



WWE 'RAW' WRESTLES UP 4.9M GLOBAL VIEWS FOR NETFLIX DEBUT

Netflix (NYSE: NFLX) and WWE®, part of TKO Group Holdings (NYSE: TKO) today announced that the debut episode of *RAW* on Netflix got off to a strong start, with the Monday night program capturing 4.9M Live+1 views* globally.**

The inaugural event on Netflix averaged 2.6 million households (Live+SD) in the US, according to VideoAmp, which is 116% higher than *RAW*'s average 2024 US audience of 1.2 million households, and higher than any other Monday Night *RAW* broadcast in the past five years. The event also more than doubled the A18-49 audience vs. last year.

On X, as soon as the event started, #WWEraw was the #1 trending topic in the US, Brazil, Australia, and the UK.

- #WWEraw trended #1 for 14 hours straight in the UK and occupied six of the top 7 trending topics in the US.
- #RAWonNetflix and #WWEonNetflix also trended in Brazil, Mexico, Spain, and the US.

WWE generated 223 million social views across platforms on the day of *RAW*'s Netflix premiere, more social views than any *RAW* episode of 2024.

The debut of *RAW* on Netflix, which took place at a sold-out Intuit Dome in Los Angeles, set a company record as the highest-grossing WWE arena event of all time. Additionally, the event set a merchandise sales record, becoming the highest-grossing non-Premium Live Event of all time.

The event saw Rhea Ripley reclaim the Women's World Championship with a win over Liv Morgan, Roman Reigns topple Solo Sikoa in a tribal combat match, CM Punk best Seth "Freakin" Rollins in a highly anticipated grudge match and Jey Uso with a win over Drew McIntyre. Monday's event also featured appearances from Dwayne "The Rock" Johnson, The Undertaker, Logan Paul, Travis Scott and John Cena, who officially kicked off his year-long farewell tour which will be featured prominently on Netflix.

In January 2024, WWE and Netflix struck a landmark deal to bring WWE's flagship weekly program, *RAW*, to Netflix beginning in 2025. Netflix is now the exclusive home of *RAW* in the US, Canada, the UK, Australia and Latin America, among many other global territories. Netflix is also the exclusive home of *SmackDown*, *NXT*, archive content and all WWE Premium Live Events — including *WrestleMania*, *Royal Rumble*, *SummerSlam* and more — in most international markets.

* Views are the total view hours for the program divided by the runtime. It is our nearest proxy for average minute audience (AMA) at the household level and does not include co-viewing. Data cut off midnight PST each day.

** Does not include viewing in 92 countries/territories where Netflix doesn't yet distribute WWE, which includes France, Germany, India, Italy, Japan, the Philippines and South Korea.

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 and corporate.wwe.com.

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