

**SCHEDULE 13G**  
(Rule 13d-102)

Information to be Included in Statements Filed Pursuant to Rule 13d-1(b), (c) and (d) and Amendments Thereto Filed Pursuant to Rule 13d-2.

**SECURITIES AND EXCHANGE COMMISSION**  
WASHINGTON, D.C. 20549

**Under the Securities Exchange Act of 1934**

(Amendment No. \_\_)\*

**World Wrestling Entertainment, Inc.**

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(Name of Issuer)

**Class A Common Stock**

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(Title of Class of Securities)

**98156Q108**  
(CUSIP Number)

December 31, 2007

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(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

-----  
 1 NAME OF REPORTING PERSON

Artisan Partners Limited Partnership  
 -----

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
 (see Instructions)

(a) [ ]

(b) [ ]

Not Applicable  
 -----

3 SEC USE ONLY  
 -----

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware  
 -----

5 SOLE VOTING POWER

None

NUMBER OF  
 SHARES 6 SHARED VOTING POWER  
 BENEFICIALLY

OWNED BY  
 EACH 1,755,500  
 -----

REPORTING 7 SOLE DISPOSITIVE POWER  
 PERSON WITH

None

8 SHARED DISPOSITIVE POWER

1,964,800  
 -----

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,964,800  
 -----

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES  
 (see Instructions)

Not Applicable  
 -----

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

8.2%  
 -----

12 TYPE OF REPORTING PERSON  
 (see Instructions)

IA  
 -----

1 NAME OF REPORTING PERSON

Artisan Investment Corporation

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
(see Instructions)

(a) [ ]  
(b) [ ]

Not Applicable

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Wisconsin

5 SOLE VOTING POWER

None

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

6 SHARED VOTING POWER

1,755,500

7 SOLE DISPOSITIVE POWER

None

8 SHARED DISPOSITIVE POWER

1,964,800

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,964,800

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES  
(see Instructions)

Not Applicable

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

8.2%

12 TYPE OF REPORTING PERSON  
(see Instructions)

CO

-----  
 1 NAME OF REPORTING PERSON

ZFIC, Inc.  
 -----

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
 (see Instructions)

(a) [ ]

(b) [ ]

Not Applicable  
 -----

3 SEC USE ONLY  
 -----

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Wisconsin  
 -----

5 SOLE VOTING POWER

None

NUMBER OF  
 SHARES 6 SHARED VOTING POWER  
 BENEFICIALLY

OWNED BY  
 EACH 1,755,500  
 -----

REPORTING 7 SOLE DISPOSITIVE POWER  
 PERSON  
 WITH

None

8 SHARED DISPOSITIVE POWER

1,964,800  
 -----

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,964,800  
 -----

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES  
 (see Instructions)

Not Applicable  
 -----

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

8.2%  
 -----

12 TYPE OF REPORTING PERSON  
 (see Instructions)

CO  
 -----

-----  
 1 NAME OF REPORTING PERSON

Andrew A. Ziegler  
 -----

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
 (see Instructions)

(a) [ ]

(b) [ ]

Not Applicable  
 -----

3 SEC USE ONLY  
 -----

4 CITIZENSHIP OR PLACE OF ORGANIZATION

U.S.A.  
 -----

5 SOLE VOTING POWER

None

NUMBER OF  
 SHARES 6 SHARED VOTING POWER  
 BENEFICIALLY

OWNED BY  
 EACH 1,755,500  
 -----

REPORTING 7 SOLE DISPOSITIVE POWER  
 PERSON  
 WITH

None

8 SHARED DISPOSITIVE POWER

1,964,800  
 -----

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,964,800  
 -----

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES  
 (see Instructions)

Not Applicable  
 -----

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

8.2%  
 -----

12 TYPE OF REPORTING PERSON  
 (see Instructions)

IN  
 -----

1 NAME OF REPORTING PERSON

Carlene M. Ziegler

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
(see Instructions)

(a) [ ]  
(b) [ ]

Not Applicable

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

U.S.A.

5 SOLE VOTING POWER

None

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

6 SHARED VOTING POWER

1,755,500

7 SOLE DISPOSITIVE POWER

None

8 SHARED DISPOSITIVE POWER

1,964,800

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,964,800

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES  
(see Instructions)

Not Applicable

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

8.2%

12 TYPE OF REPORTING PERSON  
(see Instructions)

IN

**Item 1(a) Name of Issuer:**

**World Wrestling Entertainment, Inc.**

**Item 1(b) Address of Issuer's Principal Executive Offices:**

1241 East Main Street  
Stanford, CT 06902

**Item 2(a) Name of Person Filing:**

Artisan Partners Limited Partnership ("Artisan Partners") Artisan Investment Corporation, the general partner of Artisan Partners ("Artisan Corp.") ZFIC, Inc., the sole stockholder of Artisan Corp. ("ZFIC") Andrew A. Ziegler  
Carlene M. Ziegler

