

WORLD WRESTLING ENTERTAINMENT INC  
Form SC 13G/A  
June 10, 2003

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

-----

SCHEDULE 13G

UNDER THE SECURITIES EXCHANGE ACT OF 1934

(Amendment No. 4) \*

World Wrestling Entertainment, Inc.  
(Name of Issuer)

Class A Common Stock, \$0.01 Par Value Per Share  
(Title of Class of Securities)

98156Q108  
(CUSIP Number)

June 10, 2003  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

/ / Rule 13d-1(b)  
/X/ Rule 13d-1(c)  
/ /Rule 13d-1(d)

-----

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

Edgar Filing: WORLD WRESTLING ENTERTAINMENT INC - Form SC 13G/A

Page 1 of 9 Pages

CUSIP NO. 98156Q108

Page 2 of 9 Pages

- (1) Name of Reporting Person  
I.R.S. Identification No. of Above Person (entities only)  
Viacom Inc.  
-----  
I.R.S. Identification No. 04-2949533  
-----
- (2) Check the Appropriate Box if a Member of Group (See Instructions)  
/ / (a)  
/ / (b)  
-----
- (3) SEC Use Only  
-----
- (4) Citizenship or Place of Organization                      Delaware  
-----
- |              |     |                          |   |
|--------------|-----|--------------------------|---|
| Number of    | (5) | Sole Voting Power        | 0 |
| Shares       |     | -----                    |   |
| Beneficially | (6) | Shared Voting Power      | 0 |
| Owned by     |     | -----                    |   |
| Each         | (7) | Sole Dispositive Power   | 0 |
| Reporting    |     | -----                    |   |
| Person With  | (8) | Shared Dispositive Power | 0 |
|              |     | -----                    |   |
- (9) Aggregate Amount Beneficially Owned by Each Reporting Person  
0  
-----
- (10) Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)  
-----
- (11) Percent of Class Represented by Amount in Row (9)  
0%  
-----
- (12) Type of Reporting Person (See Instructions)                      CO  
-----

CUSIP NO. 98156Q108

Page 3 of 9 Pages

- (1) Name of Reporting Person  
I.R.S. Identification No. of Above Person (entities only)  
NAIRI, Inc.  
-----  
I.R.S. Identification No. 04-3446887  
-----
- (2) Check the Appropriate Box if a Member of Group (See Instructions)  
/ / (a)  
/ / (b)  
-----

Edgar Filing: WORLD WRESTLING ENTERTAINMENT INC - Form SC 13G/A

(3) SEC Use Only  
-----

(4) Citizenship or Place of Organization Delaware  
-----

Number of Shares	(5)	Sole Voting Power	0
Beneficially Owned by Each Reporting Person With	(6)	Shared Voting Power	0
	(7)	Sole Dispositive Power	0
	(8)	Shared Dispositive Power	0

-----

(9) Aggregate Amount Beneficially Owned by Each Reporting Person  
0  
-----

(10) Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)  
-----

(11) Percent of Class Represented by Amount in Row (9)  
0%  
-----

(12) Type of Reporting Person (See Instructions) CO  
-----

CUSIP NO. 98156Q108

Page 4 of 9 Pages

(1) Name of Reporting Person  
I.R.S. Identification No. of Above Person (entities only)  
National Amusements, Inc.  
-----  
I.R.S. Identification No. 04-2261332  
-----

(2) Check the Appropriate Box if a Member of Group (See Instructions)  
/ / (a)  
/ / (b)  
-----

(3) SEC Use Only  
-----

(4) Citizenship or Place of Organization Maryland  
-----

Number of Shares	(5)	Sole Voting Power	0
Beneficially Owned by Each Reporting Person With	(6)	Shared Voting Power	0
	(7)	Sole Dispositive Power	0
	(8)	Shared Dispositive Power	0

-----

(9) Aggregate Amount Beneficially Owned by Each Reporting Person  
0  
-----

(10) Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)  
-----

(11) Percent of Class Represented by Amount in Row (9)  
0%  
-----

Edgar Filing: WORLD WRESTLING ENTERTAINMENT INC - Form SC 13G/A

(12) Type of Reporting Person (See Instructions) CO  
-----

CUSIP NO. 98156Q108

Page 5 of 9 Pages

(1) Name of Reporting Person  
I.R.S. Identification No. of Above Person (entities only)  
SUMNER M. REDSTONE  
-----

(2) Check the Appropriate Box if a Member of Group (See Instructions)  
/ / (a)  
/ / (b)  
-----

(3) SEC Use Only  
-----

(4) Citizenship or Place of Organization United States  
-----

Number of Shares Beneficially Owned by Each Reporting Person With	(5) Sole Voting Power	0
	(6) Shared Voting Power	0
	(7) Sole Dispositive Power	0
	(8) Shared Dispositive Power	0

-----

(9) Aggregate Amount Beneficially Owned by Each Reporting Person  
0  
-----

(10) Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)  
-----

(11) Percent of Class Represented by Amount in Row (9)  
0%  
-----

(12) Type of Reporting Person (See Instructions) IN  
-----

Page 6 of 9 Pages

Item 1(a). Name of Issuer:  
-----  
World Wrestling Entertainment, Inc. (the "Issuer").

