



FOR IMMEDIATE RELEASE

**GRUPO TELEVISA ANNOUNCES NEW
ORGANIZATIONAL STRUCTURE FOR THE PUBLISHING,
INTERNET AND SOCCER DIVISIONS**

Mexico City, October 8, 2002-- Grupo Televisa, S.A. (NYSE: TV, BMV: TLEVISA CPO) announced today that Mr. Jose Luis González is leaving Televisa to focus on his own business interests. During his tenure, Mr. Gonzalez made valuable contributions to Televisa, particularly in the Publishing, Internet, and Soccer divisions, where he strengthened internal operating committees, fortified budgeting and control procedures, and launched aggressive marketing plans for the Company's divisions.

Moreover, Mr. Gonzalez was responsible for consolidating the market position of the leading magazine *TV y Novelas*, reducing EsMas.com's negative EBITDA contribution, and establishing the foundation in Televisa's soccer teams to reduce costs and increase income through multiple initiatives.

Going forward, Mr. Eduardo Michelsen, who previously led the Company's International Publishing division, was appointed Managing Director of the Publishing division. Through his efforts, the Publishing division has reorganized the sales force around brands and core clients, while launching new titles and services such as *Maxim* and *Travel+Leisure en Español*. These and other initiatives will help enable the division to reverse the trend in revenues and EBITDA.

Mr. Juan Saldívar, the new head of the Internet division, EsMas.com, will continue to reduce costs while leveraging new online services for existing Televisa print and television trademarks. EsMas.com plans to report for 2003 a negative cash flow of \$5 million. This figure represents approximately a 40% cut from this year's expected negative cash flow and one fifth of what this venture cost Televisa in 2000. Mr. Michelsen and Mr. Saldívar will report to a management committee.

The soccer teams will report directly to Mr. Bernardo Gómez, Deputy to the President of Televisa, who will continue the established cost cutting and revenue enhancing efforts through the debuting of players developed in-house, which will significantly reduce the expense of purchasing/leasing major league players.

Mr. Emilio Azcárraga Jean, Chairman and Chief Executive Officer of Grupo Televisa, said, "Jose Luis made many significant contributions to the Company. We wish him great success in his future endeavors."

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

This press release contains forward-looking statements regarding the Company'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 1. Description of Business - Cautionary Statement" in the Company's Annual Report on Form 20-F, which, among others, could cause actual results to differ materially for those contained in forward-looking statements made in this press release and in oral statements made by authorized officers of the Company. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

#

Grupo Televisa, S.A. Av. Vasco de Quiroga 2000 C.P. 01210 Mexico, D.F

Investor Contacts:

In Mexico:

Alberto Islas

Grupo Televisa, S.A.
Av. Vasco de Quiroga No. 2000
Colonia Santa Fe
01210 Mexico, D.F.
(5255) 5261-2000

In U.S. & Europe:

Adam Miller / Robert Malin

The Abernathy MacGregor Group
501 Madison Avenue
New York, NY 10022
(212) 371-5999