

GRUPO TELEVISIA, S.A.B.  
Form 6-K  
May 07, 2010

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 May, 2010

GRUPO TELEVISIA, S.A.B.

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(Translation of registrant's name into English)

Av. Vasco de Quiroga No. 2000, Colonia Santa Fe 01210 Mexico, D.F.  
(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            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     

(If "Yes" is marked indicate below the file number assigned to the registrant in connection with Rule 12g-3-2(b): 82.)

This current report on Form 6-K is hereby incorporated by reference into the registration statement on Form F-4 of Grupo Televisa, S.A.B. (File No. 333-164595) filed on January 29, 2010.



## MEXICAN STOCK EXCHANGE

STOCK EXCHANGE CODE: TLEVISA  
GRUPO TELEVISA, S.A.B.

QUARTER: 04 YEAR: 2009

BALANCE SHEETS  
AS OF DECEMBER 31, 2009 AND 2008  
(Thousands of Mexican Pesos)

AUDITED INFORMATION		CONSOLIDATED			
		Final Printing			
REF	CONCEPTS	CURRENT YEAR		PREVIOUS YEAR	
S		Amount	%	Amount	%
s01	TOTAL ASSETS	126,568,376	100	122,851,805	100
s02	CURRENT ASSETS	68,382,457	54	68,558,937	56
s03	CASH AND AVAILABLE INVESTMENTS	29,941,488	24	33,583,045	27
s04	ACCOUNTS AND NOTES RECEIVABLE (NET)	18,399,183	15	18,199,880	15
s05	OTHER ACCOUNTS AND NOTES RECEIVABLE (NET)	3,659,551	3	2,346,795	2
s06	INVENTORIES	6,038,090	5	4,955,472	4
s07	OTHER CURRENT ASSETS	10,344,145	8	9,473,745	8
s08	LONG-TERM ASSETS	6,361,023	5	3,348,610	3
s09	ACCOUNTS AND NOTES RECEIVABLE (NET)	0	0	0	0
s10	INVESTMENTS IN SHARES OF NON-CONSOLIDATED SUBSIDIARIES, JOINT VENTURES AND ASSOCIATES	2,022,626	2	2,298,977	2
s11	OTHER INVESTMENTS	4,338,397	3	1,049,633	1
s12	PROPERTY, PLANT AND EQUIPMENT (NET)	33,071,464	26	30,798,398	25
s13	LAND AND BUILDINGS	17,126,534	14	17,214,435	14
s14	MACHINERY AND INDUSTRIAL EQUIPMENT	40,628,371	32	36,083,262	29
s15	OTHER EQUIPMENT	5,485,816	4	4,987,266	4
s16	ACCUMULATED DEPRECIATION	32,145,471	25	28,551,534	23

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s17	CONSTRUCTION IN PROGRESS	1,976,214	2	1,064,969	1
s18	INTANGIBLE ASSETS AND DEFERRED CHARGES (NET)	11,218,864	9	11,433,783	9
s19	OTHER ASSETS	7,534,568	6	8,712,077	7
s20	TOTAL LIABILITIES	82,096,229	100	75,600,129	100
s21	CURRENT LIABILITIES	12,319,040	15	12,611,688	17
s22	SUPPLIERS	6,432,906	8	6,337,436	8
s23	BANK LOANS	1,433,015	2	2,270,353	3
s24	STOCK MARKET LOANS	0	0	0	0
s103	OTHER LOANS WITH COST	235,271	0	151,628	0
s25	TAXES PAYABLE	940,975	1	830,073	1
s26	OTHER CURRENT LIABILITIES WITHOUT COST	3,276,873	4	3,022,198	4
s27	LONG-TERM LIABILITIES	43,149,657	53	37,852,746	50
s28	BANK LOANS	8,097,000	10	9,340,933	12
s29	STOCK MARKET LOANS	33,886,195	41	27,289,650	36
s30	OTHER LOANS WITH COST	1,166,462	1	1,222,163	2
s31	DEFERRED LIABILITIES	20,913,122	25	18,688,012	25
s32	OTHER NON-CURRENT LIABILITIES WITHOUT COST	5,714,410	7	6,447,683	9
s33	STOCKHOLDERS' EQUITY	44,472,147	100	47,251,676	100
s34	NONCONTROLLING INTEREST	6,302,352	14	5,232,834	11
s35	CONTROLLING INTEREST	38,169,795	86	42,018,842	89
s36	CONTRIBUTED CAPITAL	14,567,803	33	14,608,894	31
s79	CAPITAL STOCK	10,019,859	23	10,060,950	21
s39	PREMIUM ON ISSUANCE OF SHARES	4,547,944	10	4,547,944	10
s40	CONTRIBUTIONS FOR FUTURE CAPITAL INCREASES	0	0	0	0
s41	EARNED CAPITAL	23,601,992	53	27,409,948	58
s42	RETAINED EARNINGS AND CAPITAL RESERVES	27,770,432	62	32,073,325	68
s44	OTHER ACCUMULATED COMPREHENSIVE RESULT	1,018,633	2	645,050	1
s80	SHARES REPURCHASED	(5,187,073)	(12)	(5,308,427)	(11)



BALANCE SHEETS  
 BREAKDOWN OF MAIN CONCEPTS  
 (Thousands of Mexican Pesos)

AUDITED INFORMATION REF		CONSOLIDATED Final Printing			
		CURRENT YEAR		PREVIOUS YEAR	
S	CONCEPTS	Amount	%	Amount	%
s03	CASH AND SHORT-TERM INVESTMENTS	29,941,488	100	33,583,045	100
s46	CASH	29,941,488	100	33,583,045	100
s47	AVAILABLE INVESTMENTS	0	0	0	0
s07	OTHER CURRENT ASSETS	10,344,145	100	9,473,745	100
s81	DERIVATIVE FINANCIAL INSTRUMENTS	6,718	0	46,588	0
s82	DISCONTINUED OPERATIONS	0	0	0	0
s83	OTHER	10,337,427	100	9,427,157	100
s18	INTANGIBLE ASSETS AND DEFERRED CHARGES (NET)	11,218,864	100	11,433,783	100
s48	DEFERRED EXPENSES (NET)	8,085,062	72	5,145,125	45
s49	GOODWILL	3,133,802	28	6,288,658	55
s51	OTHER	0	0	0	0
s19	OTHER ASSETS	7,534,568	100	8,712,077	100
s85	DERIVATIVE FINANCIAL INSTRUMENTS	1,538,678	20	2,316,560	27
s50	DEFERRED TAXES	0	0	0	0
s104	BENEFITS TO EMPLOYEES	0	0	0	0
s86	DISCONTINUED OPERATIONS	0	0	0	0
s87	OTHER	5,995,890	80	6,395,517	73
s21	CURRENT LIABILITIES	12,319,040	100	12,611,688	100
s52	FOREIGN CURRENCY LIABILITIES	4,661,673	38	5,984,666	47
s53	MEXICAN PESOS LIABILITIES	7,657,367	62	6,627,022	53
s26	OTHER CURRENT LIABILITIES WITHOUT COST	3,276,873	100	3,022,198	100
s88	DERIVATIVE FINANCIAL INSTRUMENTS	0	0	0	0
s89	ACCRUED INTEREST	464,621	14	439,777	15
s68	PROVISIONS	0	0	0	0

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s90	DISCONTINUED OPERATIONS	0	0	0	0
s58	OTHER CURRENT LIABILITIES	2,612,037	80	2,382,428	79
	BENEFITS TO EMPLOYEES	200,215	6	199,993	7
s105					
s27	LONG-TERM LIABILITIES	43,149,657	100	37,852,746	100
s59	FOREIGN CURRENCY LIABILITIES	34,055,005	79	27,852,746	74
s60	MEXICAN PESOS LIABILITIES	9,094,652	21	10,000,000	26
s31	DEFERRED LIABILITIES	20,913,122	100	18,688,012	100
s65	NEGATIVE GOODWILL	0	0	0	0
s67	OTHER	20,913,122	100	18,688,012	100
s32	OTHER NON-CURRENT LIABILITIES WITHOUT COST	5,714,410	100	6,447,683	100
s66	DEFERRED TAXES	1,765,381	31	2,265,161	35
s91	OTHER LIABILITIES IN RESPECT OF SOCIAL INSURANCE	346,990	6	352,390	5
s92	DISCONTINUED OPERATIONS	0	0	0	0
s69	OTHER LIABILITIES	3,602,039	63	3,830,132	59
s79	CAPITAL STOCK	10,019,859	100	10,060,950	100
s37	CAPITAL STOCK (NOMINAL)	2,368,792	24	2,378,506	24
s38	RESTATEMENT OF CAPITAL STOCK	7,651,067	76	7,682,444	76
s42	RETAINED EARNINGS AND CAPITAL RESERVES	27,770,432	100	32,073,325	100
s93	LEGAL RESERVE	2,135,423	8	2,135,423	7
s43	RESERVE FOR REPURCHASE OF SHARES	0	0	0	0
s94	OTHER RESERVES	0	0	0	0
s95	RETAINED EARNINGS	19,627,866	71	22,134,250	69
s45	NET INCOME FOR THE YEAR	6,007,143	22	7,803,652	24
s44	OTHER ACCUMULATED COMPREHENSIVE RESULT	1,018,633	100	645,050	100
s70	ACCUMULATED MONETARY RESULT	0	0	0	0
s71	RESULT FROM HOLDING NON-MONETARY ASSETS	0	0	0	0
s96	CUMULATIVE RESULT FROM FOREIGN CURRENCY TRANSLATION	(1,150,335)	(113)	(995,855)	(154)
s97	CUMULATIVE RESULT FROM DERIVATIVE FINANCIAL INSTRUMENTS	(5,187)	-0	1,955	0
s98	CUMULATIVE EFFECT OF DEFERRED INCOME TAXES	0	0	0	0
	OTHER	2,174,155	213	1,638,950	254
s100					





BALANCE SHEETS  
 OTHER CONCEPTS  
 (Thousands of Mexican Pesos)

AUDITED INFORMATION		CONSOLIDATED	
REF			Final Printing
S	CONCEPTS	CURRENT YEAR Amount	PREVIOUS YEAR Amount
s72	WORKING CAPITAL	56,063,417	55,947,249
s73	PENSIONS AND SENIORITY PREMIUMS	1,749,593	1,403,335
s74	EXECUTIVES (*)	39	40
s75	EMPLOYEES (*)	24,323	22,488
s76	WORKERS (*)	0	0
s77	OUTSTANDING SHARES (*)	327,230,629,635	328,392,764,076
s78	REPURCHASED SHARES (*)	19,311,195,696	19,570,248,555
s101	RESTRICTED CASH	0	0
s102	NET DEBT OF NON-CONSOLIDATED COMPANIES	633,754	1,391,927

(\*) THESE CONCEPTS ARE STATED IN UNITS.

