

United States Senate

WASHINGTON, DC 20510-0609

Mr. Robert Bakish
President and CEO
Paramount Global

Mr. George Cheeks
President and CEO
CBS Entertainment Group

February 8, 2024

Dear Mr. Bakish and Mr. Cheeks,

We are writing to request that you pull ad units for the upcoming Super Bowl purchased by Temu – a Chinese Communist Party (CCP) backed online marketplace – who is flooding the United States with cheap goods produced by forced labor in People’s Republic of China. CBS and Paramount should not be in the business of promoting CCP linked companies who consistently violate U.S. laws, including the Uyghur Forced Labor Protection Act (UFLPA).

In addition to Temu’s poor track record, the company’s China based parent, Pinduoduo (PDD), was named to the U.S. Trade Representative’s Notorious Markets List this week for a sixth consecutive year. PDD is well known for intellectual property theft, copyright piracy and selling counterfeit goods.

In June of last year, the U.S. House of Representatives Select Committee on the Chinese Communist Party Congress uncovered alarming findings that indicate Temu has a pattern of noncompliance towards illicit products made with forced labor entering the United States market. According to the Select Committee, Temu conducts no audits and reports no compliance system to affirmatively examine and ensure compliance with the UFLPA. The only measure Temu reported that it takes to ensure that it is not shipping goods to Americans that are produced with forced labor in violation of U.S. law was that its suppliers agree to boilerplate terms and conditions that prohibit the use of forced labor. Temu also admitted that it “does not expressly prohibit third-party sellers from selling products based on their origin in the Xinjiang Autonomous Region.”

Again, we strongly encourage you to pull Chinese propaganda from your ad lineup this year. Thank you for your consideration.

Sincerely,



Roger Marshall, M.D.
United States Senator



Mike Braun
United States Senator