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The Mexican domestic civil aviation market, which transports over 30 million passengers per year, is the second largest in Latin America after Brazil. LCCs have become a global phenomenon and have revolutionized the airline industry in recent years. Mexico presents an attractive opportunity for Vuela because it is a large market with good growth potential.

Televisa expects Vuela to become a large customer given the importance of advertising for the establishment of its brand and marketing strategies. Televisa also contemplates providing the in-flight entertainment for this airline.

Grupo Televisa, S.A., is the largest media company in the Spanish-speaking world and a major participant in the international entertainment business. It has interests in television production and broadcasting, production of pay television networks, international distribution of television programming, direct-to-home satellite services, publishing and publishing distribution, cable television, radio production and broadcasting, professional sports and live entertainment, feature film production and distribution, and the operation of a horizontal internet portal. Grupo Televisa also owns an unconsolidated equity stake in Univision, the leading Spanish-language media company in the United States.

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CONTACTS:

INVESTOR RELATIONS:

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

GRUPO TELEVISIA, S.A.

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(Registrant)

Dated: July 25, 2005

By /s/ Jorge Lutteroth Echegoyen

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Name: Jorge Lutteroth Echegoyen  
Title: Controller, Vice-President