

An open letter from **Daniel Alegre**,
CEO, TelevisaUnivision

DO THE RIGHT THING GOOGLE

Don't Discriminate Against Hispanics

On September 30, Google plans to drop Univision from its main bundle on YouTube TV, forcing millions of Hispanics to pay an 18% "Hispanic tax" for the trusted Spanish-language news, sports, and entertainment they rely on.

Google is clearly abusing its market power. YouTube TV would be the only major distributor to exclude Univision from its main bundle, making our programming less available to its Hispanic customers and charging them more to access Univision in the moments that matter most. Univision is where they turn to when they prepare for storms, learn about emergencies, and take part in our democracy. Univision is the trusted voice for Hispanic Americans.

Google's threat to drop Univision is especially worrisome as our viewers prepare to participate this year in redistricting battles in Texas and California, high-stakes gubernatorial races in New Jersey and Virginia, and next year in highly consequential midterm elections in battleground states, such as Florida and Georgia.

Last year, President Trump understood the power of the Hispanic vote, engaging directly with Univision's audience, and their vote proved decisive in the presidential election. Google and YouTube TV's discriminatory actions threaten to silence Hispanics and relegate them to second-class citizens.

Pay more or lose access to Univision? Hispanics shouldn't have to choose.

We call on Google to do the right thing.