STATEMENTS OF INCOME  
 FROM JANUARY 1 TO DECEMBER 31, 2009 AND 2008  
 (Thousands of Mexican Pesos)

AUDITED INFORMATION		CONSOLIDATED			
		Final Printing			
REF	CONCEPTS	CURRENT YEAR		PREVIOUS YEAR	
R		Amount	%	Amount	%
r01	NET SALES	52,352,501	100	47,972,278	100
r02	COST OF SALES	27,556,757	53	25,221,943	53
r03	GROSS PROFIT	24,795,744	47	22,750,335	47
r04	GENERAL EXPENSES	9,638,876	18	7,622,528	16
r05	OPERATING INCOME (LOSS)	15,156,868	29	15,127,807	32
r08	OTHER INCOME AND (EXPENSE), NET	(1,764,846)	(3)	(952,139)	(2)
r06	INTEGRAL RESULT OF FINANCING	(2,973,254)	(6)	(830,882)	(2)
r12	EQUITY IN NET INCOME OF NON-CONSOLIDATED SUBSIDIARIES, JOINT VENTURES AND ASSOCIATES	(715,327)	(1)	(1,049,934)	(2)
r48	NON-ORDINARY ITEMS	0	0	0	0
r09	INCOME BEFORE INCOME TAXES	9,703,441	19	12,294,852	26
r10	INCOME TAXES	3,120,744	6	3,564,195	7
r11	INCOME (LOSS) BEFORE DISCONTINUED OPERATIONS	6,582,697	13	8,730,657	18
r14	DISCONTINUED OPERATIONS	0	0	0	0
r18	CONSOLIDATED NET INCOME	6,582,697	13	8,730,657	18
r19	NONCONTROLLING INTEREST NET INCOME	575,554	1	927,005	2
r20	CONTROLLING INTEREST NET INCOME	6,007,143	11	7,803,652	16

STATEMENTS OF INCOME  
FROM JANUARY 1 TO DECEMBER 31, 2009 AND 2008  
(Thousands of Mexican Pesos)

AUDITED INFORMATION		CONSOLIDATED Final Printing			
REF R	CONCEPTS	CURRENT YEAR		PREVIOUS YEAR	
		Amount	%	Amount	%
r01	NET SALES	52,352,501	100	47,972,278	100
r21	DOMESTIC	44,574,144	85	41,176,318	86
r22	FOREIGN	7,778,357	15	6,795,960	14
r23	TRANSLATED INTO DOLLARS (***)	594,676	1	491,038	1
r08	OTHER INCOME AND (EXPENSE), NET	(1,764,846)	100	(952,139)	100
r49	OTHER INCOME AND (EXPENSE), NET	(1,727,813)	98	(924,794)	97
r34	EMPLOYEES' PROFIT SHARING, CURRENT	40,877	(2)	26,896	(3)
r35	EMPLOYEES' PROFIT SHARING, DEFERRED	(3,844)	0	449	0
r06	INTEGRAL RESULT OF FINANCING	(2,973,254)	100	(830,882)	100
r24	INTEREST EXPENSE	3,136,411	(105)	2,816,369	(339)
r42	GAIN (LOSS) ON RESTATEMENT OF UDI'S	0	0	0	0
r45	OTHER FINANCE COSTS	0	0	0	0
r26	INTEREST INCOME	1,053,411	(35)	1,299,789	(156)
r46	OTHER FINANCIAL PRODUCTS	0	0	0	0
r25	FOREIGN EXCHANGE GAIN (LOSS), NET	(890,254)	30	685,698	(83)
r28	RESULT FROM MONETARY POSITION	0	0	0	0
r10	INCOME TAXES	3,120,744	100	3,564,195	100
r32	INCOME TAX, CURRENT	4,040,332	129	3,146,339	88
r33	INCOME TAX, DEFERRED	(919,588)	(29)	417,856	12

(\*\*\*) FIGURES IN THOUSANDS OF U.S. DOLLARS AT THE EXCHANGE RATE AS OF THE END OF THE LAST REPORTED QUARTER.

STATEMENTS OF INCOME  
OTHER CONCEPTS  
(Thousands of Mexican Pesos)

AUDITED INFORMATION			CONSOLIDATED Final Printing	
REF R	CONCEPTS	CURRENT YEAR Amount	PREVIOUS YEAR Amount	
r36	TOTAL SALES	66,036,285	55,859,131	
r37	TAX RESULT FOR THE YEAR	11,815,267	8,404,771	
r38	NET SALES (**)	52,352,501	47,972,278	
r39	OPERATING INCOME (**)	15,156,868	15,127,807	
r40	CONTROLLING INTEREST NET INCOME (**)	6,007,143	7,803,652	
r41	NET CONSOLIDATED INCOME (**)	6,582,697	8,730,657	
r47	OPERATIVE DEPRECIATION AND AMORTIZATION	4,929,589	4,311,115	

(\*\*) RESTATED INFORMATION FOR THE LAST TWELVE MONTHS.

QUARTERLY STATEMENTS OF INCOME  
FROM OCTOBER 1 TO DECEMBER 31, 2009 AND 2008  
(Thousands of Mexican Pesos)

AUDITED INFORMATION			CONSOLIDATED Final Printing			
REF RT	CONCEPTS	CURRENT YEAR		PREVIOUS YEAR		
		Amount	%	Amount	%	
rt01	NET SALES	15,163,434	100	14,471,598	100	
rt02	COST OF SALES	7,979,263	53	7,434,177	51	
rt03	GROSS PROFIT	7,184,171	47	7,037,421	49	
rt04	GENERAL EXPENSES	2,889,051	19	2,278,559	16	
rt05	INCOME (LOSS) AFTER GENERAL EXPENSES	4,295,120	28	4,758,862	33	
rt08	OTHER INCOME AND (EXPENSE), NET	(1,408,494)	(9)	(338,067)	(2)	
rt06	INTEGRAL RESULT OF FINANCING	(916,871)	(6)	499,587	3	
rt12	EQUITY IN NET INCOME OF NON-CONSOLIDATED SUBSIDIARIES AND ASSOCIATES	(124,586)	0	(613,154)	(4)	
rt48	NON-ORDINARY ITEMS	0	0	0	0	
rt09	INCOME BEFORE INCOME TAXES	1,845,169	12	4,307,228	30	
rt10	INCOME TAXES	880,684	6	1,347,012	9	
rt11	INCOME (LOSS) BEFORE DISCONTINUED OPERATIONS	964,485	6	2,960,216	20	
rt14	DISCONTINUED OPERATIONS	0	0	0	0	
rt18	NET CONSOLIDATED INCOME	964,485	6	2,960,216	20	
rt19	NET INCOME OF MINORITY INTEREST	(223,652)	(1)	117,859	1	
rt20	NET INCOME OF MAJORITY INTEREST	1,188,137	8	2,842,357	20	

QUARTERLY STATEMENTS OF INCOME  
 BREAKDOWN OF MAIN CONCEPTS  
 (Thousands of Mexican Pesos)

AUDITED INFORMATION		CONSOLIDATED Final Printing			
REF RT	CONCEPTS	CURRENT YEAR		PREVIOUS YEAR	
		Amount	%	Amount	%
rt01	NET SALES	15,163,434	100	14,471,598	100
rt21	DOMESTIC	13,198,341	87	12,313,038	85
rt22	FOREIGN	1,965,093	13	2,158,560	15
rt23	TRANSLATED INTO DOLLARS (***)	164,096	1	67,085	0
rt08	OTHER INCOME AND (EXPENSE), NET	(1,408,494)	100	(338,067)	100
rt49	OTHER INCOME AND (EXPENSE), NET	(1,378,626)	98	(313,155)	93
rt34	EMPLOYEES' PROFIT SHARING, CURRENT	32,874	(2)	24,463	(7)
rt35	EMPLOYEES' PROFIT SHARING, DEFERRED	(3,006)	0	449	(0)
rt06	INTEGRAL RESULT OF FINANCING	(916,871)	100	499,587	100
rt24	INTEREST EXPENSE	796,514	(87)	843,495	169
rt42	GAIN (LOSS) ON RESTATEMENT OF UDI'S	0	0	0	0
rt45	OTHER FINANCE COSTS	0	0	0	0
rt26	INTEREST INCOME	272,409	(30)	213,933	43
rt46	OTHER FINANCIAL PRODUCTS	0	0	0	0
rt25	FOREIGN EXCHANGE GAIN (LOSS), NET	(392,766)	43	1,129,149	226
rt28	RESULT FROM MONETARY POSITION	0	0	0	0
rt10	INCOME TAXES	880,684	100	1,347,012	100
rt32	INCOME TAX, CURRENT	1,821,183	207	594,417	44
rt33	INCOME TAX, DEFERRED	(940,499)	(107)	752,595	56

(\*\*\*) FIGURES IN THOUSANDS OF U.S. DOLLARS AT THE EXCHANGE RATE AS OF THE END OF THE LAST REPORTED QUARTER.

QUARTERLY STATEMENTS OF INCOME  
 OTHER CONCEPTS  
 (Thousands of Mexican Pesos)

AUDITED INFORMATION			CONSOLIDATED Final Printing	
REF RT	CONCEPTS	CURRENT YEAR Amount	PREVIOUS YEAR Amount	
rt47	OPERATIVE DEPRECIATION AND AMORTIZATION	1,372,334	1,205,331	

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## STATEMENTS OF CASH FLOWS (INDIRECT METHOD)

## MAIN CONCEPTS

(Thousands of Mexican Pesos)

AUDITED INFORMATION		Final Printing CONSOLIDATED	
REF E	CONCEPTS	CURRENT YEAR Amount	PREVIOUS YEAR Amount
	OPERATING ACTIVITIES		
e01	INCOME (LOSS) BEFORE INCOME TAXES	9,703,441	12,294,852
e02	+ (-) ITEMS NOT REQUIRING CASH	955,358	342,945
e03	+ (-) ITEMS RELATED TO INVESTING ACTIVITIES	6,759,270	6,435,382
e04	+ (-) ITEMS RELATED TO FINANCING ACTIVITIES	2,845,877	6,837,493
e05	CASH FLOW BEFORE INCOME TAX	20,263,946	25,910,672
e06	CASH FLOWS PROVIDED OR USED IN OPERATION	(5,128,371)	(3,652,879)
e07	NET CASH FLOWS PROVIDED BY OPERATING ACTIVITIES	15,135,575	22,257,793
	INVESTING ACTIVITIES		
e08	NET CASH FLOWS FROM INVESTING ACTIVITIES	(11,052,228)	(12,884,490)
e09	CASH IN EXCESS (REQUIRED) FOR FINANCING ACTIVITIES	4,083,347	9,373,303
	FINANCING ACTIVITIES		
e10	NET CASH FLOWS FROM FINANCING ACTIVITIES	(7,640,883)	(1,885,521)
e11	NET (DECREASE) INCREASE IN CASH AND CASH EQUIVALENTS	(3,557,536)	7,487,782
e12	TRANSLATION DIFFERENCES IN CASH AND CASH EQUIVALENTS	(105,530)	131,854
e13	CASH AND CASH EQUIVALENTS AT BEGINNING OF PERIOD	33,604,554	25,963,409
e14	CASH AND CASH EQUIVALENTS AT END OF PERIOD	29,941,488	33,583,045



STATEMENTS OF CASH FLOWS (INDIRECT METHOD)  
ANALYSIS OF MAIN CONCEPTS  
(Thousands of Mexican Pesos)