**Item 2(b) Address of Principal Business Office:**

Artisan Partners, Artisan Corp., ZFIC, Mr. Ziegler and Ms. Ziegler are all located at:

875 East Wisconsin Avenue, Suite 800 Milwaukee, WI 53202

**Item 2(c) Citizenship:**

Artisan Partners is a Delaware limited partnership Artisan Corp. is a Wisconsin corporation ZFIC is a Wisconsin corporation Mr. Ziegler and Ms. Ziegler are U.S. citizens

**Item 2(d) Title of Class of Securities:**

**Class A Common Stock**

**Item 2(e) CUSIP Number:**

**98156Q108**

**Item 3 Type of Person:**

(e) Artisan Partners is an investment adviser registered under section 203 of the Investment Advisers Act of 1940; Artisan Corp. is the general partner of Artisan Partners; ZFIC is the sole stockholder of Artisan Corp.; Mr. Ziegler and Ms. Ziegler are the principal stockholders of ZFIC.

**Item 4 Ownership (at December 31, 2007):**

(a) Amount owned "beneficially" within the meaning of rule 13d-3:

1,964,800

(b) Percent of class:

8.2% (based on 24,055,005 shares outstanding as of October 25, 2007)

(c) Number of shares as to which such person has:

(i) sole power to vote or to direct the vote: None

(ii) shared power to vote or to direct the vote:

1,755,500

(iii) sole power to dispose or to direct the disposition of: None

(iv) shared power to dispose or to direct disposition of: 1,964,800

**Item 5 Ownership of Five Percent or Less of a Class:**

Not Applicable

**Item 6 Ownership of More than Five Percent on Behalf of Another Person:**

The shares reported herein have been acquired on behalf of discretionary clients of Artisan Partners. Persons other than Artisan Partners are entitled to receive all dividends from, and proceeds from the sale of, those shares. None of those persons, to the knowledge of Artisan Partners, Artisan Corp., ZFIC, Mr. Ziegler or Ms. Ziegler, has an economic interest in more than 5% of the class.

**Item 7 Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person:**

Not Applicable

**Item 8 Identification and Classification of Members of the Group:**

Not Applicable

**Item 9 Notice of Dissolution of Group:**

Not Applicable

**Item 10 Certification:**

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

**Signature**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 13, 2008

**ARTISAN INVESTMENT CORPORATION,  
for itself and as the general partner of  
ARTISAN PARTNERS LIMITED PARTNERSHIP**

By: Janet D. Olsen\*

**ZFIC, INC.**

By: Janet D. Olsen\*

**ANDREW A. ZIEGLER**

Andrew A. Ziegler\*

**CARLENE M. ZIEGLER**

Carlene M. Ziegler\*

\*By: /s/ Janet D. Olsen

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Janet D. Olsen  
Vice President of Artisan Investment  
Corporation  
Attorney-in-Fact for ZFIC, Inc.  
Attorney-in-Fact for Andrew A.  
Ziegler  
Attorney-in-Fact for Carlene M.  
Ziegler

Exhibit Index

- Exhibit 1 Joint Filing Agreement dated February 13, 2008 by and among Artisan Partners Limited Partnership, Artisan Investment Corporation, ZFIC, Inc., Andrew A. Ziegler and Carlene M. Ziegler
- Exhibit 2 Power of Attorney of ZFIC, Inc., dated March 19, 2007
- Exhibit 3 Power of Attorney of Andrew A. Ziegler dated March 19, 2007
- Exhibit 4 Power of Attorney of Carlene M. Ziegler dated March 19, 2007

**EXHIBIT 1**

**JOINT FILING AGREEMENT**

The undersigned hereby agree to the joint filing of the Schedule 13G to which this Agreement is attached.

Dated: February 13, 2008

**ARTISAN INVESTMENT CORPORATION,**  
for itself and as the general partner of  
**ARTISAN PARTNERS LIMITED PARTNERSHIP**

By: Janet D. Olsen\*

**ZFIC, INC.**

By: Janet D. Olsen\*

**ANDREW A. ZIEGLER**

Andrew A. Ziegler\*

**CARLENE M. ZIEGLER**

Carlene M. Ziegler\*

*\*By: /s/ Janet D. Olsen*

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*Janet D. Olsen*  
*Vice President of Artisan Investment*  
*Corporation*  
*Attorney-in-Fact for ZFIC, Inc.*  
*Attorney-in-Fact for Andrew A.*  
*Ziegler*  
*Attorney-in-Fact for Carlene M.*  
*Ziegler*





