

INNOVA SIGNED AGREEMENT WITH INTELSAT TO LEASE 24 TRANSPONDERS ON THE IS-21 SATELLITE

Mexico City, March 30, 2010 – Grupo Televisa, S.A.B. ("Televisa"; NYSE:TV; BMV:TLEVISA CPO), today announced that Innova, S. de R.L. de C.V. ("Innova" or "Sky") through one of its subsidiaries, has reached an agreement with Intelsat Global Sales & Marketing Ltd. ("Intelsat"), a subsidiary of Intelsat S.A., to lease 24 transponders on Intelsat's IS-21 satellite which will be mainly used for signal reception and retransmission services over the satellite's estimated 15-year service life.

IS-21 intends to replace Intelsat's IS-9 satellite as Sky's primary transmission satellite and is currently expected to start service in the fourth quarter of 2012.

Sky is the leading direct-to-home satellite television provider in Mexico, Central America and the Dominican Republic. It's a joint venture indirectly owned by Televisa, a Mexican corporation, and The DIRECTV Group, Inc, a Delaware corporation ("DIRECTV"). For more information, please visit www.sky.com.mx.

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Grupo Televisa S.A.B. 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, cable television and telecommunication services, magazine publishing and publishing distribution, radio production and broadcasting, professional sports and live entertainment, feature-film production and distribution, the operation of a horizontal internet portal, and gaming. Grupo Televisa also owns an unconsolidated equity stake in La Sexta, a free-to-air television venture in Spain.

This press release contains forward-looking statements regarding Grupo Televisa's results and prospects. Actual results could differ materially from these statements. The forward-looking statements in this press release should be read in conjunction with the factors described in "Item 3. Key Information – Forward-Looking Statements" in Televisa's Annual Report on Form 20-F, which, among others, could cause actual results to differ materially from those contained in forward-looking statements made in this press release and in oral statements made by authorized officers of Televisa. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates. Neither Grupo Televisa S.A.B. nor Innova undertake any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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