

Record Saturday morning: 9:00am ET

WWE viewership new lows

- Updated: [Showbuzzdaily spreadsheet](#)
- [WOR: Fox wants 3.3 million viewers](#)
- Raw
 - Oct: -14%
 - Nov: -17%
- Smackdown
 - Oct: -8%
 - Nov: -16%

RAW (000s)												
YEAR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2014									3,966	3,747	3,997	3,639
(+/-)%									-15%	-11%	-21%	-5%
2015	4,047	4,017	4,231	3,856	3,711	3,773	3,663	3,786	3,365	3,343	3,169	3,463
(+/-)%	-10%	-10%	-16%	-9%	-12%	-15%	-16%	-16%	-19%	-16%	-7%	-17%
2016	3,624	3,618	3,543	3,523	3,272	3,196	3,075	3,174	2,730	2,821	2,939	2,887
(+/-)%	-12%	-14%	-10%	-4%	-17%	-9%	-1%	+4%	+6%	+0%	-0%	-5%
2017	3,205	3,128	3,197	3,388	2,709	2,904	3,046	3,295	2,898	2,828	2,926	2,747
(+/-)%	+5%	+1%	+3%	+1%	-2%	-7%	-10%	-12%	-8%	-14%	-17%	-18%
2018	3,360	3,156	3,286	3,414	2,648	2,711	2,745	2,901	2,659	2,418	2,438	2,240
SMACKDOWN (000s)												
YEAR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2014									2,632	2,521	2,768	2,386
(+/-)%									-22%	-15%	-25%	-13%
2015	2,691	2,516	2,592	2,561	2,567	2,481	2,320	2,279	2,061	2,149	2,075	2,086
(+/-)%	-2%	-0%	-9%	-9%	-12%	-16%	+10%	+15%	+18%	+8%	+15%	+24%
2016	2,642	2,505	2,353	2,335	2,254	2,093	2,556	2,631	2,436	2,324	2,383	2,591
(+/-)%	-0%	+6%	+14%	+18%	+2%	+15%	-3%	-3%	+7%	+3%	+11%	-1%
2017	2,631	2,653	2,678	2,757	2,300	2,405	2,469	2,565	2,597	2,386	2,638	2,552
(+/-)%	-1%	-3%	+1%	-2%	-1%	-9%	-9%	-11%	-6%	-8%	-16%	-23%
2018	2,603	2,565	2,706	2,691	2,283	2,193	2,246	2,293	2,436	2,194	2,204	1,963

***Dec 2018 is incomplete**

[Eric Bischoff TED talk](#)

- Uncomfortable “not funny” Naperville rant
 - “I’m glad this part is over!” silence
 - ‘The person who took me out of here would’ve gotten a standing ovation’
 - Good heat-bad heat
 - ‘Professional wrestling and news are the two most enduring forms of content. They’re more similar than you think!’
 - It doesn’t matter if they love or hate a wrestler, as long as they feel passionately! Business will be good.
 - *Traditional/antiquated, harmful idea reliant on mystery*
 - *Jim Neidhart*
 - How did wrestling get so big?? They didn’t make you think, they make you feel!
 - News media doesn’t want you to think, they want you feel! As long as business is good.
 - It didn’t use to be that way
 - It’s called cheap heat
 - It’s a lot cheaper to hire talking heads to talk about the news than it is to have people report about it
 - Trump is in the WWE HOF! Linda is in the cabinet!
 - Next time you’re angry watching the news: that’s exactly the way they want you to feel! They don’t want you to think! They want you to feel!
 - When I sit down to read the news, I remind myself of that! As soon as they start making me feel, I stop thinking
 - Lincoln was a wrestler!
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[Sikon paper](#)

Audio insert: [Vince McMahon OTR interview](#) from 1998

For a future episode

The most significant events of the OTT era:

- 2014
 - Feb 24: WWE Network launches
 - Nov 6: Smackdown (on Syfy) moves to Thursday nights
 - Dec 1: NJPWWorld launches
 - Dec 24: Final episode of Impact on Spike TV
- 2015
 - Jan 7: Impact debuts on Destination America
 - Jun 3: ROH has 26-week run on Destination America
 - Jul 15: Charlotte, Sasha Banks and Becky Lynch called up to main roster, marking “revolution”
 - Aug 22: NXT Takeover sells out Barclays Center in Brooklyn
 - Dec 16: Final episode of Impact on Destination America
- 2016
 - Jan 5: Impact debuts on Pop TV
 - Jan 7: WWE Smackdown moves from Syfy to USA Network
 - Jul 11: WWE splits rosters, Smackdown goes live on Tuesday nights
 - [Oct 24](#): FloSlam launches
 - John Cena moves to lighter wrestling schedule
- 2017
 - [May 22](#): Barrios reveals WWE partnership with Progress and ICW
 - Jul 1 & 2: NJPW G1 in USA
 - [Nov 29](#): FloSlam discontinued
- 2018
 - Jan 25: XFL relaunch announcement
 - Feb 19: ROH Honor Club launches
 - Mar: WWE signs deal with Saudi government
 - May 13: New NJPW president Harold Meij
 - May: WWE signs new TV deals with NBCU and Fox at 3.6x AAV
 - Sep 1: All In takes place

Does WWE believe in Time Table?