

WORLD WRESTLING ENTERTAINMENTINC

Form 8-K

June 20, 2007

**SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

**FORM 8-K
CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): June 19, 2007

World Wrestling Entertainment, Inc.

(Exact name of registrant as specified in its charter)

Delaware

000-27639

04-2693383

(State or other jurisdiction
of incorporation)

(Commission
File Number)

(IRS Employer
Identification No.)

1241 East Main Street, Stamford, CT

06902

(Address of principal executive offices)

(Zip code)

Registrant's telephone number, including area code: (203) 352-8600

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2.):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 2.06 Material Impairments.

On June 19, 2007, management of World Wrestling Entertainment, Inc. (the Company) concluded and reported to the Board of Directors that it had determined, based on our analysis of the revised performance estimate of its third film, *The Condemned*, that an impairment charge in the amount of \$15.7 million should be taken against the capitalized costs of this film. The Company does not believe this impairment charge will result in any future cash expenditures. A copy of a press release made today by the Company relating to this impairment is attached hereto as Exhibit 99.1.

Item 9.01. Financial Statements and Exhibits

(a) Exhibits

99.1 Press Release, dated June 19, 2007.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

WORLD WRESTLING ENTERTAINMENT, INC.

By: /s/ Frank G. Serpe

Frank G. Serpe
Chief Financial Officer

Dated: June 19, 2007