

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM SD
SPECIALIZED DISCLOSURE REPORT

World Wrestling Entertainment, Inc.

(Exact name of the registrant as specified in its charter)

Delaware

(State or other jurisdiction
of incorporation or organization)

001-16131

(Commission File
Number)

04-2693383

(IRS Employer
Identification No.)

1241 East Main Street, Stamford, CT

(Address of principal executive offices)

06902

(Zip Code)

James W. Langham, Senior Vice President and Assistant General Counsel, (203) 352-8600

(Name and telephone number, including area code, of the person to contact in connection with this report.)

Check the appropriate box to indicate the rule pursuant to which this form is being filed, and provide the period to which the information in this form applies:

- Rule 13p-1 under the Securities Exchange Act (17 CFR 240.13p-1) for the reporting period from January 1 to December 31, 2016

Section 1 Conflict Minerals Disclosure

Item 1.01 Conflict Minerals Disclosure and Report

This Specialized Disclosure Report on Form SD of World Wrestling Entertainment, Inc. (“WWE”) is for the period from January 1, 2016 to December 31, 2016. Unless the context indicates otherwise, “WWE,” “we,” “us,” and “our” refer to World Wrestling Entertainment, Inc. and its consolidated subsidiaries.

During 2016, we contracted to manufacture products for which 3TGs (as defined below) are necessary to their functionality or production. The term “3TGs” refers to columbite-tantalite (coltan), cassiterite, gold, wolframite or their derivatives, which are limited to tantalum, tin and tungsten. Our foam fingers contained small amounts of tin and certain WWE lapel pins contained small amounts of tin and gold (the foam fingers and WWE lapel pins being the “Covered Products”).

Accordingly, we have conducted a country of origin inquiry (“COI”) that was reasonably designed to determine whether any of the tin in the Covered Products originated in the Democratic Republic of the Congo or an adjoining country (the Republic of the Congo, the Central African Republic, South Sudan, Uganda, Rwanda, Burundi, Tanzania, Zambia or Angola), or were from recycled or scrap sources.

Information about our COI, as well as the steps we have taken to exercise due diligence on the source and chain of custody of the tin in the Covered Products, is included in our Conflict Minerals Report, which is included as an exhibit to this Form SD. In addition, our Conflict Minerals Report is publicly available at <http://ir.corporate.wwe.com/docs.aspx?iid=4121687>, as well as the SEC’s EDGAR database at www.sec.gov.

Section 2 Exhibits

Item 2.01 Exhibits

Exhibit 1.02 Conflict Minerals Report as required by Items 1.01 and 1.02 of Form SD

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: May 15, 2017

By: /s/ Lauren A. Dienes-Middlen, Esq.

Lauren A. Dienes-Middlen, Esq.

SVP, Assistant General Counsel – Intellectual Property

EXHIBIT INDEX

1.02 Conflict Minerals Report as required by Items 1.01 and 1.02 of Form SD.

World Wrestling Entertainment, Inc.
Conflict Minerals Report
for the Year Ended December 31, 2016

This Conflict Minerals Report (the “Report”) of World Wrestling Entertainment has been prepared for the period from January 1, 2016 to December 31, 2016. Unless the context indicates otherwise, “WWE,” “we,” “us,” and “our” refer to World Wrestling Entertainment, Inc. and its consolidated subsidiaries.

During 2016, we contracted to manufacture products for which 3TGs (as defined below) are necessary to their functionality or production. The term “3TGs” refers to columbite-tantalite (coltan), cassiterite, gold, wolframite or their derivatives, which are limited to tantalum, tin and tungsten. Certain of our foam fingers contained small amounts of tin and certain WWE lapel pins contained small amounts of tin and gold (the foam fingers and WWE lapel pins being the “Covered Products”).

We have developed a conflict minerals procedure, reasonably designed to identify whether the tin in the Covered Product originated in the Democratic Republic of the Congo or an adjoining country (the Republic of the Congo, the Central African Republic, South Sudan, Uganda, Rwanda, Burundi, Tanzania, Zambia or Angola) (the “Covered Countries”), or whether any of the 3TGs in the Covered Products are from recycled or scrap sources.

Description of WWE’s Reasonable Country of Origin Inquiry (RCOI)

We have conducted a country of origin inquiry (“RCOI”) that was reasonably designed to determine whether the tin in the Covered Products originated in a Covered Country or whether any of the 3TGs in the Covered Products were from recycled or scrap sources.

We made inquiry of the suppliers of the Covered Products as to the source of the tin and gold used in the Covered Products. One of our suppliers has informed us that the tin does not come from recycled or scrap sources and was mined and smelted in either South America, Malaysia, Indonesia, China or Thailand; our supplier of the other Covered Product has informed us that the tin and gold used in such Covered Product does not come from recycled or scrap sources; that it incorporated into their Covered Product tin and gold that was sourced in Taiwan.