AUDITED INFORMATION		Final Printing CONSOLIDATED	
REF E	CONCEPTS	CURRENT YEAR Amount	PREVIOUS YEAR Amount
e02	+ (-) ITEMS NOT REQUIRING CASH	955,358	342,945
e15	+ ESTIMATES FOR THE PERIOD	897,162	337,478
e16	+ PROVISIONS FOR THE PERIOD	-	-
e17	+ (-) OTHER UNREALIZED ITEMS	58,196	5,467
e03	+ (-) ITEMS RELATED TO INVESTING ACTIVITIES	6,759,270	6,435,382
e18	+ DEPRECIATION AND AMORTIZATION FOR THE PERIOD *	4,929,589	4,311,115
e19	(-) + GAIN OR LOSS ON SALE OF PROPERTY, PLANT AND EQUIPMENT	-	-
e20	+ IMPAIRMENT LOSS	1,160,094	609,595
e21	(-) + EQUITY IN RESULTS OF ASSOCIATES AND JOINT VENTURES	715,327	1,049,934
e22	(-) DIVIDENDS RECEIVED	-	-
e23	(-) INTEREST INCOME	(19,531)	-
e24	(-) + OTHER ITEMS	(26,209)	464,738
e04	+ (-) ITEMS RELATED TO FINANCING ACTIVITIES	2,845,877	6,837,493
e25	+ ACCRUED INTEREST	2,832,675	2,529,221
e26	+ (-) OTHER ITEMS	13,202	4,308,272
e06	CASH FLOWS PROVIDED OR USED IN OPERATION	(5,128,371)	(3,652,879)
e27	+ (-) DECREASE (INCREASE) IN ACCOUNTS RECEIVABLE	(1,082,292)	(1,094,389)
e28	+ (-) DECREASE (INCREASE) IN INVENTORIES	(719,793)	(1,562,144)
e29	+ (-) DECREASE (INCREASE) IN OTHER ACCOUNTS RECEIVABLE	(1,347,376)	(391,399)
e30	+ (-) INCREASE (DECREASE) IN SUPPLIERS	(80,920)	1,577,231
e31	+ (-) INCREASE (DECREASE) IN OTHER LIABILITIES	2,384,052	475,347
e32	+ (-) INCOME TAXES PAID OR RETURNED	(4,282,042)	(2,657,525)
e08	NET CASH FLOWS FROM INVESTING ACTIVITIES	(11,052,228)	(12,884,490)
e33	- PERMANENT INVESTMENT IN SHARES	(809,625)	(1,982,100)
e34	+ DISPOSITION OF PERMANENT INVESTMENT IN SHARES	57,800	109,529
e35	- INVESTMENT IN PROPERTY, PLANT AND EQUIPMENT	(6,410,869)	(5,191,446)
e36	+ SALE OF PROPERTY, PLANT AND EQUIPMENT	248,148	91,815

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e37	- INVESTMENT IN INTANGIBLE ASSETS	(569,601)	(1,489,174)
e38	+ DISPOSITION OF INTANGIBLE ASSETS	-	-
e39	- OTHER PERMANENT INVESTMENTS	-	-
e40	+ DISPOSITION OF OTHER PERMANENT INVESTMENTS	-	-
e41	+ DIVIDEND RECEIVED	-	-
e42	+ INTEREST RECEIVED	-	-
e43	+ (-) DECREASE (INCREASE) ADVANCES AND LOANS TO THIRD PARTIES	-	-
e44	+ (-) OTHER ITEMS	(3,568,081)	(4,423,114)
e10	NET CASH FLOWS FROM FINANCING ACTIVITIES	(7,640,883)	(1,885,521)
e45	+ BANK FINANCING	50,000	-
e46	+ STOCK MARKET FINANCING	7,612,055	5,241,650
e47	+ OTHER FINANCING	-	-
e48	(-) BANK FINANCING AMORTIZATION	(2,384,814)	(478,769)
e49	(-) STOCK MARKET FINANCING AMORTIZATION	-	(122,886)
e50	(-) OTHER FINANCING AMORTIZATION	(138,807)	(97,696)
e51	+ (-) INCREASE (DECREASE) IN CAPITAL STOCK	-	-
e52	(-) DIVIDENDS PAID	(9,163,857)	(2,229,973)
e53	+ PREMIUM ON ISSUANCE OF SHARES	-	-
e54	+ CONTRIBUTIONS FOR FUTURE CAPITAL INCREASES	-	-
e55	- INTEREST EXPENSE	(2,807,843)	(2,407,185)
e56	- REPURCHASE OF SHARES	(677,185)	(1,112,568)
e57	+ (-) OTHER ITEMS	(130,432)	(678,094)

\* IN CASE THIS AMOUNT IS DIFFERENT FROM THE R47 ACCOUNT, IT WILL HAVE TO EXPLAIN IN NOTES.

## STATEMENT OF CHANGES IN STOCKHOLDERS' EQUITY

CONCEPTS	CONTRIBUTED CAPITAL		EARNED CAPITAL		ACCUMULATED OTHER COMPREHENSIVE RESULT		TOTAL	
	CAPITAL STOCK ISSUED	ADDITIONAL PAID-IN CAPITAL	RETAINED EARNINGS RESERVES	EARNINGS (LOSSES) TO APPLY	RESULT FROM HOLDING NON-MONETARY ASSETS AND DEFERRED INCOME TAXES	OTHER COMPREHENSIVE RESULT	CONTRIBUTED	INTEREST
BALANCE AT DECEMBER 31, 2007	10,267,570	4,547,944	2,135,423	23,097,644	(5,861,753)	2,852,285		
APPLICATION OF THE RESULT OF THE EXERCISE TO ACCUMULATED RESULTS	0	0	0	(8,082,463)	0	0	0	0
CONSTITUTION OF RESERVES	0	0	0	0	0	0	0	0
DIVIDENDS	0	0	0	(2,229,973)	0	0	0	0
SHARE CANCELLATION	(206,620)	0	0	0	0	0	0	0
REPURCHASE OF SHARES	0	0	0	2,630,637	0	0	0	0
RESERVE FOR THE ACQUISITION OF SHARES	0	0	0	(1,240,869)	0	0	0	0
(DECREASE) INCREASE IN PREMIUM ON ISSUANCE OF SHARES	0	0	0	0	0	0	0	0
(DECREASE) INCREASE IN NONCONTROLLING INTEREST	0	0	0	0	0	0	0	0

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COMPREHENSIVE INCOME (*)	0	0	0	7,950,692	5,861,753	296,572
BALANCE AT DECEMBER 31, 2008	10,060,950	4,547,944	2,135,423	22,125,668	0	3,148,857
RECLASSIFICATION INITIAL BALANCES RESULT FOR HOLDING OF MONETARY ASSETS AND DEFERRED TAX ON INCOME	0	0	0	0	0	0
APPLICATION OF THE RESULT OF THE EXERCISE TO ACCUMULATED RESULTS	0	0	0	(7,803,652)	0	0
CONSTITUTION OF RESERVES	0	0	0	0	0	0
DIVIDENDS	0	0	0	(9,163,857)	0	0
SHARE CANCELLATION	(41,091)	0	0	0	0	0
REPURCHASE OF SHARES	0	0	0	121,356	0	0
RESERVE FOR THE ACQUISITION OF SHARES	0	0	0	0	0	0
(DECREASE) INCREASE IN PREMIUM ON ISSUANCE OF SHARES	0	0	0	0	0	0
(DECREASE) INCREASE IN NONCONTROLLING INTEREST	0	0	0	0	0	0
COMPREHENSIVE INCOME (*)	0	0	0	12,820,415	0	217,782
BALANCE AT DECEMBER 31, 2009	10,019,859	4,547,944	2,135,423	18,099,930	0	3,366,639

(\*) INCLUDES EARNED AND RECYCLED.



## RATIOS

AUDITED INFORMATION		CONSOLIDATED Final Printing			
REF	CONCEPTS	CURRENT YEAR		PREVIOUS YEAR	
P					
	YIELD				
p01	NET INCOME TO NET SALES	12.57	%	18.20	%
p02	NET INCOME TO STOCKHOLDERS' EQUITY (**)	14.80	%	18.48	%
p03	NET INCOME TO TOTAL ASSETS (**)	5.20	%	7.11	%
p04	CASH DIVIDENDS TO PREVIOUS YEAR NET INCOME	117.43	%	31.70	%
p05	RESULT FROM MONETARY POSITION TO NET INCOME	0.00	%	0.00	%
	ACTIVITY				
p06	NET SALES TO NET ASSETS (**)	0.41	times	0.39	times
p07	NET SALES TO FIXED ASSETS (**)	1.58	times	1.56	times
p08	INVENTORIES TURNOVER (**)	4.56	times	5.09	times
p09	ACCOUNTS RECEIVABLE IN DAYS OF SALES	110	days	119	days
p10	PAID INTEREST TO TOTAL LIABILITIES WITH COST (**)	7.00	%	7.20	%
	LEVERAGE				
p11	TOTAL LIABILITIES TO TOTAL ASSETS	64.86	%	61.54	%
p12	TOTAL LIABILITIES TO STOCKHOLDERS' EQUITY	1.85	times	1.60	times
p13	FOREIGN CURRENCY LIABILITIES TO TOTAL LIABILITIES	47.16	%	44.76	%
p14	LONG-TERM LIABILITIES TO FIXED ASSETS	130.47	%	122.90	%
p15	OPERATING INCOME TO INTEREST PAID	4.83	times	5.37	times
p16	NET SALES TO TOTAL LIABILITIES (**)	0.64	times	0.63	times
	LIQUIDITY				
p17	CURRENT ASSETS TO CURRENT LIABILITIES	5.55	times	5.44	times
p18	CURRENT ASSETS LESS INVENTORY TO CURRENT LIABILITIES	5.06	times	5.04	times
p19	CURRENT ASSETS TO TOTAL LIABILITIES	0.83	times	0.91	times
p20	AVAILABLE ASSETS TO CURRENT LIABILITIES	243.05	%	266.29	%

(\*\*) FOR THESE RATIOS THE DATA TAKE INTO CONSIDERATION THE LAST TWELVE MONTHS.

---

## DATA PER SHARE

AUDITED INFORMATION		CONSOLIDATED Final Printing	
REF D	CONCEPTS	CURRENT YEAR Amount	PREVIOUS YEAR Amount
d01	BASIC PROFIT PER ORDINARY SHARE (**)	\$ 0.02	\$ 0.02
d02	BASIC PROFIT PER PREFERRED SHARE (**)	\$ 0.00	\$ 0.00
d03	DILUTED PROFIT PER ORDINARY SHARE (**)	\$ 0.00	\$ 0.00
d04	EARNINGS (LOSS) BEFORE DISCONTINUED OPERATIONS PER COMMON SHARE (**)	\$ 0.02	\$ 0.03
d05	DISCONTINUED OPERATION EFFECT ON EARNING (LOSS) PER SHARE (**)	\$ 0.00	\$ 0.00
d08	CARRYING VALUE PER SHARE	\$ 0.12	\$ 0.13
d09	CASH DIVIDEND ACCUMULATED PER SHARE	\$ 0.02	\$ 0.01
d10	DIVIDEND IN SHARES PER SHARE	0.00shares	0.00 shares
d11	MARKET PRICE TO CARRYING VALUE	3.98times	2.66 times
d12	MARKET PRICE TO BASIC PROFIT PER ORDINARY SHARE (**)	25.48times	14.46 times
d13	MARKET PRICE TO BASIC PROFIT PER PREFERRED SHARE (**)	0.00times	0.00 times

(\*\*) TO CALCULATE THE DATA PER SHARE USE THE NET INCOME FOR THE LAST TWELVE MONTHS.



