

WORLD WRESTLING ENTERTAINMENT INC  
Form SC 13G/A  
October 10, 2006

SCHEDULE 13G

(Rule 13d-102)

Information to be Included in Statements Filed Pursuant to Rule 13d-1(b), (c)  
and (d) and Amendments Thereto Filed Pursuant to Rule 13d-2.

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

Under the Securities Exchange Act of 1934

-----  
(Amendment No. 5 )\*

World Wrestling Entertainment, Inc.

-----  
(Name of Issuer)

Class A Common Stock

-----  
(Title of Class of Securities)

98156Q108

-----  
(CUSIP Number)

September 30, 2006

-----  
(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)

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.

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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).

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1 NAME OF REPORTING PERSON /  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Artisan Partners Limited Partnership

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (see Instructions)

(a)

(b)

Not Applicable

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

5 SOLE VOTING POWER

None

NUMBER OF  
SHARES

BENEFICIALLY  
OWNED BY

EACH

REPORTING

PERSON

WITH

6 SHARED VOTING POWER

1,140,500

7 SOLE DISPOSITIVE POWER

None

8 SHARED DISPOSITIVE POWER

1,140,500

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,140,500

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES  
(see Instructions)

Not Applicable

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

4.9%

12 TYPE OF REPORTING PERSON (see Instructions)

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IA

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1 NAME OF REPORTING PERSON  
S.S. or I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Artisan Investment Corporation

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (see Instructions) (a)   
(b)

Not Applicable

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Wisconsin

5 SOLE VOTING POWER

None

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY  
EACH  
REPORTING  
PERSON  
WITH

6 SHARED VOTING POWER

1,140,500

7 SOLE DISPOSITIVE POWER

None

8 SHARED DISPOSITIVE POWER

1,140,500

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,140,500

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES  
(see Instructions)

Not Applicable

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

4.9%

12 TYPE OF REPORTING PERSON (see Instructions)

CO

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1 NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Andrew A. Ziegler

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (see Instructions)

(a)

(b)

Not Applicable

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

U.S.A.

5 SOLE VOTING POWER

None

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY

6 SHARED VOTING POWER

1,140,500

EACH  
REPORTING  
PERSON  
WITH

7 SOLE DISPOSITIVE POWER

None

8 SHARED DISPOSITIVE POWER

1,140,500

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,140,500

10 CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (see Instructions)

Not Applicable

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

4.9%

12 TYPE OF REPORTING PERSON (see Instructions)

IN

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-----  
1 NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Carlene Murphy Ziegler

-----  
2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (see Instructions)

(a)

(b)

Not Applicable

-----  
3 SEC USE ONLY

-----  
4 CITIZENSHIP OR PLACE OF ORGANIZATION

U.S.A.

-----  
5 SOLE VOTING POWER

None

-----  
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

6 SHARED VOTING POWER

1,140,500

-----  
7 SOLE DISPOSITIVE POWER

None

-----  
8 SHARED DISPOSITIVE POWER

1,140,500

-----  
9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,140,500

-----  
10 CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (see Instructions)

Not Applicable

-----  
11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

4.9%

-----  
12 TYPE OF REPORTING PERSON (see Instructions)

IN

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- Item 1(a) Name of Issuer:  
World Wrestling Entertainment, Inc.
- Item 1(b) Address of Issuer's Principal Executive Offices:  
1241 East Main Street  
Stamford, CT 06902
- Item 2(a) Name of Person Filing:  
Artisan Partners Limited Partnership ("Artisan Partners")  
Artisan Investment Corporation, the general partner of Artisan  
Partners ("Artisan Corp.")  
Andrew A. Ziegler  
Carlene Murphy Ziegler
- Item 2(b) Address of Principal Business Office:  
Artisan Partners, Artisan Corp., Mr. Ziegler and Ms. Ziegler  
are all located at:  
875 East Wisconsin Avenue, Suite 800 Milwaukee, WI 53202
- Item 2(c) Citizenship:  
Artisan Partners is a Delaware limited partnership  
Artisan Corp. is a Wisconsin corporation  
Mr. Ziegler and Ms. Ziegler are U.S. citizens
- Item 2(d) Title of Class of Securities:  
Class A Common Stock
- Item 2(e) CUSIP Number:  
98156Q108
- Item 3 Type of Person:  
(e) Artisan Partners is an investment adviser registered under  
section 203 of the Investment Advisers Act of 1940; Artisan  
Corp. is the General Partner of Artisan Partners; Mr. Ziegler  
and Ms. Ziegler are the principal stockholders of Artisan Corp.
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- Item 4 Ownership (at September 30, 2006):
- (a) Amount owned "beneficially" within the meaning of  
rule 13d-3:  
1,140,500
- (b) Percent of class:  
4.9% (based on 23,099,783 shares outstanding as of  
August 25, 2006)

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(c) Number of shares as to which such person has:

- (i) sole power to vote or to direct the vote: None
- (ii) shared power to vote or to direct the vote:  
1,140,500
- (iii) sole power to dispose or to direct the  
disposition of: None
- (iv) shared power to dispose or to direct disposition  
of: 1,140,500

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

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 five percent of the class of securities, check the following [X].

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

Not Applicable

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

Item 10 Certification:

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and 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.

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Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: October 10, 2006

ARTISAN INVESTMENT CORPORATION  
for itself and as general partner of  
ARTISAN PARTNERS LIMITED PARTNERSHIP

By: Lawrence A. Totsky\*

-----  
ANDREW A. ZIEGLER

Andrew A. Ziegler\*  
-----

CARLENE MURPHY ZIEGLER

Carlene Murphy Ziegler\*  
-----

\*By: /s/ Lawrence A. Totsky  
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Lawrence A. Totsky  
Chief Financial Officer of Artisan  
Investment Corporation  
Attorney-in-Fact for Andrew A.  
Ziegler  
Attorney-in-Fact for Carlene  
Murphy Ziegler

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Exhibit Index

Exhibit 1 Joint Filing Agreement dated as of October 10, 2006 by and among  
Artisan Partners Limited Partnership, Artisan Investment  
Corporation, Andrew A. Ziegler, and Carlene Murphy Ziegler

Exhibit 2 Power of Attorney of Andrew A. Ziegler dated as of April 2, 2002

Exhibit 3 Power of Attorney of Carlene M. Ziegler dated as of April 2, 2002

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EXHIBIT 1

JOINT FILING AGREEMENT

The undersigned hereby agree to the joint filing of the Schedule 13G to  
which this Agreement is attached.

Dated: October 10, 2006

ARTISAN INVESTMENT CORPORATION  
for itself and as general partner of  
ARTISAN PARTNERS LIMITED PARTNERSHIP

By: Lawrence A. Totsky\*  
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ANDREW A. ZIEGLER

Andrew A. Ziegler\*  
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