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Donald Trump's commercial-free Raw does big rating

Whether it can be attributed to the publicity WWE received from the Donald Trump story line, the commercial-free format, the advertised main event of a Last Man Standing Match for the WWE title between Randy Orton and Triple H, or some combination of the three, one thing is for sure: Monday's episode of Raw was a huge ratings success.

Raw drew a 4.5 rating (4.3 first hour; 4.8 second hour), a significant increase from last week's 3.7. The show's 6,813,000 viewers made it the most-watched episode of Raw since March 25, 2002, according to wwe.com.

You have to hand it to Trump. WrestleMania 23, which was built around his hair versus hair match against Vince McMahon, did a company-record 1.2 million pay-per-view buys in 2007, and now he is the central figure on the highest-rated Raw in more than seven years.

Based on the rating, I wonder if the Trump story line, which appeared to end on Monday after just one week, might continue at some point. A story on wwe.com about Trump's appearance on Raw said "this may not be the end of the feud between these two world class promoters."

Posted by [Kevin Eck](#) at 7:39 PM | [Permalink](#) | [Comments \(10\)](#)



About Kevin Eck

The Baltimore Sun's Kevin Eck blogs about professional wrestling. Listen to Eck Wednesdays at 3 p.m. on WNST 1570 AM.
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