FINANCIAL STATEMENT NOTES1

AUDITED INFORMATION

CONSOLIDATED  
Final Printing

S03: CASH AND AVAILABLE INVESTMENTS

INCLUDES CASH AND CASH EQUIVALENTS FOR PS. 28,718,328 AND PS. 32,133,357 AS OF DECEMBER 31, 2009 AND 2008, RESPECTIVELY.

S07: OTHER CURRENT ASSETS

INCLUDES TEMPORARY INVESTMENTS FOR PS. 8,902,346 AND PS. 8,321,286 AS OF DECEMBER 31, 2009 AND 2008, RESPECTIVELY.

S31: DEFERRED LIABILITIES

INCLUDES PS. 19,858,290 AND PS. 18,098,643 AS OF DECEMBER 31, 2009 AND 2008, RESPECTIVELY, OF A SHORT-TERM NATURE.

S: BALANCE SHEET

CERTAIN RECLASSIFICATIONS HAVE BEEN MADE TO DECEMBER 31, 2008 TO FINANCIAL INFORMATION TO CONFORM TO THE DECEMBER 31, 2009 PRESENTATION.

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(1) THE REPORT CONTAINS THE NOTES CORRESPONDING TO THE FINANCIAL STATEMENT AMOUNTS, INCLUDING THEIR BREAKDOWN OF MAIN CONCEPTS AND OTHER CONCEPTS.

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DERIVATIVE FINANCIAL INSTRUMENTS1

AUDITED INFORMATION

CONSOLIDATED  
Final Printing

PLEASE REFER TO OUR FORM 6-K FILED ON MARCH 2, 2010.

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(1 ) THE REPORT CONTAINS THE NOTES CORRESPONDING TO THE FINANCIAL STATEMENT AMOUNTS, INCLUDING THEIR BREAKDOWN OF MAIN CONCEPTS AND OTHER CONCEPTS.

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## ANALYSIS OF PAID CAPITAL STOCK

AUDITED INFORMATION CONSOLIDATED  
Final Printing

SERIES	NOMINAL VALUE	VALID COUPON	NUMBER OF SHARES			CAPITAL STOCK (Thousands of Mexican Pesos)		
			FIXED PORTION	VARIABLE PORTION	MEXICAN	FREE SUBSCRIPTION	FIXED	VARIABLE
A	0.00000	0	111,529,976,540	0	111,529,976,540	0	819,434	0
B	0.00000	0	51,580,618,803	0	51,580,618,803	0	382,758	0
D	0.00000	0	82,060,017,146	0	82,060,017,146	0	583,300	0
L	0.00000	0	82,060,017,146	0	0	82,060,017,146	583,300	0
TOTAL			327,230,629,635	0	245,170,612,489	82,060,017,146	2,368,792	0

TOTAL NUMBER OF SHARES REPRESENTING THE PAID CAPITAL STOCK ON THE DATE OF THE INFORMATION : 327,230,629,635

## NOTES:

THE TABLE ABOVE REFLECTS OUTSTANDING SHARES PLUS THE SHARES REPURCHASED AND REPRESENTS THE TOTAL NUMBER OF SHARES ISSUED. SEE NOTE 5 TO CONSOLIDATED FINANCIAL STATEMENTS.

EFFECTIVE MARCH 22, 2006, CHANGE FROM 20 TO 5 CPOS, REPRESENTING EACH GDS.

GENERAL DATA  
OF ISSUER

COMPANY'S NAME: GRUPO TELEVISIA, S.A.B.  
ADDRESS: AV. VASCO DE QUIROGA # 2000  
NEIGHBORHOOD: SANTA FE  
ZIP CODE: 01210  
CITY AND STATE: MÉXICO, D.F.  
TELEPHONE: 5261-20-00  
FAX: 5261-24-94  
INTERNET ADDRESS: www.televisa.com.mx

TAX DATA OF  
THE ISSUER

COMPANY TAX CODE: GTE901219GK3  
ADDRESS: AV. VASCO DE QUIROGA # 2000  
NEIGHBORHOOD: SANTA FE  
ZIP CODE: 01210  
CITY AND STATE: MÉXICO, D.F.

---

EXECUTIVES  
DATA

BMV POSITION: CHAIRMAN OF THE BOARD  
POSITION: CHAIRMAN OF THE BOARD  
NAME: SR. EMILIO FERNANDO AZCÁRRAGA JEAN  
ADDRESS: AV. CHAPULTEPEC # 28 PISO 1  
NEIGHBORHOOD: DOCTORES  
ZIP CODE: 06724  
CITY AND STATE: MÉXICO, D.F.  
TELEPHONE: 5261-20-00  
FAX: 5261-20-00  
E-MAIL: ir@televisa.com.mx

BMV POSITION: GENERAL DIRECTOR  
POSITION: PRESIDENT AND CHIEF EXECUTIVE OFFICER  
NAME: SR. EMILIO FERNANDO AZCÁRRAGA JEAN  
ADDRESS: AV. CHAPULTEPEC # 28 PISO 1  
NEIGHBORHOOD: DOCTORES  
ZIP CODE: 06724  
CITY AND STATE: MÉXICO, D.F.  
TELEPHONE: 5261-20-00  
FAX: 5261-20-00  
E-MAIL: ir@televisa.com.mx

BMV POSITION: FINANCE DIRECTOR  
POSITION: CHIEF FINANCIAL OFFICER  
NAME: LIC. SALVI FOLCH VIADERO  
ADDRESS: AV. VASCO DE QUIROGA # 2000 EDIFICIO A PISO 4  
NEIGHBORHOOD: SANTA FE  
ZIP CODE: 01210  
CITY AND STATE: MÉXICO, D.F.  
TELEPHONE: 5261-25-80  
FAX: 5261-20-39  
E-MAIL: sfolch@televisa.com.mx

BMV POSITION: RESPONSIBLE FOR SENDING CORPORATE INFORMATION  
POSITION: VICE PRESIDENT - LEGAL AND GENERAL COUNSEL  
NAME: LIC. JOAQUÍN BALCÁRCEL SANTA CRUZ  
ADDRESS: AV. VASCO DE QUIROGA # 2000 EDIFICIO A PISO 4  
NEIGHBORHOOD: SANTA FE  
ZIP CODE: 01210  
CITY AND STATE: MÉXICO, D.F.  
TELEPHONE: 5261-24-33  
FAX: 5261-25-46  
E-MAIL: jbalcarcel@televisa.com.mx

BMV POSITION: RESPONSIBLE FOR SENDING SHARE REPURCHASE INFORMATION  
POSITION: DIRECTOR FINANCIAL OFFICER  
NAME: LIC. GUADALUPE PHILLIPS  
MARGAIN  
ADDRESS: AV. VASCO DE QUIROGA # 2000 EDIFICIO A PISO 3  
NEIGHBORHOOD: SANTA FE  
ZIP CODE: 01210  
CITY AND STATE: MÉXICO, D.F.  
TELEPHONE: 5261-21-35  
FAX: 5261-25-24  
E-MAIL: gphilips@televisa.com.mx

BMV POSITION: RESPONSIBLE FOR LEGAL MATTERS  
POSITION: VICE PRESIDENT - LEGAL AND GENERAL COUNSEL  
NAME: LIC. JOAQUÍN BALCÁRCCEL SANTA CRUZ  
ADDRESS: AV. VASCO DE QUIROGA # 2000 EDIFICIO A PISO 4  
NEIGHBORHOOD: SANTA FE  
ZIP CODE: 01210  
CITY AND STATE: MÉXICO, D.F.  
TELEPHONE: 5261-24-33  
FAX: 5261-25-46  
E-MAIL: jbalcarcel@televisa.com.mx

BMV POSITION: RESPONSIBLE FOR SENDING FINANCIAL INFORMATION  
POSITION: DIRECTOR OF CORPORATE FINANCIAL  
INFORMATION  
NAME: C.P.C. JOSÉ RAÚL GONZÁLEZ LIMA  
ADDRESS: AV. VASCO DE QUIROGA # 2000 EDIFICIO A PISO 1  
NEIGHBORHOOD: SANTA FE  
ZIP CODE: 01210  
CITY AND STATE: MÉXICO, D.F.  
TELEPHONE: 5261-25-77  
FAX: 5261-20-43  
E-MAIL: rglima@televisa.com.mx

BMV POSITION: RESPONSIBLE FOR SENDING RELEVANT EVENTS  
POSITION: DIRECTOR OF INVESTOR  
RELATIONS  
NAME: LIC. CARLOS MADRAZO  
VILLASEÑOR  
ADDRESS: AV. VASCO DE QUIROGA # 2000 EDIFICIO A PISO 4  
NEIGHBORHOOD: SANTA FE  
ZIP CODE: 01210  
CITY AND STATE: MÉXICO, D.F.  
TELEPHONE: 5261-24-45  
FAX: 5261-24-94

E-MAIL: cmadrazov@televisa.com.mx

BMV POSITION: RESPONSIBLE OF INFORMATION TO INVESTORS  
POSITION: DIRECTOR OF INVESTOR  
RELATIONS  
NAME: LIC. CARLOS MADRAZO  
VILLASEÑOR  
ADDRESS: AV. VASCO DE QUIROGA # 2000 EDIFICIO A PISO 4  
NEIGHBORHOOD: SANTA FE  
ZIP CODE: 01210  
CITY AND STATE: MÉXICO, D.F.  
TELEPHONE: 5261-24-45  
FAX: 5261-24-94  
E-MAIL: cmadrazov@televisa.com.mx

BMV POSITION: SECRETARY OF THE BOARD OF DIRECTORS  
POSITION: EXTERNAL GENERAL COUNSEL  
NAME: LIC. RICARDO MALDONADO YÁÑEZ  
ADDRESS: MONTES URALES # 505, PISO 3  
NEIGHBORHOOD: LOMAS DE CHAPULTEPEC  
ZIP CODE: 11000  
CITY AND STATE: MÉXICO, D.F.  
TELEPHONE: 5201-74-47  
FAX: 5520-10-65  
E-MAIL: rmaldonado@macf.com.mx

BMV POSITION: RESPONSIBLE FOR PAYMENT  
POSITION: DIRECTOR OF CORPORATE FINANCIAL  
INFORMATION  
NAME: C.P.C. JOSÉ RAÚL GONZÁLEZ LIMA  
ADDRESS: AV. VASCO DE QUIROGA # 2000 EDIFICIO A PISO 1  
NEIGHBORHOOD: SANTA FE  
ZIP CODE: 01210  
CITY AND STATE: MÉXICO, D.F.  
TELEPHONE: 5261-25-77  
FAX: 5261-20-43  
E-MAIL: rglima@televisa.com.mx

