



February 3, 2016

The Honorable Thomas Wheeler
Chairman, Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Dear Chairman Wheeler,

Hola! TV writes to express its concern regarding the Commission's consideration of regulations that would interfere with our ability to continue financing, producing, and distributing diverse quality Latino programming to our viewers.

As you may know, Hola! TV expanded into the United States market in 2014, based upon a growing need for a trusted, respected source for news and exclusives for both the Latin American and U.S. audiences. Since then, through careful research, market testing and significant financial commitments for original programming, Hola! TV has built a unique reputation for quality and culturally sensitive content.

Americans' demands for entertainment are rapidly changing, and this is especially true for the Latino community. Market and financial certainty is essential to effectively address this community's needs and ensure the widespread distribution of independent diverse programming to the Latino community.

The current proposal being considered by the FCC would directly interfere with and jeopardize our ability to continue supporting the creative programming that our audiences increasingly demand. In addition, it seriously harms our ability to maintain and strengthen the relationship with our audience that we have worked so hard to cultivate and maintain. As we understand it, the FCC's proposal to unlock set-top boxes, would have unintended consequences. The proposal would allow some large Internet companies to unilaterally take our content without our approval, or compensation, disassociate it from existing negotiated channel placements, and enable those entities to sell intrusive advertising absent a mechanism to share any revenue with programmers, such as Hola! TV. Where and how our channel appears on pay TV providers systems is critical to our success. Technology companies and advocates supporting your proposal have stated that they are not a party to those contracts, therefore, they do not have to honor them. Respectfully, Chairman Wheeler, if they are right and your promises to protect the validity of our contracts are wrong, then our entire business may be threatened.

We view this set-top box mandate as one-sided regulatory interference resulting in harm to consumers and ultimately diminish minority voices in the marketplace. Hola! TV has gone to great lengths to ensure that our advertising reflects the quality of our brand. We carefully weigh advertising decisions to ensure that they are consistent with our diverse audience. Importantly, advertising provides the necessary lifeblood to produce and promote quality diverse minority programming, which would all be at risk if the Commission mandates this "one-size-fits-all" set-top box approach.

Moreover, this would essentially ignore the vibrant competition that continues to develop in today's Internet TV app ecosystem, and instead favors an approach that would impose additional costs on viewers, while stripping consumers of a host of vital protections and benefits that exist in today's multi-platform, multiple technology ecosystem.

Any proposal considered by the Commission must ensure the future of independent minority programmers and provide a safer and more diverse entertainment experience that better addresses the needs of the nation's growing Latino community.

Sincerely,



Ignacio Sanz de Acedo
CEO & General Manager
¡HOLA! TV