



# **World Wrestling Entertainment, Inc.**

## **Key Performance Indicators**

**Calendar Years: 2008 - 2010**

**(Data shown is through April 30, 2010)**

**June 3, 2010**



# Basis of Presentation

Operating metrics as shown in the following schedules are presented on a calendar basis, with the full year reflecting the twelve month periods ending December 31<sup>st</sup> of 2008, 2009 and 2010.

## Forward Looking Statements:

This presentation 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 risks relating to maintaining and renewing key agreements, including television distribution agreements; 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; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive nature of our markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to our film business and any new business initiative which we may undertake; risks relating to the large number of shares of common stock controlled by members of the McMahon family; 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 significant and 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, including a waiver by the McMahon family of a portion of the dividends.

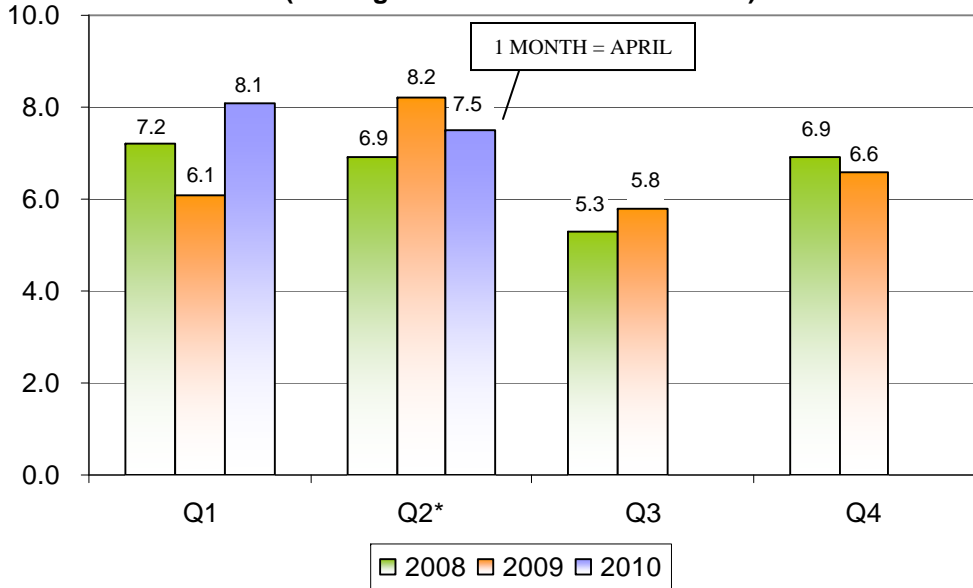


# Live Event Attendance

(Average Quarterly Paid Attendance)

## North America

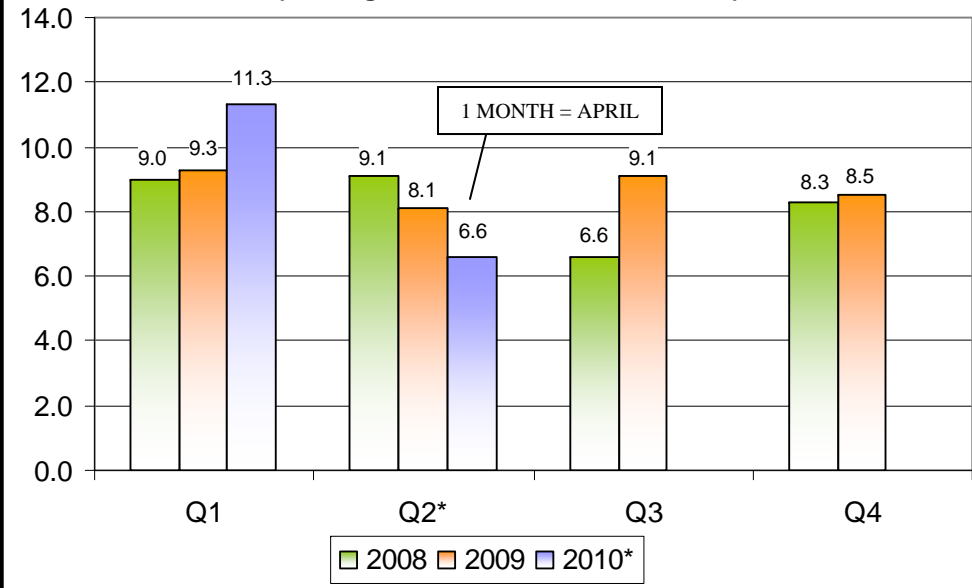
(Average attendance in thousands)



