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GRUPO TELEVISIA S A

Form 6-K

July 25, 2005

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN ISSUER PURSUANT TO RULES 13a-16 OR 15d-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934

For the month of July, 2005

GRUPO TELEVISIA, S.A.

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(Translation of registrant's name into English)

Av. Vasco de Quiroga No. 2000, Colonia Santa Fe 01210 Mexico, D.F.  
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(Address of principal executive offices)

(Indicate by check mark whether the registrant files or will file  
annual reports under cover Form 20-F or Form 40-F.)

Form 20-F      X                              Form 40-F  
                            -----                              -----

(Indicate by check mark whether the registrant by furnishing the  
information contained in this Form is also furnishing the information to  
the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act  
of 1934.)

Yes                              No      X  
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If "Yes" is marked indicate below the file number assigned to the  
registrant in connection with Rule 12g3-2(b): 82-\_\_\_\_\_.

[LOGO - Grupo Televisa, S.A.]

PRESS RELEASE  
FOR IMMEDIATE RELEASE

GRUPO TELEVISIA TO PARTICIPATE IN VUELA

Mexico City, July 25, 2005--Grupo Televisa, S.A. ("Televisa"; NYSE:TV;  
BMV:TLEVISA CPO), today announced that it has signed a letter of intent to  
participate in Vuela Compania de Aviacion, S.A. de C.V. ("Vuela"), a new  
low-cost carrier airline ("LCC") that Televisa is forming together with  
three partners. Under the letter of intent, Televisa will own a 25%  
interest in the carrier.

Vuela will benefit from a strong partnership formed by Televisa; SINCA  
Inbursa; Discovery Americas I, a private equity fund managed by Protego and  
Discovery Capital; and Grupo TACA, one of the leading airline operators in  
Latin America. Vuela has already obtained a concession to own, manage, and  
operate an LCC in Mexico and plans to begin operations during the first  
half of 2006.

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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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(5255) 5261-2000

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