---

BOARD OF DIRECTORS

POSITION: PRESIDENT  
NAME: EMILIO FERNANDO AZCÁRRAGA JEAN

POSITION: DIRECTOR  
NAME: EMILIO FERNANDO AZCÁRRAGA JEAN

POSITION: DIRECTOR  
NAME: ALFONSO DE ANGOITIA NORIEGA

POSITION: DIRECTOR  
NAME: JULIO BARBA HURTADO

POSITION: DIRECTOR  
NAME: JOSÉ ANTONIO BASTÓN PATIÑO

POSITION: DIRECTOR  
NAME: MANUEL J. CUTILLAS COVANI

POSITION: DIRECTOR  
NAME: MICHAEL LARSON

POSITION: DIRECTOR  
NAME: FERNANDO SENDEROS MESTRE

POSITION: DIRECTOR  
NAME: BERNARDO GÓMEZ MARTÍNEZ

POSITION: DIRECTOR  
NAME: CLAUDIO X. GONZÁLEZ LAPORTE

POSITION: DIRECTOR  
NAME: ENRIQUE KRAUZE KLEINBORT

POSITION: DIRECTOR  
NAME: ALEJANDRO QUINTERO ÍÑIGUEZ



POSITION: DIRECTOR  
NAME: FRANCISCO JOSÉ CHÉVEZ ROBELO

POSITION: DIRECTOR  
NAME: CARLOS FERNÁNDEZ GONZÁLEZ

POSITION: DIRECTOR  
NAME: JOSÉ ANTONIO FERNÁNDEZ CARBAJAL

POSITION: DIRECTOR  
NAME: LORENZO ALEJANDRO MENDOZA GIMÉNEZ

POSITION: DIRECTOR  
NAME: PEDRO CARLOS ASPE ARMELLA

POSITION: DIRECTOR  
NAME: ALBERTO BAILLERES GONZÁLEZ

POSITION: DIRECTOR  
NAME: ROBERTO HERNÁNDEZ RAMÍREZ

POSITION: DIRECTOR  
NAME: GERMÁN LARREA MOTA VELASCO

POSITION: DIRECTOR  
NAME: ENRIQUE FRANCISCO J. SENIOR HERNÁNDEZ

POSITION: ALTERNATE DIRECTOR  
NAME: JOAQUÍN BALCÁRCEL SANTA CRUZ

POSITION: ALTERNATE DIRECTOR  
NAME: SALVI RAFAEL FOLCH VIADERO

POSITION: ALTERNATE DIRECTOR  
NAME: JORGE AGUSTÍN LUTTEROTH ECHEGOYEN

POSITION: ALTERNATE DIRECTOR

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NAME: RAFAEL CARABIAS PRÍNCIPE

POSITION: ALTERNATE DIRECTOR  
NAME: LEOPOLDO GÓMEZ GONZÁLEZ BLANCO

POSITION: ALTERNATE DIRECTOR  
NAME: FÉLIX JOSÉ ARAUJO RAMÍREZ

POSITION: ALTERNATE DIRECTOR  
NAME: JOSÉ LUIS FERNÁNDEZ FERNÁNDEZ

POSITION: ALTERNATE DIRECTOR  
NAME: RAÚL MORALES MEDRANO

POSITION: ALTERNATE DIRECTOR  
NAME: ALBERTO MONTIEL CASTELLANOS

POSITION: ALTERNATE DIRECTOR  
NAME: HERBERT ALLEN III

POSITION: SECRETARY OF THE BOARD OF DIRECTORS  
NAME: RICARDO MALDONADO YÁÑEZ

ANALYSIS OF INVESTMENTS IN SHARES  
SUBSIDIARIES

AUDITED INFORMATION			CONSOLIDATED Final Printing	
COMPANY NAME	MAIN ACTIVITIES	NUMBER OF SHARES	% OWNERSHIP	
1 CABLESTAR, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	57,195,341	15.40	
2 CORPORATIVO VASCO DE QUIROGA, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	110,639,433	100.00	
3 CVQ ESPECTACULOS, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	17,816,698	100.00	
4 DTH EUROPA, S.A.	PROMOTION AND DEVELOPMENT OF COMPANIES	1,080,182	100.00	
5 EDITORA FACTUM, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	2,868,959,000	100.00	
6 EDITORIAL TELEVISIA, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	2,072,110	100.00	
7 EN VIVO US HOLDING, LLC	PROMOTION AND DEVELOPMENT OF COMPANIES	1	100.00	
8 FACTUM MAS, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	5,162,811,261	100.00	
9 GRUPO DISTRIBUIDORAS INTERMEX, S.A. DE C.V.	DISTRIBUTION OF BOOKS AND MAGAZINES	272,600,905	100.00	
10 GRUPO TELESISTEMA, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	24,957,165	100.00	
11 KAPA CAPITAL, S.A. DE C.V. SOFOM E.N.R.	PROMOTION AND DEVELOPMENT OF COMPANIES	1,771,228	100.00	
12 KASITUM, S.A. DE C.V.		999	100.00	

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	PROMOTION AND DEVELOPMENT OF COMPANIES		
13 MULTIMEDIA TELECOM, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	999	100.00
14 PAXIA, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	4,109,462	100.00
15 PROMO-INDUSTRIAS METROPOLITANAS, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	5,202,931	100.00
16 SOMOS TELEVISIA, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	999	100.00
17 SISTEMA RADIOPOLIS, S.A. DE C.V.	COMMERCIALIZATION OF RADIO PROGRAMMING	76,070,313	50.00
18 TELEPARABOLAS, S.L.	TV CABLE COMMERCIALIZATION	1,500	100.00
19 TELESISTEMA MEXICANO, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	497	100.00
20 TELEVISIA ARGENTINA, S.A.	COMMERCIAL OPERATION OF TELEVISION	2,241,972	100.00
21 TELEVISIA ENTERPRISES, INC.	PROMOTION AND DEVELOPMENT OF COMPANIES	5,000	100.00
22 TELEVISIA JUEGOS, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	4,390,573	100.00
23 TELEVISIA USA, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	49	100.00
24 TELEVISION INDEPENDIENTE DE MEXICO, S.A. DE C.V.	PROMOTION AND DEVELOPMENT OF COMPANIES	38,777,677	100.00
25 TSM CAPITAL, S.A. DE C.V. SOFOM E.N.R.	PROMOTION AND DEVELOPMENT OF COMPANIES	1,064,791	100.00
26 CAPITALIZED INTEGRAL COST OF FINANCING	FOR THE YEARS 1994, 1995, 1996 AND 1998	-	-



ANALYSIS OF INVESTMENTS IN SHARES  
ASSOCIATES

AUDITED INFORMATION				CONSOLIDATED Final Printing	
COMPANY NAME	MAIN ACTIVITIES	NUMBER OF SHARES	% OWNERSHIP	TOTAL AMOUNT (Thousands of Mexican Pesos)	
				ACQUISITION COST	BOOK VALUE
1 ARGOS COMUNICACION, S.A. DE C.V.	OPERATION AND/OR BROADCASTING OF T.V.	33,000,000	30.00	137,000	53,694
2 PRODUCTORA Y COMERC. DE TV, S.A. DE C.V.	TV CABLE TRANSMISSION	49	32.70	49	79,234
3 CABLE SISTEMA DE VICTORIA, S.A. DE C.V.	TV CABLE TRANSMISSION	1	50.00	41,314	41,314
4 CENTROS DE CONOCIMIENTO TECNOLOGICO, S.A. DE C.V.	EDUCATION	5,317,900	15.07	55,000	21,491
5 COMUNICABLE, S.A. DE C.V.	TV CABLE TRANSMISSION	1	50.00	16,918	16,918
6 COMUNICABLE DE VALLE HERMOSO					
7 S.A. DE C.V.	TV CABLE TRANSMISSION	1	50.00	4,019	4,019
8 CONTROLADORA VUELA COMPAÑÍA DE AVIACIÓN, S.A. DE C.V.	CARRIER AIRLINE	188,684	25.00	451,126	248,162
9 CORPORATIVO TD SPORTS, S.A. DE C.V.	COMMERCIALIZATION OF TELEVISION PROGRAMMING	53,807	49.00	53,807	53,809
10 DIBUJOS ANIMADOS MEXICANOS DIAMEX, S.A. DE C.V.	PRODUCTION OF ANIMATED CARTOONS	1,735,560	48.99	4,384	845
11 EDITORIAL CLIO, LIBROS Y VIDEOS,	PUBLISHING AND PRINTING OF BOOKS	3,227,050	30.00	32,270	2,418

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	S.A. DE C.V.	AND MAGAZINES				
12	ENDEMOL LATINO, N.A., LLC	COMMERCIALIZATION OF TELEVISION PROGRAMMING	1	49.00	3,308	3,205
13	ENDEMOL MEXICO, S.A. DE C.V.	COMMERCIALIZATION OF TELEVISION PROGRAMMING	25,000	50.00	25	1,070
14	GESTORA DE INVERSIONES AUDIOVISUALES LA SEXTA, S.A.	COMMERCIALIZATION OF TELEVISION PROGRAMMING	11,243,896	40.52	3,854,629	1,043,752
15	MAS FONDOS, S.A. DE C.V.	MUTUAL FUND DISTRIBUTION COMPANY	99,758	39.36	99,758	2,622
16	OCESA ENTRETENIMIENTO, S.A. DE C.V.	LIVE ENTERTAINMENT IN MEXICO	14,100,000	40.00	1,062,811	429,388
17	TELECABLE DE MATEHUALA S.A. DE C.V.	TV CABLE TRANSMISSION	1	50.00	14,739	14,739
18	TELEVISORA DEL YAQUI, S.A. DE C.V.	OPERATION AND/OR BROADCASTING OF T.V.	4,124,986	15.00	412	5,946
	TOTAL INVESTMENT IN ASSOCIATES				5,831,569	2,022,626
	OTHER PERMANENT INVESTMENTS					4,338,397
	TOTAL				5,831,569	6,361,023

CREDITS BREAKDOWN  
(Thousands of Mexican Pesos)

AUDITED INFORMATION						CONSOLIDATED Final Printing					
						AMORTIZATION OF CREDITS DENOMINATED IN PESOS (Thousands of \$)					
CREDIT TYPE / INSTITUTION	WITH FOREIGN INSTITUTION	DATE OF CONTRACT	AMORTIZATION DATE	INTEREST RATE		TIME INTERVAL					
						CURRENT YEAR	UNTIL 1 YEAR	UNTIL 2 YEAR	UNTIL 3 YEAR	UNTIL 4 YEAR	
<b>BANKS FOREIGN TRADE SECURED COMMERCIAL BANKS</b>											
BANAMEX, S.A.	NA	4/20/2006	4/20/2016	8.74							
INBURSA, S.A.	NA	10/22/2004	4/23/2012	10.35		1,000,000			1,000,000		
SANTANDER SERFIN	NA	4/21/2006	4/21/2016	TIE+.24							
BANCO MERCANTIL DEL NORTE, S.A.	NA	1/16/2005	1/15/2010	8.35%		50,000					
BANCO MERCANTIL DEL NORTE, S.A.	NA	8/16/2005	3/29/2010	TIE+1.50		300,000					
BANAMEX, S.A.	NA	10/2/2009	3/31/2010	TIE+2.20		50,000					
JP MORGAN CHASE BANK, NA	YES	12/21/2007	12/21/2012	3MLIBOR+.525							
BANK OF AMERICA	YES	3/31/2000	3/31/2010	LIBOR+1.25							
JP MORGAN CHASE BANK, NA	YES	12/1/2007	12/19/2012	3MLIBOR+.600							
<b>OTHER TOTAL BANKS STOCK MARKET LISTED STOCK</b>							-1,400,000		-1,000,000		



EXCHANGE  
UNSECURED  
SECURED  
PRIVATE  
PLACEMENTS  
UNSECURED

HOLDERS	NA	5/9/2007	5/11/20378.93
HOLDERS	YES	9/14/2001	9/13/20118.41
HOLDERS	YES	3/11/2002	3/11/20328.94
HOLDERS	YES	3/18/2005	3/18/20256.97
HOLDERS	YES	5/6/2008	5/15/20186.31
HOLDERS	YES	11/15/2005	11/15/20159.86
HOLDERS	YES	11/23/2009	1/15/20406.97

SECURED  
TOTAL STOCK  
MARKET  
SUPPLIERS

VARIOUS	NA	12/31/2009	12/31/2010	03,346,340	0	0
VARIOUS	YES	9/30/2009	9/30/2010	03,346,340	0	0
<b>TOTAL SUPPLIERS</b>				03,346,340	0	0

OTHER  
LOANS WITH  
COST  
(S103 AND  
S30)

VARIOUS	NA	6/1/2009	8/1/2013	VARIOUS	0	71,105	46,467	38,517	9,
VARIOUS	YES	5/1/2007	11/15/2022	VARIOUS	0	71,105	46,467	38,517	9,

TOTAL OTHER  
LOANS WITH  
COST

0 71,105 46,467 38,517 9,

OTHER  
CURRENT  
LIABILITIES  
WITHOUT  
COST (S26)

VARIOUS	NA	01,969,187
VARIOUS	YES	

TOTAL  
CURRENT  
LIABILITIES  
WITHOUT  
COST

01,969,187 - -

TOTAL

-6,786,632 46,467 1,038,517 9,

NOTES

THE EXCHANGE RATES FOR THE CREDITS DENOMINATED IN FOREIGN CURRENCY WERE AS FOLLOWS:

\$ 13.0800PESOS PER U.S. DOLLAR  
0.0257PESOS PER CHILEAN PESO

IT DOESN'T INCLUDE LIABILITIES OF TAXES PAYABLE IN FOREIGN CURRENCY AND MEXICAN PESOS (REF S25 TAXES PAYABLE) OF PS.70,240 AND PS.870,735, RESPECTIVELY, FOR EFFECTS OF VALIDATION OF THE SYSTEM.