Number of Events				
	Q1	Q2*	Q3	Q4
2008	66	52	77	47
2009	83	51	77	57
2010*	71	8		

## International

(Average attendance in thousands)



Number of Events				
	Q1	Q2*	Q3	Q4
2008	8	31	12	26
2009	4	27	17	26
2010*	4	20		

\* 2010 attendance and number of events are through April 30, 2010.

Note: *WrestleMania* occurred in the first quarter of 2010 and in the second quarter of 2009. Excluding *WrestleMania*, Q1 2010 Average North American attendance reached 7,300 fans per event and Q2 2009 Average North American attendance reached 7,200 fans per event.

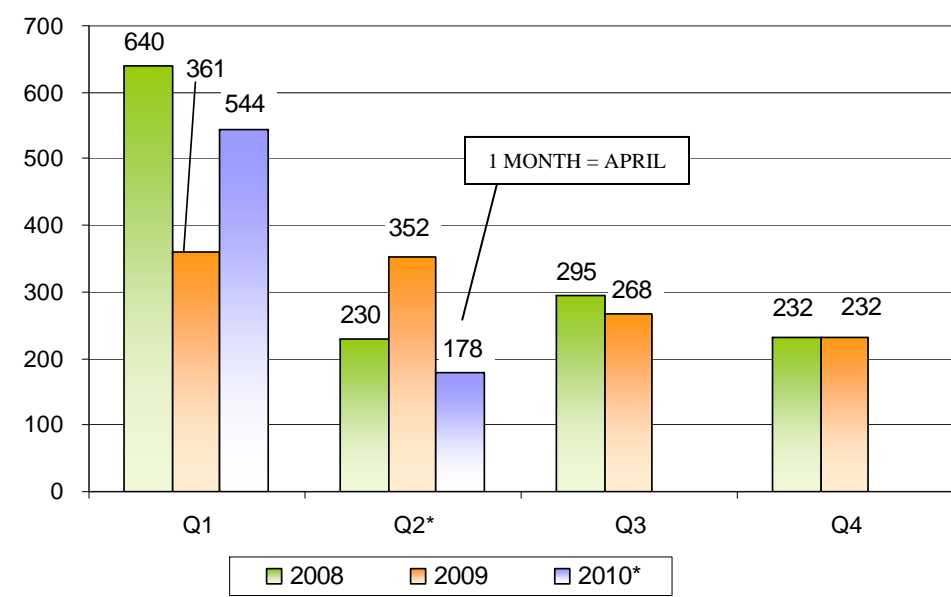
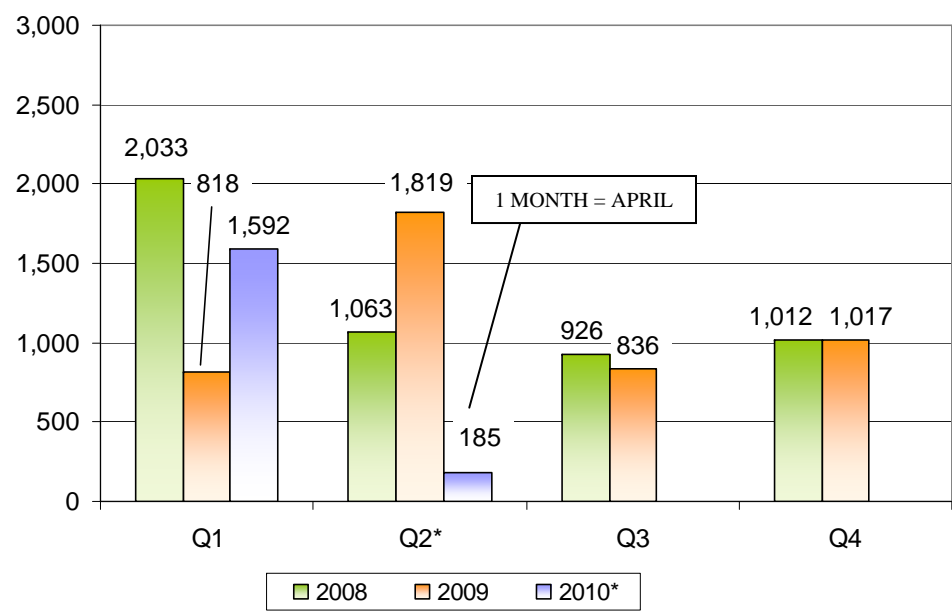


