

WORLD WRESTLING ENTERTAINMENT INC

FORM 8-K (Unscheduled Material Events)

Filed 4/4/2005 For Period Ending 4/4/2005

Address	1241 E MAIN ST STAMFORD, Connecticut 06902
Telephone	203-352-8600
CIK	0001091907
Industry	Recreational Activities
Sector	Services
Fiscal Year	04/30

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

**Pursuant to Section 13 or 15 (d) of the
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): April 4, 2005

World Wrestling Entertainment, Inc.

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction
of incorporation)

000-27639

(Commission
File Number)

04-2693383

(IRS Employer
Identification No.)

1241 East Main Street, Stamford, CT

(Address of principal executive offices)

06902

(Zip Code)

Registrant's telephone number, including area code: (203) 352-8600

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2.):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2 (b) under the Exchange Act (17 CFR 240.14d-2 (b))
 - Pre-commencement communications pursuant to Rule 13e-4 (c) under the Exchange Act (17 CFR 240.13e-4 (c))
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Item 8.01. Other Events.

On April 4, 2005, World Wrestling Entertainment, Inc. announced that the Company and NBC Universal have signed a new three-year license agreement, which license term begins in October 2005, for Monday Night Raw to air on USA Network, Telemundo and potentially on Mun2; a one hour weekly program and at least one yearly one hour special program on USA Network; and at least two yearly late night Raw specials of ninety minutes each on NBC Saturdays at 11:30 p.m.

Under the new agreement, WWE will receive rights fees similar to the rights fees under the Company's current contract with Spike TV. USA will sell all advertising in the programming and retain all ad revenues. Under the existing agreement with Spike TV, WWE sells the majority of the advertising in its cable programs. WWE's advertising revenues are estimated to be approximately \$37 million in the Company's current fiscal year ending April 30, 2005, resulting in approximately \$13 million in net income. Under the new agreement, NBC Universal has committed at least \$8 million to promote on several platforms the launch of the programs on USA. The agreement with Spike TV remains in effect until the new license term with USA starts in October 2005.

Item 9.01. Financial Statements and Exhibits

- (a) Not applicable.
- (b) Not applicable.
- (c) Exhibits

99.1 Press Release dated April 4, 2005.

SIGNATURE

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.

WORLD WRESTLING ENTERTAINMENT, INC.

By: /s/ Edward L. Kaufman
Edward L. Kaufman
Executive Vice President and
General Counsel

Dated: April 4, 2005



FOR IMMEDIATE RELEASE

WWE®'S RAW® Returns to USA Network

NEW YORK, NY, and STAMFORD, Conn., April 4, 2005 - World Wrestling Entertainment® and NBC Universal have inked a new, three-year agreement that will return WWE cable programming, including ratings titan *Monday Night RAW*®, to USA Network beginning in October 2005, it was announced today by Linda McMahon, WWE CEO, and Bonnie Hammer, president, USA Network and SCI FI Channel. *RAW*, a cable mainstay for more than 12 years, continues to be the most watched regularly scheduled year-round program on ad-supported cable television.

The agreement is a homecoming of sorts for WWE, which introduced *Monday Night RAW* on USA on January 11, 1993. The prime time cable series flourished for seven years, establishing cable ratings records, before moving to Spike TV on September 25, 2000.

"I'm thrilled to be back in business again with Vince and Linda McMahon," said Hammer. "I led the USA team that helped grow *RAW* into a true pop phenomenon, and it's great to welcome it home."

In addition to *Monday Night Raw*, USA will air a one-hour weekend *RAW*-branded program, and NBCU's Telemundo will air Spanish-language versions of *RAW*. NBC will also air at least two yearly, 90-minute Saturday late night *RAW* specials.

"This broad and diverse distribution will provide WWE excellent platforms from which to reach our existing fans as well as broaden our audience," said McMahon. "We're very happy to be returning to USA Network, where we experienced some of our greatest successes, and to NBC, where we had tremendous success with our series of late-night specials, *Saturday Night Main Event*, in the 1980's."

"The WWE's return to USA Network and our arrangement with the other NBC Universal properties, is indicative of how we as a company can offer unique cross-networking opportunities," added Jeff Gaspin, president NBC Universal Cable Entertainment and Cross-Network Strategy. "*RAW* will put USA and NBC Universal Cable into an incredibly competitive position and I couldn't be happier about this relationship."

World Wrestling Entertainment, Inc. (NYSE: WWE) is an integrated media and entertainment company headquartered in Stamford, Conn., with offices in New York City, Los Angeles, Toronto and London. Additional information on the company can be found at wwe.com and corporate.wwe.com. Additional information relating to the agreement can be found in a Form 8-K filed with the SEC today by WWE.

USA Network is cable television's leading provider of original series and feature movies, sports events, off-net television shows, and blockbuster theatrical films. USA Network is seen in over 88 million U.S. homes. The USA Network Web site is located at www.usanetwork.com.

USA Network is a program service of NBC Universal Cable, a division of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience.

Media Contacts : Gary Davis, WWE, 203-353-5066
John Kelley, USA Network, 212-664-4774

Investor Contact : Michele Goldstein, WWE, 203-352-8642

Trademarks : The names of all World Wrestling Entertainment televised and live programming, talent names, images, likenesses, slogans and wrestling moves and all World Wrestling Entertainment logos are trademarks which are the exclusive property of World Wrestling Entertainment, Inc. All other trademarks are the property of their respective owners.

Forward-Looking Statements : This news 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 the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreement, including television distribution agreement; 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 to these risks and uncertainties, our dividend is based on a number of factors, including our liquidity and historical and projected cash flow, strategic plan, our financial results and condition, contractual and legal restrictions on the payment of dividends and such other factors as our board of directors may consider relevant.

End of Filing

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