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## MONETARY FOREIGN CURRENCY POSITION

(Thousands of Mexican Pesos)

AUDITED INFORMATION	CONSOLIDATED				
	DOLLARS (1)		OTHER CURRENCIES (1)		Final Printing
TRADE BALANCE	THOUSANDS OF DOLLARS	THOUSANDS OF PESOS	THOUSANDS OF DOLLARS	THOUSANDS OF PESOS	TOTAL THOUSANDS OF PESOS
MONETARY ASSETS	2,413,980	31,574,858	203,754	2,665,103	34,239,961
LIABILITIES POSITION	3,035,255	39,701,135	138,934	1,817,257	41,518,392
SHORT-TERM LIABILITIES POSITION	220,964	2,890,209	135,433	1,771,464	4,661,673
LONG-TERM LIABILITIES POSITION	2,814,291	36,810,926	3,501	45,793	36,856,719
NET BALANCE	(621,275)	(8,126,277)	64,820	847,846	(7,278,431)

## NOTES

MONETARY ASSETS INCLUDE U.S.\$61,911,000 OF LONG-TERM HELD-TO-MATURITY INVESTMENTS AND U.S.\$216,090,000 OF AVAILABLE-FOR-SALE INVESTMENTS.

(1) THE EXCHANGE RATES USED FOR TRANSLATION WERE AS FOLLOWS :

PS.13.0800	PESOS PER U.S. DOLLAR
18.7449	PESOS PER EURO
12.4952	PESOS PER CANADIAN DOLLAR
3.4421	PESOS PER ARGENTINEAN PESO
0.6660	PESOS PER URUGUAYAN PESO
13.0800	PESOS PER PANAMANIAN BALBOA
0.0257	PESOS PER CHILEAN PESO
0.0063	PESOS PER COLOMBIAN PESO
4.5243	PESOS PER PERUVIAN NUEVO SOL
12.6377	PESOS PER SWISS FRANC
6.0837	PESOS PER STRONG BOLIVAR
7.4979	PESOS PER BRAZILIAN REAL
21.1479	PESOS PER STERLING LIBRA
1.9156	PESOS PER CHINESE YUAN
0.1405	PESOS PER JAPANESE YEN
11.7557	PESOS PER AUSTRALIAN DOLLAR
1.7653	PESOS PER SWEDISH KRONA

THE FOREIGN CURRENCY OF LONG-TERM LIABILITIES FOR PS.36,856,719 IS REPORTED AS FOLLOWS:

REF. LONG-TERM S27 LIABILITIES	PS. 34,055,005
REF. OTHER S69 LONG-TERM LIABILITIES	PS. 2,801,714

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DEBT INSTRUMENTS

AUDITED INFORMATION

CONSOLIDATED  
Final Printing

FINANCIAL RESTRICTIONS OF LONG -TERM DEBT SECURITIES

THE AGREEMENTS OF THE U.S.\$300 MILLION SENIOR NOTES (OF WHICH APPROXIMATELY U.S.\$71.9 MILLION ARE OUTSTANDING AS OF DECEMBER 31, 2009), U.S.\$500 MILLION SENIOR NOTES, U.S.\$600 MILLION SENIOR NOTES, U.S.\$300 MILLION SENIOR NOTES, PS. 4,500 MILLION SENIOR NOTES, AND U.S.\$600 MILLION SENIOR NOTES ISSUED BY GRUPO TELEVISA, S.A.B. WITH MATURITY IN 2011, 2018, 2025, 2032, 2037 AND 2040, RESPECTIVELY, CONTAINS CERTAIN COVENANTS THAT LIMIT THE ABILITY OF THE COMPANY AND ITS SUBSIDIARIES ENGAGED IN TELEVISION OPERATIONS TO INCUR OR ASSUME LIENS, PERFORM SALE AND LEASEBACK TRANSACTIONS, AND CONSUMMATE CERTAIN MERGERS, CONSOLIDATIONS OR SIMILAR TRANSACTIONS.

THE AGREEMENT OF THE U.S.\$175 MILLION SENIOR NOTES, ISSUED BY CABLEMÁS, S.A. DE C.V. (“CABLEMÁS”), WITH MATURITY IN 2015, CONTAINS CERTAIN COVENANTS THAT LIMIT THE ABILITY OF CABLEMÁS AND ITS RESTRICTED SUBSIDIARIES WITH RESPECT TO INDEBTEDNESS, RESTRICTED PAYMENTS, DIVIDENDS, INVESTMENTS, ASSET SALES, AND CERTAIN MERGERS AND CONSOLIDATIONS.

COMPLIANCE OF FINANCIAL RESTRICTIONS

AT DECEMBER 31, 2009, THE GROUP WAS IN COMPLIANCE WITH THE FINANCIAL RESTRICTIONS OF THE CONTRACTS RELATED TO THE LONG-TERM SENIOR NOTES DESCRIBED ABOVE.

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## PLANTS, COMMERCE CENTERS OR DISTRIBUTION CENTERS

AUDITED INFORMATION		CONSOLIDATED Final Printing	
PLANT OR CENTER	ECONOMIC ACTIVITY	PLANT CAPACITY	UTILIZATION (%)
TELEVISION:		0	0
CORPORATIVO SANTA FE	HEADQUARTERS	0	0
TELEVISA SAN ANGEL	PRODUCTION AND BROADCASTING PROGRAMMING.	0	0
TELEVISA CHAPULTEPEC	PRODUCTION AND BROADCASTING PROGRAMMING.	0	0
REAL ESTATE	LAND AND UNOCCUPIED BUILDING,	0	0
	PARKING LOTS, ADMINISTRATIVE	0	0
	OFFICES, RADIO ANTENNAS,	0	0
	TELEVISION STATION FACILITIES.	0	0
TRANSMISSION STATIONS	BROADCAST STATIONS.	0	0
PUBLISHING:		0	0
EDITORIALS	ADMINISTRATION, SALES, PRODUCTION,	0	0
	STORAGE AND DISTRIBUTION OF	0	0
	MAGAZINES AND NEWSPAPERS.	0	0
RADIO:		0	0
SISTEMA RADIOPOLIS, S.A. DE C.V.	BROADCAST STATIONS.	0	0
CABLE TELEVISION:		0	0
CABLEVISION, S.A. DE C.V.	CABLE TELEVISION, SIGNAL CONDUCTION	0	0
	AND TRANSMISSION EQUIPMENT.	0	0
OTHER BUSINESSES:		0	0
		0	0

IMPULSORA DEL DEPORTIVO -	SOCCER, SOCCER TEAMS, TRAINING		
NECAXA, S.A. DE C.V. AND CLUB	FACILITIES, ADMINISTRATIVE OFFICES AND	0	0
DE FUTBOL AMERICA, S.A. DE C.V.	THE AZTECA STADIUM.	0	0

NOTES

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## MAIN RAW MATERIALS

AUDITED INFORMATION			CONSOLIDATED	
			Final Printing	
MAIN RAW	MAIN SUPPLIERS	ORIGIN	DOM. SUBST.	COST PRODUCTION (%)
PROGRAMS AND FILMS	ALAMEDA FILMS, S.A DE C.V.		DOMESTIC	
	CHURUBUSCO, S.A. DE C.V.		DOMESTIC	
	CINEMATO GRAFICA, RODRIGUEZ, S.A. DE C.V.		DOMESTIC	
	DIANA INTERNACIONAL FILMS, S.A. DE C.V.		DOMESTIC	
	RENE DUARTE OSORIO CINE FALCON PRODUCCIONES, S.A.		DOMESTIC	
	GUSSI, S.A. DE C.V.		DOMESTIC	
	GUSTAVO ALATRISTE RODRIGUEZ NUVISION, S.A.		DOMESTIC	
	PELICULAS RODRIGUEZ, S.A.		DOMESTIC	
	PELICULAS Y VIDEOS INTERNACIONALES, S.A. DE C.V.		DOMESTIC	
	PRODUCCIONES AGUILA, S.A. DE			



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C.V. PRODUCCIONES ALFA AUDIOVISUAL, S.A. DE C.V.	DOMESTIC	
SECINE, S.A. DE C.V.	DOMESTIC	
PRODUCCIONES TOBARI, S.A.	DOMESTIC	
QUALITY FILMS, S. DE R.L. DE C.V.	DOMESTIC	
REYNALDO PUENTE	DOMESTIC	
OTHER 4 KIDS ENTERTAINMENT ALFRED HABER DISTRIBUTION, INC.	FOREIGN	NO
ALLIANCE ATLAN- TIS INTERNATIONAL DISTRIBUTION CONTENTFILM INTERNATIONAL LIMITED	FOREIGN	NO
DUO ENTERTAIN VERTRIEBS GMHB	FOREIGN	NO
RIGHS DISTRIBU- TION LIMITED CBS STUDIOS, INC.	FOREIGN	NO
DREAMWORKS LLC.	FOREIGN	NO
HEARTS ENTERTAINMENT INDEPENDENT INTERNATIONAL TELEVISION, INC.	FOREIGN	NO
LUCAS FILM, LTD.	FOREIGN	NO
METRO GOLDWYN MAYER INTERNATI- ONAL	FOREIGN	NO
MTV NETWORKS		

