**Exec Says Hispanic TV Audiences Undercounted**

Hispanic television audiences in the US are actually 29% larger than current TV ratings indicate, says TelevisaUnivision executive Donna Speciale. Speciale advises brands and audiences to embrace Nielsen's "panel plus big data" format for a more accurate representation of Hispanic viewers and their behaviors.

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[*https://www.thewrap.com/nielsen-ratings-televisaunivision-hispanic/*](https://www.thewrap.com/nielsen-ratings-televisaunivision-hispanic/)

*Image credit:*

[*https://thumbs.dreamstime.com/b/hispanic-family-sofa-watching-tv-together-sitting-36616957.jpg*](https://thumbs.dreamstime.com/b/hispanic-family-sofa-watching-tv-together-sitting-36616957.jpg)