

Roman Reigns main events Raw

Credit: WWE.com

WWE Raw [garnered an average viewership](#) of 1,793,000, up 7% from last week's 1,670,000 for Big E's Money in the Bank cash-in and WWE Championship victory. Raw drew 642,000 in the 18-49 demo, [up 15% from last week.](#)

Raw heavily featured WWE's top star Roman Reigns. SmackDown's WWE Universal champion book-ended Raw with pinfall victories in the opening match and the main event. Reigns on Raw could become a trend moving forward as [WrestleVotes](#) reported that today's number would go a long way in deciding whether or not WWE will showcase top stars on both brands.

Raw opened with a six-man tag team match between The New Day and The Bloodline (Roman Reigns and The Usos). Following outside interference from Bobby Lashley, Raw surprisingly announced a pay-per-view quality Triple Threat main event between Reigns, Lashley and Big E which ended when Reigns pinned Lashley.

## WWE Raw Ratings | September 20, 2021

- WWE Raw Total Viewership—1,793,000 Viewers
- WWE Raw Viewership in 18-49 Demo—642,000 (.49 Rating)

Reigns' presence throughout the show was an obvious response to not only WWE facing tough competition from Monday Night Football, but also AEW Grand Slam on Wednesday. With over 18,000 tickets sold, Grand Slam will be AEW Dynamite's biggest show to date, and is setting up to defeat Raw in the 18-49 demo for a third consecutive week. For that to happen, however, Dynamite would have to at least achieve its second-biggest 18-49 rating of 2021 to eclipse Raw's 0.49 number. AEW's biggest 18-49 number came during September 8's AEW Dynamite All Out fallout show.

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WWE's recent hotshot formula has made for more exciting Raws over the past two weeks, but the lack of a long term plan is destined to come back and bite the promotion if it continues to book in reaction to weekly losses in a single demo. In addition to its handful of high-profile free agent signings, AEW has been able to succeed as a promotion through more meticulous storytelling. AEW currently [outperforming WWE in ticket sales](#) within the New York market is also a testament to AEW's ability to spark interest among a mostly hardcore fanbase as WWE comes out of the Summer of Cena.

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