

**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: the impact of the COVID-19 outbreak on our business, results of operations and financial condition; entering, maintaining and renewing major distribution agreements; a rapidly evolving media landscape; *WWE Network* (including the risk that we are unable to attract, retain and renew subscribers); our need to continue to develop creative and entertaining programs and events; the possibility of a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets including possible disruptions and reputational risks; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including without limitation, claims alleging traumatic brain injury; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our indebtedness including our convertible notes; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the volatility of our Class A common stock. 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 (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20210330005634/en/>

**Media:**

Matthew Altman

WWE

203-352-1177

[Matthew.Altman@wwecorp.com](mailto:Matthew.Altman@wwecorp.com)

Kevin Castech

NBCUniversal/USA Network

818-777-4816

[Kevin.Castech@nbcuni.com](mailto:Kevin.Castech@nbcuni.com)

**Investor:**

Michael Weitz

WWE

203 352 8642

[Michael.Weitz@wwecorp.com](mailto:Michael.Weitz@wwecorp.com)

