



## *La Peña Madridista de Atlanta*

Septiembre 19 de 2018.

Estimada Rebeca,

Cordial saludo y espero te encuentres bien.

La presente es para informarte que la junta directiva ha votado NO a firmar la carta de "Aficiones Unidas" aludiendo varias razones. Las conclusiones a la que llegamos en la reunión fueron las siguientes:

Primero, que en este momento la prioridad para La Liga debe ser el poder solucionar el inconveniente que tiene BeIn Sports con los dos proveedores de cable más importantes de los Estados Unidos: Comcast y Direct TV y no poner todo su empeño en un solo partido en territorio norteamericano. Este problema no solo afecta a seguidores de La Liga sino a todas las peñas y fans clubs incluyéndonos a nosotros.

Segundo, creemos firmemente que si la intención es internacionalizar y dar a conocer más La Liga en los Estados Unidos, hay otras maneras más efectivas de hacerlo como por ejemplo pasar un partido en tv abierta como lo hace la Liga Premier Inglesa que pasa el "partido de la jornada" en NBC y no obligar a las personas a tener un paquete de deportes de su proveedor de cable solo para ver la Liga.

Muchas gracias por llamarnos y tomarte el tiempo de explicarnos sobre la iniciativa.

**Majin A. Herrer Sierra**  
*Presidente*  
*Peña Madridista Atlanta*

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Rebeca Díaz González  
LaLiga Global Network U.S.

Re: Proposed League Game in the United States

Dear Rebeca:

Thank you for contacting us to seek our support regarding La Liga's planned annual league game to be held in the United States beginning this season. After careful review and discussion of the letter in support, our Peña's board has decided not to sign onto this document.

As we have previously mentioned, our Peña is currently affected by the contract matters that involve beIN Sports and several of the country's biggest cable and satellite providers. Although we were aware of issues building between the channel and television providers, we were directly affected when DirecTV, the provider at our headquarters, dropped the channel. Due to this ongoing situation, our Peña has had to improvise with streaming solutions to be able to meet as a group to watch our Real Madrid play. These solutions are not the ideal way to view and promote Real Madrid and La Liga, but are necessary given the ongoing situation. It has also caused concern amongst our members and anxiety for our board in the event that a permanent solution is not reached before the bigger games arrive. This situation has affected our chapter directly and will continue to impact our growth if not immediately addressed.

Our board believes that this television situation should take priority when thinking about the growth of the league in the United States, as it is the number one issue directly affecting La Liga fans. In looking at other football leagues, we see their television availability in some cases surpassing what La Liga currently offers. For example, fans can watch the English Premier League or the Bundesliga weekly on local network television. We appreciate that La Liga has various streaming options available, but without a linear television solution, those options will not necessarily help to grow the league's exposure to non-casual fans. The same goes for having one game stateside between teams that fans may not be able to follow regularly on television.

We are all for the growth of the league in the United States market and would support tools that seek to achieve this. However, we consider that the league should direct its efforts into finding a lasting solution to the television situation, the issue that is the bigger threat to La Liga's growth in the United States.

Respectfully,

Rafael Hernández Toro  
President, Peña Madridista DC La Casa Blanca