A DIVISION OF VIACOM, INT. MULTIFILMS BV	FOREIGN	NO
SONY PICTURES TELEVISION INTERNATIONAL TELEMUNDO INTERNATIO- NAL, LLC.	FOREIGN	NO
TOEI ANIMATION CO., LTD TWENTIETH CENTURY FOX	FOREIGN	NO
INTERNATIONAL UNIVERSAL STUDIOS INTER- NATIONAL, LLC. WARNER BROS. INTERNATIONAL TELEVISION OTHER	FOREIGN	NO
COAXIAL CABLE RG MAYA 60		
	NACIONAL DE CONDUCTORES, S.A. DE C.V.	DOMESTIC
HILTI BOLT	HILTI MEXICANA, S.A. DE C.V.	FOREIGN
SWITCH	CABLENETWORK MEXICO	FOREIGN
TWO OUTLET DEVICE AC 200 COUCHE PAPER	TVC CORPORATION	FOREIGN
	ABASTECEDORA LUMEN	DOMESTIC
	GRUPO PAPE LERO SCRIBE	DOMESTIC
	PAPELERA LOZANO HERMANOS	DOMESTIC
	PAPELES PLANOS, S.A.	DOMESTIC
	STORAM ENSON	FOREIGN
	BULKLEY DUNTON	FOREIGN
	M REAL	FOREIGN
	MYLLIKOSKI	
	PAPEL	FOREIGN
	UPM	FOREIGN
	CATALYST	FOREIGN

PAPER AND  
IMPRESSION

PRODUCTORA CO-		
MERCIALIZADORA		
Y		
EDITORES DE LI-		
BROS , S.A. DE C.V.	DOMESTIC	
COMPAÑÍA		
EXCEL		
SERVIGRAFICA,		
S.A. DE		
C.V.	DOMESTIC	
OFFSET		
MULTICOLOR		
S.A.	DOMESTIC	
IMPRESOS MOINO	DOMESTIC	
LITOGRAFICA		
MAGNO		
GRAF,		
S.A. DE		
C.V.	DOMESTIC	
PROCESOS		
INDUSTRIALES		
DE PAPEL, S.A.	DOMESTIC	
BARNICES PARA		
EDICIONES DE		
LIBROS, S.A.	DOMESTIC	
SERVICIOS PRO-		
FESIONALES		
DE IMPRESIÓN,		
S.A. DE C.V.	DOMESTIC	
METROCOLOR		
DE MEXICO, S.A.	DOMESTIC	
REPRODU-		
CCIONES		
FOTOME		
CANICAS, S.A.	DOMESTIC	
GRÁFICA LA		
PRENSA, S.A.	DOMESTIC	
EDITORIAL		
ULTRA,		
S.A.	DOMESTIC	
QUEBECOR		
WORLD		
MEXICO	DOMESTIC	
FORMADORES		
Y EDITORES		
DE LIBROS	DOMESTIC	
PRO-OFFSET EDI-		
TORIAL, LTDA.	FOREIGN	YES
EDITORA		
GEMINIS	FOREIGN	YES

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EDITORES, S.A.	FOREIGN	YES
EDITORIAL LA PATRIA, S.A.	FOREIGN	YES
PRINTER COLOM- BINA, S.A.	FOREIGN	YES
QUEBECOR	FOREIGN	YES
RR DONNELLEY GRUPO OP	FOREIGN	NO
GRAFICAS, S.A.	FOREIGN	YES
ST. IVES	FOREIGN	NO
COLOMBO ANDINA DE IMPRESOS	FOREIGN	YES

NOTES

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## SALES DISTRIBUTION BY PRODUCT

## SALES

AUDITED INFORMATION				CONSOLIDATED Final Printing	
MAIN PRODUCTS	NET SALES VOLUME (THOUSANDS)	AMOUNT	MARKET SHARE (%)	TRADEMARKS	MAIN CUSTOMERS
DOMESTIC SALES INTERSEGMENT ELIMINATIONS		(1,141,574)			
TELEVISION BROADCASTING: ADVERTISED TIME SOLD (HALF HOURS)	5	20,813,461			TELEFONOS DE MEXICO, S.A.B. DE C.V. COMPAÑÍA PROCTER & GAMBLE DE MEXICO, S. DE R. L. DE C.V. BIMBO, S.A. DE C.V. DANONE DE MEXICO, S.A. DE C.V. THE COCA-COLA EXPORT CORPORATION SUCURSAL EN MEXICO UNILEVER DE MEXICO, S. DE R.L. DE C.V. KIMBERLY CLARK DE MEXICO, S.A. DE C.V. MARCAS NESTLE, S.A DE C.V. MARKETING MODELO, S.A DE C.V. GENOMMA LAB INTERNACIONAL, S.A. DE C.V. KELLOGG COMPANY MEXICO, S. DE R.L. DE C.V. VARIOUS
OTHER INCOME PAY TELEVISION NETWORKS:		104,297			

SALE OF SIGNALS	1,588,299	T.V. CABLE DE PROVINCIA, S.A. DE C.V. CABLEVISION DE SALTILLO, S.A. DE C.V. MEGA CABLE, S.A. DE C.V. CABLEVISION RED, S.A. TELECABLE DEL ESTADO DE MEXICO, S.A. DE C.V. TVI NACIONAL, S.A. DE C.V.
ADVERTISED TIME SOLD	444,097	TELEVICABLE DEL CENTRO, S.A. DE C.V. EL PALACIO DE HIERRO, S.A. DE C.V. TOYOTA MOTORS SALE DE MEXICO, S. DE R.L. DE C.V. L.G. ELECTRONICS MEXICO, S.A. DE C.V. SUAVE Y FACIL, S.A. DE C.V. HERSHEY MEXICO, S. DE R.L. DE C.V. COMBE DE MEXICO, S. DE R.L. DE C.V. MARCAS NESTLE, S.A DE C.V. ELI LILLY Y COMPAÑÍA DE MEXICO, S.A. DE C.V. KELLOGG COMPANY MEXICO, S. DE R.L. DE C.V.
PUBLISHING: MAGAZINE CIRCULATION	39,194    647,659	TV Y NOVELAS MAGAZINE, MEN'S HEALTH MAGAZINE, VANIDADES MAGAZINE COSMOPOLITAN MAGAZINE NATIONAL GEOGRAPHIC MAGAZINE  GENERAL PUBLIC (AUDIENCE) DEALERS  COMMERCIAL CENTERS (MALLS)

AUTOMOVIL  
 PANAMERICANO  
 MAGAZINE  
 ESPECIAL  
 MARVEL  
 SEMANAL  
 MAGAZINE  
 TU MAGAZINE  
 SOY AGUILA  
 MAGAZINE  
 MUY  
 INTERESANTE  
 MAGAZINE  
 BIG BANG  
 MAGAZINE  
 DISNEY  
 PRINCESAS  
 MAGAZINE  
 COCINA FACIL  
 MAGAZINE

PUBLISHING

755,183

FRABEL, S.A. DE C.V.  
 KIMBERLY CLARK DE  
 MEXICO, S.A. DE C.V.  
 DILTEX, S.A. DE C.V.  
 WATA GROUP, S.A. DE  
 C.V.  
 ACTIVE  
 INTERNATIONAL  
 MEXICO, S.A. DE C.V.  
 FABRICAS DE  
 CALZADO ANDREA,  
 S.A. DE C.V.  
 NISSAN MEXICANA,  
 S.A. DE C.V.  
 PRODUCCIONES  
 INFOVISIÓN, S.A. DE  
 C.V.  
 TELEFONOS DE  
 MEXICO, S.A.B. DE  
 C.V.  
 COMPAÑIA PROCTER  
 & GAMBLE DE  
 MEXICO, S. DE R.L DE  
 C.V.  
 VARIOUS

OTHER INCOME

28,846

SKY :

DTH BROADCAST

8,806,071

SKY

SUBSCRIBERS

SATELLITE

PAY PER VIEW

200,584

CHANNEL

150,023

KELLOGG COMPANY  
 MEXICO, S. DE R.L. DE

COMMERCIALIZATION

			C.V. HERSHEY MEXICO, S. DE R.L. DE C.V. L.G. ELECTRONICS MEXICO, S.A DE C.V. SIGMA ALIMENTOS COMERCIAL, S.A. DE C.V.
CABLE AND TELECOM: DIGITAL SERVICE	4,940,141	CABLEVISION Y CABLEMAS	SUBSCRIBERS
INTERNET SERVICES	1,203,506		
SERVICE INSTALLATION	65,680		
PAY PER VIEW	73,501		HERSHEY MEXICO, S. DE R.L. DE C.V.
CHANNEL COMMERCIALIZATION	248,809		KELLOGG COMPANY MEXICO, S. DE R.L. DE C.V.
TELEPHONY	819,524		L.G. ELECTRONICS MEXICO, S.A DE C.V.
TELECOMMUNICATIONS OTHER	1,277,926 67,637		
OTHER BUSINESSES: DISTRIBUTION, RENTALS, AND SALE OF MOVIE RIGHTS	575,253		OPERADORA COMERCIAL DE DESARROLLO, S.A. DE C.V. CINEMAS LUMIERE, S.A. DE C.V. OPERADORA DE CINEMAS, S.A. DE C.V. LATIN AMERICA MOVIE THEATRES, S.A. PI DE C.V. CINEMARK DE MEXICO, S.A. DE C.V. QUALITY FILMS, S. DE R.L. DE C.V. GENERAL PUBLIC (AUDIENCE)
SPECIAL EVENTS AND SHOW PROMOTION	578,205	CLUB DE FUTBOL AMERICA ESTADIO AZTECA	GENERAL PUBLIC (AUDIENCE) FEDERACION MEXICANA DE FUTBOL, A.C.
INTERNET SERVICES	312,196	ESMAS.COM	RADIOMOVIL DIPSA, S.A. DE C.V. PEGASO PCS, S.A. DE C.V.



				MYALERCOM, S.A. IUSACELL, S.A. DE C.V. THE COCA-COLA EXPORT CORPORATION SUCURSAL EN MEXICO GENERAL PUBLIC (AUDIENCE)
GAMING		1,423,083		PLAY CITY  MULTIJUEGOS
ADVERTISED TIME SOLD IN RADIO		426,005		PEGASO, PCS, S.A. DE C.V. MARKETING MODELO, S.A DE C.V. PROPIMEX, S.A. DE C.V. TIENDAS COMERCIAL MEXICANA, S.A. DE C.V. UNILEVER DE MEXICO, S. DE R.L. DE C.V. CERVEZAS CUAUHTEMOC MOCTEZUMA, S.A. DE C.V. CORPORACION NORTEAMERICANA, S.A. DE C.V. VARIOUS
PUBLISHING DISTRIBUTION:	11,352	165,732		HOLA MEXICO MAGAZINE EL SOLITARIO MAGAZINE WWWE LUCHA LIBRE AMERICANA MAGAZINE MEXICO DESCONOCIDO MAGAZINE ENTREPRENEUR MAGAZINE TV NOTAS MAGAZINE
FOREIGN SALES INTERSEGMENT ELIMINATIONS		(24,561)		COMMERCIAL CENTERS (MALLS)
TELEVISION BROADCASTING:				

ADVERTISING TIME SOLD	277,260		INITIATIVE MEDIA, INC. PDH/LA. USA GROUP MOTION ZENITHGPE VARIOUS
OTHER INCOME PAY TELEVISION NETWORKS: SALES OF SIGNALS	366,618		
	623,176		DIRECTV LATIN AMERICA GALAXY ENTERTAINMENT DE VZLA, C.A. DIRECTV DIRECTV CHILE TELEVISION DIRECTV ARGENTINA ECHOSTAR SATELLITE CORPORATION PLAY PUBLICIDAD, INC. ROMA RICCI CORPORATION SPHERE MARKETING CAPITAL MEDIA GROUP, INC.
ADVERTISING TIME SOLD	81,007		
PROGRAMMING EXPORT: PROGRAMMING AND ROYALTIES	2,845,918	TELEVISIA  TELEVISIA  TELEVISIA	CIA PERUANA DE RADIODIFUSIÓN ANTENA 3 DE TELEVISION, S.A. TVSBT CANAL 4 DE SAO PAULO, S.A.
PUBLISHING: MAGAZINE CIRCULATION	55,173	930,938	T.V. Y NOVELAS MAGAZINE GENTE MAGAZINE DEALERS PAPARAZZI MAGAZINE VANIDADES MAGAZINE COSMOPOLITAN MAGAZINE TU MAGAZINE BILINKEN MAGAZINE PARA TI MAGAZINE CONDORITO MAGAZINE

