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## WORLD WRESTLING ENTERTAINMENT INC. (WWE) SWOT & PESTLE ANALYSIS

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**Company Name :** World Wrestling Entertainment Inc. (WWE)

**Company Sector :** Entertainment

**Operating Geography :** United States, North America, Global

**About the Company :**

World Wrestling Entertainment Inc. (WWE) is a publicly-traded American entertainment company that primarily focuses on professional wrestling. The company was founded in 1952 by Jess McMahon and Toots Mondt, and it has since grown into a global brand with millions of fans around the world. WWE is headquartered in Stamford, Connecticut, and is publicly traded on the New York Stock Exchange under the ticker symbol WWE. WWE produces live and televised events, including its flagship program Monday Night Raw and its secondary program SmackDown, as well as numerous pay-per-view events throughout the year. In addition to wrestling, WWE also produces other forms of entertainment, such as reality shows, documentaries, and animated programming. WWE has a massive roster of professional wrestlers, many of whom have become household names over the years, including John Cena, The Rock, Stone Cold Steve Austin, and many more. The company also has a talent development program known as NXT, which serves as a training ground for up-and-coming wrestlers. In addition to its entertainment offerings, WWE has a diverse range of business ventures, including merchandise sales, sponsorships, and partnerships with other companies. The company has also expanded into international markets, with a presence in over 180 countries around the world. As of early 2023, WWE employed over 890 people.

The USP of WWE lies in it being an integrated media organization and recognized leader in global entertainment. The mission statement of WWE reads, “Recognize and provide opportunities to individuals and organizations dedicated to the service of their country and communities.”

**Revenue :**

US\$ 325.3 million - FY ending 31st March 2022 (y-o-y growth 4.83%)

US\$ 310.3 million - FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for World Wrestling Entertainment Inc. (WWE) is given below:

Strengths	Weaknesses
<p>1.WWE boasts of record-breaking viewership records</p> <p>2.WWE is the king of the ring on digital platforms with strong media segment.</p> <p>3.Multi-year expansion of successful programming partnership with A&amp;E network for commissioning of more than 130 new hours of premium content.</p> <p>4.WWE partnered up with Fanatics to amplify sports and entertainment experience for its growing global fanbase.</p> <p>5.Continuous efforts to capture significant international market position throughout the year via live events and relaunches.</p>	<p>1.Vince McMahon's hush money scandal led to rise in operating expenses in 2022.</p>
Opportunities	Threats

1.UFC and WWE merger to create a giant sports entertainment company 2.WWE announced strategic partnership with MBS GROUP which is a great opportunity to expand viewership in MENA. 3.Global livestreaming market is projected to grow at CAGR of ~20% and live content is the core business competency of WWE. 4.WWE can monetize its content by regionalizing and localizing it outside of the U.S.	1.Failure to attract, retain and expand customer base in a tight media marketplace could derange WWE's market position and revenues
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### PESTLE Analysis :

The PESTLE Analysis for World Wrestling Entertainment Inc. (WWE) is given below:

Political	Economical
1.The Russia- Ukraine war led to WWE shutting its local network in Russia.	1.Hybrid pricing schemes to be followed by OTT platforms for price sensitive customers and to capture marketspace.
Social	Technological
1.Influencer marketing for brand building will go a long way in expanding business footprint for WWE consumer product segment. 2.'Campus Rush' recruitment process to bring in college students which will emerge as next WWE Superstars. 3.WWE stars have been and continue to be involved in ill activities, which in turn possess threat to company's reputation.	1.Social media and smart devices enhancing WWE viewing experience
Legal	Environmental

1.Banning of TikTok in the U.S will impact WWE revenue generated from digital platforms.

2.Complex legal obligations domestically and internationally can severely impact WWE as they carry hefty penalties.

1.Sports industry needs to focus more on ESG activities to achieve a better standing

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