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## **ROYAL RUMBLE® 2025 GENERATES LARGEST GATE FOR ANY SINGLE-NIGHT EVENT IN WWE HISTORY**

*Royal Rumble at Lucas Oil Stadium in Indianapolis Shatters Event Gate, Viewership, Merchandise, Sponsorship & Social Records*

**February 3, 2025** – WWE®, part of TKO Group Holdings (NYSE: TKO), today announced that *Royal Rumble*® 2025, which emanated from Lucas Oil Stadium in Indianapolis on Saturday, became the most-successful and highest-grossing *Royal Rumble* event in company history.

Highlights include:

- **GATE:** *Royal Rumble* 2025 generated the largest gate for any single-night event in WWE history. Saturday's PLE, which drew 70,342 fans to Lucas Oil Stadium, is only behind *WrestleMania*® 40 Saturday & Sunday for any single-night gate.
- **VIEWERSHIP:** *Royal Rumble* 2025 set the event's all-time viewership record, up nearly 14 percent domestically, distributed on Peacock, from last year's record-setting audience. International viewing numbers are up even higher year-over-year with *Royal Rumble* shifting to Netflix globally.
- **MERCHANDISE:** In partnership with Fanatics, merchandise sales were up more than 95 percent versus the previous *Royal Rumble* record set last year in 2024, making *Royal Rumble* 2025 the highest-grossing non-*WrestleMania* event of all-time.
- **SPONSORSHIP:** Sponsorship revenue was up 94 percent versus the previous record set in 2024. *Royal Rumble* featured 14 total partners, with 100 percent of the matches sponsored.
- **SOCIAL:** *Royal Rumble* 2025 set a record for the most social video views in *Royal Rumble* history. WWE Superstar Bron Breakker spearing popular streamer IShowSpeed became the most-viewed *Royal Rumble* social [post](#) of all-time, generating more than 300,000,000 social views in less than 24 hours.

*Royal Rumble* 2025 marked the first Premium Live Event to take place in Indianapolis as part of a first-of-its-kind [partnership](#) struck last year with Indiana Sports Corp that will see WWE's three largest stadium events – *WrestleMania*, *SummerSlam*® and *Royal Rumble* – take place in Indianapolis.

The record-breaking event was highlighted by WWE Superstars Charlotte Flair and Jey Uso winning the *Royal Rumble* matches to earn world title bouts at *WrestleMania*.

### **About WWE**

WWE® is an integrated media organization and the recognized global leader in sports 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, premium live events, digital media, and publishing platforms. WWE's TV-PG programming can be seen in more than 1 billion households worldwide in more than 20 languages through world-class distribution partners including NBCUniversal, The CW, Sony India and Netflix. In the United States, NBCUniversal's streaming service, Peacock, is the exclusive home to all premium live events, a variety of original programming and a massive video-on-demand library. Netflix is the exclusive home for WWE programming around the world, other than select international markets. WWE is part of TKO Group Holdings (NYSE: TKO). Additional information on WWE can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com).

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