# Pay-Per-View Buys

(Buys in 000s)

**TOTAL BUYS**  
(includes prior period)

**AVERAGE CURRENT PERIOD BUYS†**  
(per event)



Number of Events				
	Q1	Q2*	Q3	Q4
<b>2008</b>	3	4	3	4
<b>2009</b>	2	5	3	4
<b>2010*</b>	3	1		

† Reflects the average current quarter buys of monthly Pay-Per-View events.

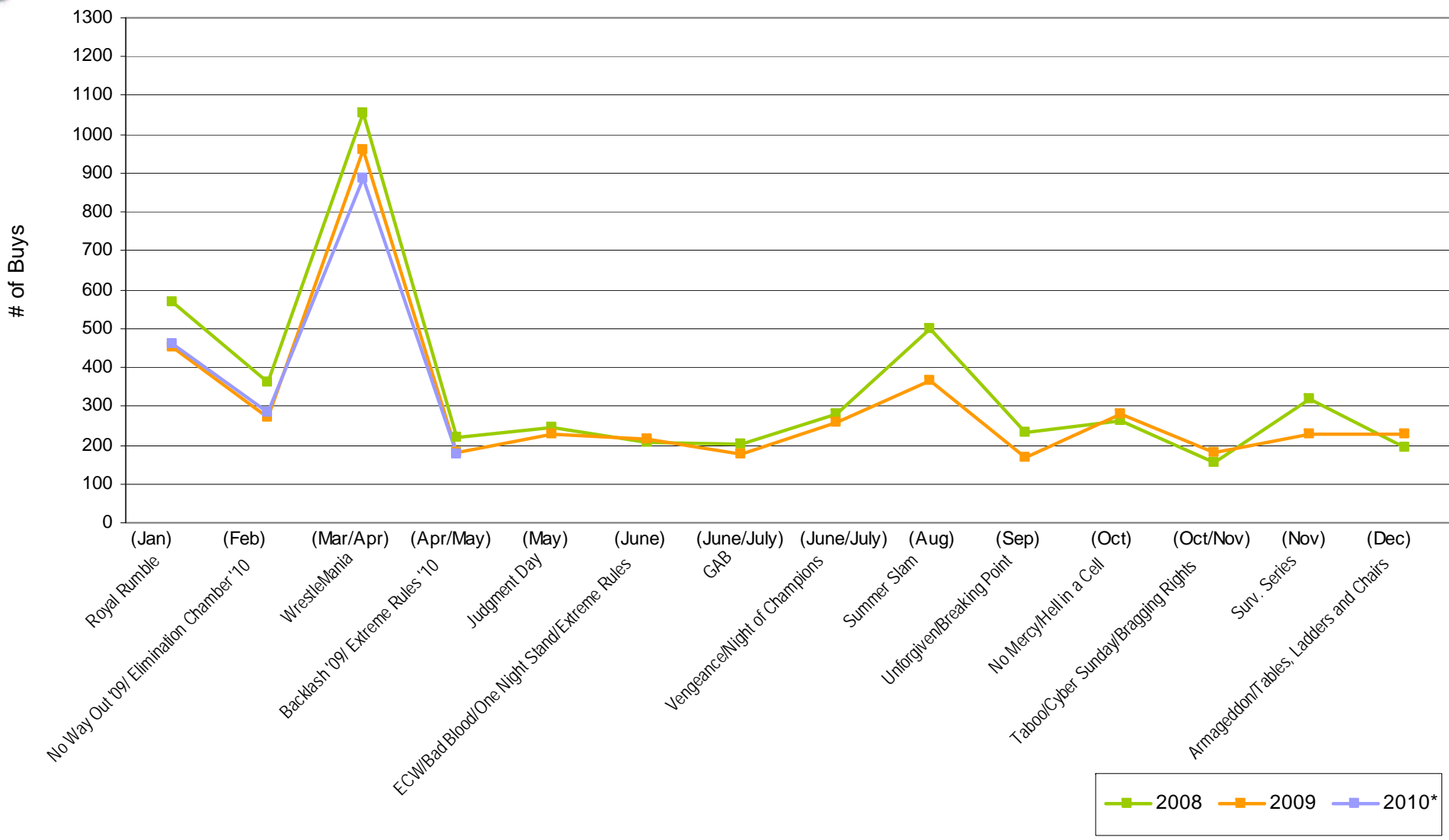
\*2010 buys and number of events are through April 30, 2010; the buys shown are based on preliminary estimates.

