

# **Battleground** **Draws** **Approximately 125,000 Buys**

According to Meltzer. This would mean the show is the lowest bought PPV in modern history save for December to Dismember. Night of Champions and Summerslam were down as well. HIAC was up very slightly.

In other words, three of the four shows headlined by Bryan were down in buys and the only one up saw Cena returning. That's why Daniel Bryan is feuding with the Wyatts instead of the Authority and John Cena is headlining another pay per view.

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## **Thought Of The Day – PPV Buys**

This is another thing that crops up a lot that people don't seem to get the common sense aspect of. People want less PPVs and to go to eight PPVs a year or something like that. People like these make me laugh. Here's why.

The lowest amount of PPV buys in modern WWE history is December to Dismember with 90,000. At \$40 a buy, that's \$360,000. Let's go WAY low and say WWE gets 25% of that. That's \$90,000 for three hours. That's not including ticket sales, merchandise sales for that night, any cut WWE might get of concessions and/or parking from the arena. Keeping in mind

that's by far the lowest amount of buys in WWE history, here's my question.

Why in the world would WWE want to cut out HUGE paydays like that? What are they going to do to replace that money? PPV is the biggest money maker they've got, especially when you throw in any sponsorships they get to bring in even more money. How often do you hear of someone wanting to sponsor a Sunday night house show? Now how many times do you hear of someone sponsoring say Summerslam?

Getting rid of PPVs might help the product somewhat, but there is simply no way that cutting out multiple PPVs is going to make the company more money, period.