Item 1(b). Address of Issuer's Principal Executive Offices:  
-----  
1241 East Main Street

Edgar Filing: WORLD WRESTLING ENTERTAINMENT INC - Form SC 13G/A

Stamford, CT 06902.

Item 2(a). Name of Person Filing:

-----  
This Statement is filed on behalf of Viacom Inc., ("VI"), NAIRI, Inc., ("NAIRI"), National Amusements, Inc. ("NAI"), and Mr. Sumner M. Redstone (collectively, the "Reporting Persons").

Approximately 69% of VI's voting stock is owned by NAIRI, which in turn is owned 100% by NAI; Mr. Sumner M. Redstone is the controlling shareholder, Chairman and Chief Executive Officer of NAI, Chairman and President of NAIRI, and Chairman and Chief Executive Officer of VI.

Item 2(b). Address of Principal Business Office or, if None, Residence:

-----  
VI's address is 1515 Broadway, New York, New York 10036  
NAIRI's address is 200 Elm Street, Dedham, MA 02026  
NAI's address is 200 Elm Street, Dedham, MA 02026  
Mr. Redstone's address is 200 Elm Street, Dedham, MA 02026.

Item 2(c). Citizenship:

-----  
VI is a Delaware corporation.  
NAIRI is a Delaware corporation.  
NAI is a Maryland corporation.  
Mr. Redstone is a citizen of the United States.

Item 2(d). Title of Class of Securities:

-----  
Class A Common Stock, \$0.01 Par Value Per Share (the "Class A Common Stock").

Item 2(e). CUSIP Number:

-----  
98156Q108

Item 3. If This Statement is Filed Pursuant to Rule 13d-1(b), or 13d-2(b) or (c), Check Whether the Person Filing is a:

-----  
Not applicable.

Page 7 of 9 Pages

Item 4. Ownership.

-----  
As of June 10, 2003, each of VI, NAIRI, NAI and Mr. Sumner M. Redstone beneficially owned no securities of the Issuer.

Item 5. Ownership of Five Percent or Less of a Class.

Edgar Filing: WORLD WRESTLING ENTERTAINMENT INC - Form SC 13G/A

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than 5 percent of the class of securities, check the following [x].

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

-----  
See Items 2(a) and 4 hereof.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company or Control Person.

-----  
Not Applicable

Item 8. Identification and Classification of Members of the Group.

-----  
Not Applicable

Item 9. Notice of Dissolution of Group.

-----  
Not Applicable

Page 8 of 9 Pages

Item 10 Certifications.

-----  
By signing below we certify that, to the best of our knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

After reasonable inquiry and to the best of our knowledge and belief, we certify that the information set forth in this statement is true, complete and correct. Pursuant to Rule 13d-1(k)(1), we agree that this statement is filed on behalf of each of us.

Date: June 10, 2003

VIACOM INC.

By: /s/ Michael D. Fricklas  
-----

Edgar Filing: WORLD WRESTLING ENTERTAINMENT INC - Form SC 13G/A

Michael D. Fricklas  
Executive Vice President,  
General Counsel and Secretary

NAIRI, INC.

By: /s/ Sumner M. Redstone

-----  
Sumner M. Redstone  
Chairman and President

NATIONAL AMUSEMENTS, INC.

By: /s/ Sumner M. Redstone

-----  
Sumner M. Redstone  
Chairman and  
Chief Executive Officer

By: /s/ Sumner M. Redstone

-----  
Sumner M. Redstone,  
Individually

Exhibit to Amendment No. 3  
to Schedule 13G

Page 9 of 9 Pages

JOINT FILING AGREEMENT

The undersigned hereby agree that the Statement on Schedule 13G, dated July 28, 2000 (the "Schedule 13G"), with respect to the Class A Common Stock, par value \$0.01 per share, of World Wrestling Federation Entertainment, Inc. is, and any amendments executed by us shall be, filed on behalf of each of us pursuant to and in accordance with the provisions of Rule 13d-1(k) under the Securities Exchange Act of 1934, as amended, and that this Agreement shall be included as an exhibit to the Schedule 13G and each such amendment. Each of the undersigned agrees to be responsible for the timely filing of the Schedule 13G and any amendments thereto, and for the completeness and accuracy of the information concerning itself contained therein. This agreement may be executed in any number of counterparts, all of which taken together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the undersigned have executed this Agreement as of the 12th day of February, 2001.

VIACOM INC.

Edgar Filing: WORLD WRESTLING ENTERTAINMENT INC - Form SC 13G/A

By: /s/ Michael D. Fricklas

-----  
Michael D. Fricklas  
Executive Vice President  
General Counsel and Secretary

NAIRI, INC.

By: /s/ Sumner M. Redstone

-----  
Sumner M. Redstone  
Chairman and President

NATIONAL AMUSEMENTS, INC.

By: /s/ Sumner M. Redstone

-----  
Sumner M. Redstone  
Chairman and  
Chief Executive Officer

By: /s/ Sumner M. Redstone

-----  
Sumner M. Redstone  
Individually