Note: *WrestleMania* occurred in the first quarter of 2010 and in the second quarter of 2009. Excluding *WrestleMania*, Q1 2010 had an average of 374 buys per event and Q2 2009 had an average of 200 buys.



# Pay-Per-View Buys

(Buys in 000s)

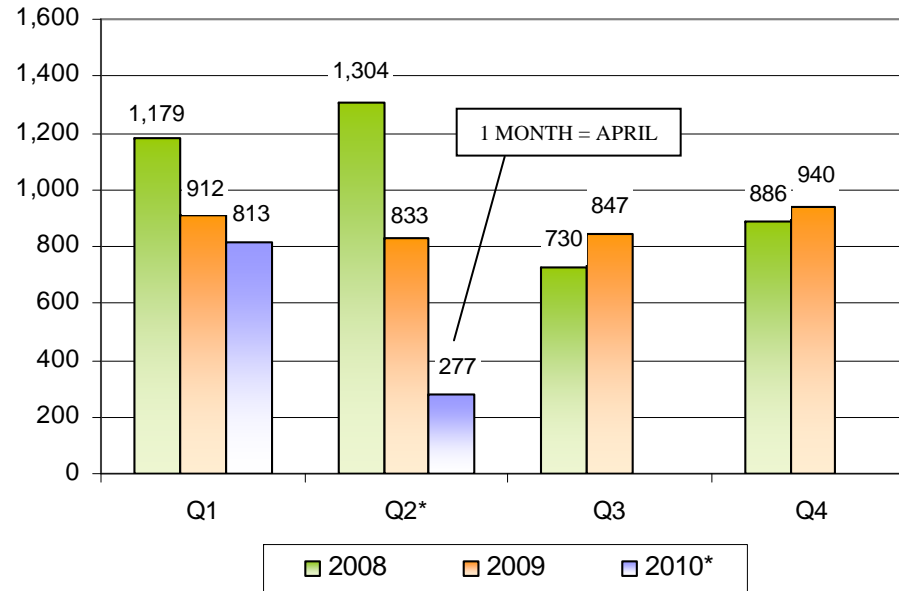


• Reflects current year buys of monthly Pay-Per-View events. Excludes buys recorded on a cash basis in subsequent years.  
 \* 2010 current year buys are through April 30, 2010 and are based on preliminary estimates.



# Home Video

### Gross DVD Units Shipped (in 000s)



Effective DVD Price (Gross revenue per unit shipped)				
	Q1	Q2*	Q3	Q4
2008	\$15	\$15	\$16	\$17
2009	\$15	\$15	\$13	\$15
2010*	\$14	\$13		

Significant 2009 Releases		
Release Date	TITLE	Gross units shipped in Qtr.
(5/19) Q2	<i>WrestleMania 25</i>	203K (263K LTD)
(8/25) Q3	<i>Rise and Fall of WCW</i>	130K (191K LTD)
(2/10) Q1	<i>The Best of Saturday Night's Main Event</i>	104K (138K LTD)
(9/15) Q3	<i>Best of Smackdown 10<sup>th</sup> Anniversary</i>	95K (208K LTD)

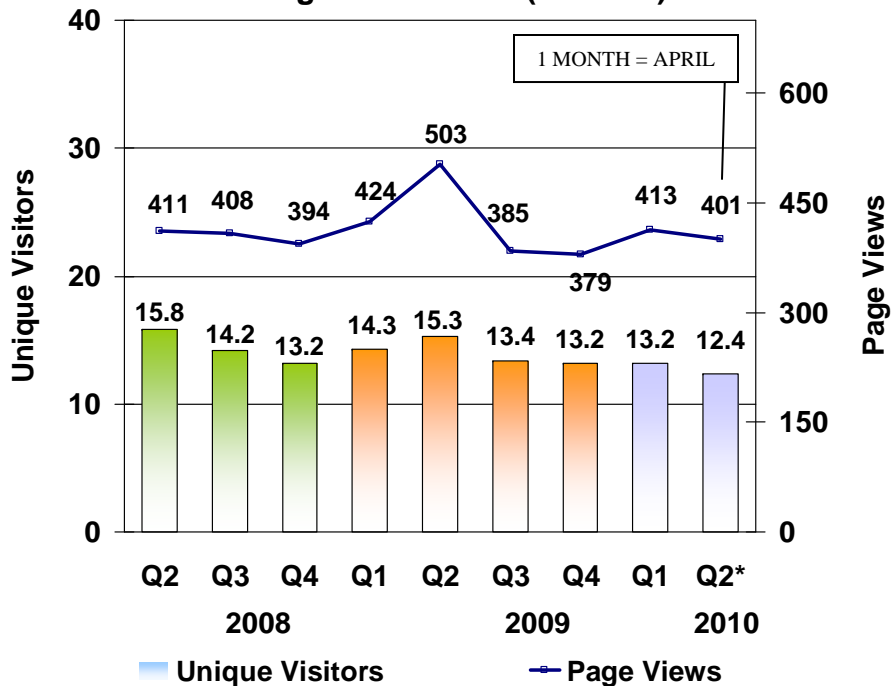
\* 2010 DVD units and pricing are through April 30, 2010.



# Digital Media

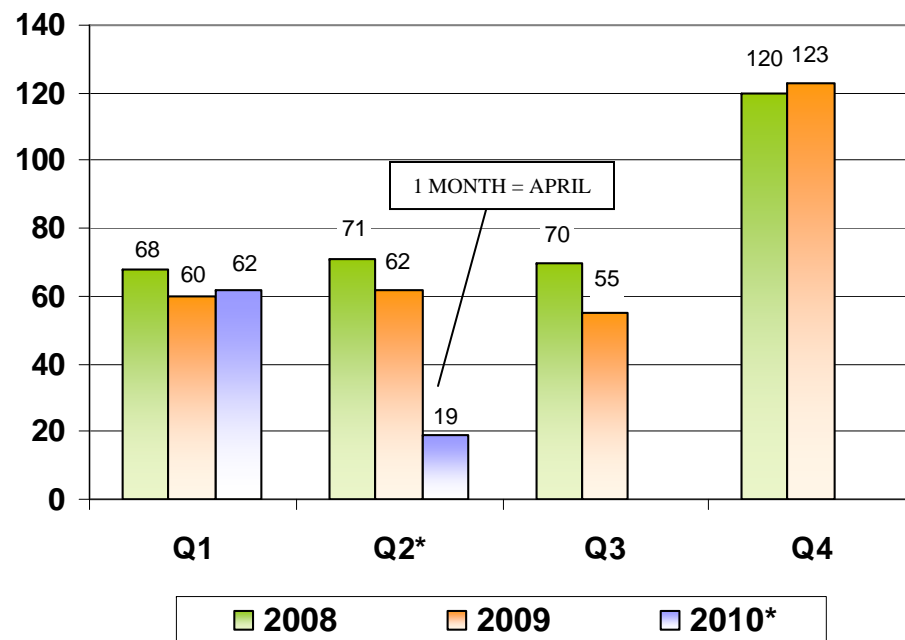
## Internet Traffic & Usage

Averages Per Month (millions)



## Online Merchandise Sales

WWEShop.com Orders (000s)



### Average Time Spent Per Monthly Unique Visitors

(in minutes)

	Q1	Q2*	Q3	Q4
2008	25	23	23	22
2009	23	22	20	20
2010*	20	21		

Source: Omniture

\* 2010 traffic and usage data, as well as online merchandise sales, are through April 30, 2010.