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PUBLISHING	993,430		PROCTER & GAMBLE L'OREAL UNILEVER ANDINA COLOMBIA LTDA P & G PRESTIGE
SKY: DTH BROADCAST SATELLITE CABLE AND TELECOM: TELECOMMUNICATIONS	848,538	SKY	SUBSCRIBERS
	545,063		SUBSCRIBERS
OTHER BUSINESSES: SPECIAL EVENTS AND SHOW PROMOTION PUBLISHING DISTRIBUTION:	16,853	CLUB DE FUTBOL AMERICA SELECCIONES MAGAZINE ABC MIS PRIMEROS PASOS MAGAZINE HOLA MAGAZINE	GENERAL PUBLIC (AUDIENCE) DEALERS COMMERCIAL CENTERS (MALLS)
	18,121	270,747	EL CUERPO HUMANO MAGAZINE EL FEDERAL MAGAZINE T-REX MAGAZINE SEMANA MAGAZINE MAGALY TV MAGAZINE
DISTRIBUTION, RENTALS, AND SALE OF MOVIE RIGHTS	3,370		WARNER BROS ENTERTAINMENT, INC.
TOTAL	52,352,501		

SALES DISTRIBUTION BY PRODUCT  
FOREIGN SALES

AUDITED INFORMATION		CONSOLIDATED Final Printing		
MAIN PRODUCTS	NET SALES		TRADEMARKS	MAIN CUSTOMERS
	VOLUME (THOUSANDS)	AMOUNT DESTINATION		
FOREIGN SALES TELEVISION BROADCASTING: ADVERTISING TIME SOLD	110,363	UNITED STATES OF AMERICA		INITIATIVE MEDIA, INC.
OTHER INCOME	348,537	UNITED STATES OF AMERICA		PDH/LA. USA GROUP MOTION VARIOUS
PAY TELEVISION NETWORKS: SALES OF SIGNALS	475,649	SPAIN  ARGENTINA  CHILE  GUATEMALA  COLOMBIA  UNITED STATES OF AMERICA		DIRECTV LATIN AMERICA GALAXY ENTERTAINMENT DE VZLA, C.A. DIRECTV DIRECTV CHILE TELEVISION DIRECTV ARGENTINA ECHOSTAR SATELLITE CORPORATION
PROGRAMMING EXPORT: PROGRAMMING AND ROYALTIES	2,845,918	UNITED STATES OF AMERICA CENTRAL AMERICA CARIBBEAN  EUROPE SOUTH AMERICA	TELEVISA  TELEVISA TELEVISA  TELEVISA TELEVISA	CIA PERUANA DE RADIODIFUSIÓN  ANTENA 3 DE TELEVISION, S.A. TVSBT CANAL 4 DE SAO PAULO , S.A.

	AFRICA	TELEVISA
	ASIA	TELEVISA
OTHER BUSINESSES: SPECIAL EVENTS AND SHOW PROMOTION	16,853	UNITED STATES OF AMERICA CLUB DE FUTBOL AMERICA
DISTRIBUTION, RENTALS, AND SALE OF MOVIE RIGHTS	3,370	UNITED STATES OF AMERICA WARNER BROS ENTERTAINMENT, INC.
INTERSEGMENT ELIMINATIONS SUBSIDIARIES ABROAD TELEVISION BROADCASTING: ADVERTISING TIME SOLD	(16,915)	
	166,897	UNITED STATES OF AMERICA INITIATIVE MEDIA, INC. PDH/LA. USA GROUP MOTION
OTHER INCOME	18,081	UNITED STATES OF AMERICA VARIOUS
PAY TELEVISION NETWORKS: SALES OF SIGNALS	147,527	SPAIN ARGENTINA CHILE GUATEMALA COLOMBIA DIRECTV LATIN AMERICA GALAXY ENTERTAINMENT DE VZLA, C.A. DIRECTV DIRECTV CHILE TELEVISION DIRECTV ARGENTINA ECHOSTAR SATELLITE CORPORATION
ADVERTISING TIME SOLD	81,007	PLAY PUBLICIDAD, INC. ROMA RICCI CORPORATION SPHERE MARKETING CAPITAL MEDIA GROUP, INC.

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PUBLISHING: MAGAZINE CIRCULATION	55,173	930,938	GUATEMALA AND COSTA RICA UNITED STATES OF AMERICA PANAMA  SOUTH AMERICA CENTRAL AMERICA	T.V. Y NOVELAS MAGAZINE  GENTE MAGAZINE  PAPARAZZI MAGAZINE VANIDADES MAGAZINE COSMOPOLITAN MAGAZINE TU MAGAZINE BILINKEN MAGAZINE PARA TI MAGAZINE CONDORITO MAGAZINE	GENERAL PUBLIC (AUDIENCE)  DEALERS  COMMERCIAL CENTERS (MALLS)
PUBLISHING		993,430			PROCTER & GAMBLE L'OREAL UNILEVER ANDINA COLOMBIA LTDA P & G PRESTIGE
SKY: DTH BROADCAST SATELLITE CABLE AND TELECOM: TELECOMMUNICATIONS		848,538	CENTRAL AMERICA	SKY	SUBSCRIBERS
		545,063	UNITED STATES OF AMERICA		SUBSCRIBERS
OTHER BUSINESSES: PUBLISHING DISTRIBUTION	18,121	270,747	PANAMA  SOUTH AMERICA	SELECCIONES MAGAZINE ABC MIS PRIMEROS PASOS MAGAZINE HOLA MAGAZINE EL CUERPO HUMANO MAGAZINE EL FEDERAL MAGAZINE T-REX MAGAZINE	GENERAL PUBLIC (AUDIENCE) DEALERS  COMMERCIAL CENTERS (MALLS)

SEMANA  
MAGAZINE  
MAGALYTV  
MAGAZINE

INTERSEGMENT	(7,646)
ELIMINATIONS	
TOTAL	73,294 7,778,357

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PROJECTS INFORMATION  
(PROJECT, AMOUNT EXERCISED AND PROGRESS PERCENTAGE)

AUDITED INFORMATION CONSOLIDATED  
Final Printing

MAJOR INVESTMENT PROJECTS OF GRUPO TELEVISIA, S.A.B. AND ITS SUBSIDIARIES AT DECEMBER 31, 2009 INCLUDE THE FOLLOWING (MILLIONS OF U.S. DOLLARS AND MEXICAN PESOS):

DESCRIPTION	AUTHORIZED AMOUNT	EXERCISED AMOUNT	PROGRESS %
U.S. DOLLAR-DENOMINATED PROJECTS:			
EQUIPMENT OF THE CABLE TELEVISION NETWORK	U.S.\$ 259.2	U.S.\$ 137.5	53%
INFORMATION TECHNOLOGY PROJECTS	36.1	20.7	57%
MEXICAN PESO-DENOMINATED PROJECTS:			
GAMING BUSINESS PROJECTS	PS. 634.3	PS. 333.5	53%
INFORMATION TECHNOLOGY PROJECTS	27.0	2.2	8%



FOREIGN CURRENCY TRANSLATION  
(INFORMATION RELATED TO BULLETIN B-15)

AUDITED INFORMATION

CONSOLIDATED  
Final Printing

MONETARY ASSETS AND LIABILITIES OF MEXICAN COMPANIES DENOMINATED IN FOREIGN CURRENCIES ARE TRANSLATED AT THE PREVAILING EXCHANGE RATE AT THE BALANCE SHEET DATE. RESULTING EXCHANGE RATE DIFFERENCES ARE RECOGNIZED IN INCOME FOR THE YEAR, WITHIN INTEGRAL COST OF FINANCING.

BEGINNING ON JANUARY 1, 2008, FOR NON-MEXICAN SUBSIDIARIES AND AFFILIATES OPERATING IN A LOCAL CURRENCY ENVIRONMENT, ASSETS AND LIABILITIES ARE TRANSLATED INTO MEXICAN PESOS AT YEAR-END EXCHANGE RATES, AND RESULTS OF OPERATIONS AND CASH FLOWS ARE TRANSLATED AT AVERAGE EXCHANGE RATES PREVAILING DURING THE YEAR. RESULTING TRANSLATION ADJUSTMENTS ARE ACCUMULATED AS A SEPARATE COMPONENT OF ACCUMULATED OTHER COMPREHENSIVE INCOME OR LOSS IN CONSOLIDATED STOCKHOLDERS' EQUITY. ASSETS AND LIABILITIES OF NON-MEXICAN SUBSIDIARIES THAT USE THE MEXICAN PESO AS A FUNCTIONAL CURRENCY ARE TRANSLATED INTO MEXICAN PESOS BY UTILIZING THE EXCHANGE RATE OF THE BALANCE SHEET DATE FOR MONETARY ASSETS AND LIABILITIES, AND HISTORICAL EXCHANGE RATES FOR NONMONETARY ITEMS, WITH THE RELATED ADJUSTMENT INCLUDED IN THE CONSOLIDATED STATEMENT OF INCOME AS INTEGRAL RESULT OF FINANCING.

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MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

AUDITED INFORMATION

CONSOLIDATED  
Final Printing

MEXICO CITY, D.F., MAY 5, 2010—GRUPO TELEVISA, S.A.B. (NYSE:TV; BMV: TLEVISA CPO; “TELEVISA” OR “THE COMPANY”), TODAY ANNOUNCED AUDITED RESULTS FOR FOURTH QUARTER AND FULL YEAR 2009. THE RESULTS HAVE BEEN PREPARED IN ACCORDANCE WITH MEXICAN FINANCIAL REPORTING STANDARDS (MEXICAN FRS).

THE FOLLOWING INFORMATION SETS FORTH A CONDENSED CONSOLIDATED STATEMENT OF INCOME FOR THE YEAR ENDED DECEMBER 31, 2009 AND 2008, IN MILLIONS OF MEXICAN PESOS, AS WELL AS THE PERCENTAGE OF NET SALES THAT EACH LINE REPRESENTS AND THE PERCENTAGE CHANGE WHEN COMPARING 2009 WITH 2008:

CONSOLIDATED NET SALES

CONSOLIDATED NET SALES INCREASED 9.1% TO PS.52,352.5 MILLION IN 2009 COMPARED WITH PS.47,972.3 MILLION IN 2008. THIS INCREASE WAS ATTRIBUTABLE TO REVENUE GROWTH IN OUR CABLE AND TELECOM, SKY, PAY TELEVISION NETWORKS, PROGRAMMING EXPORTS, TELEVISION BROADCASTING AND OTHER BUSINESSES SEGMENTS, AND WAS PARTIALLY OFFSET BY A DECREASE IN THE SALES OF OUR PUBLISHING SEGMENT.

CONSOLIDATED OPERATING INCOME

CONSOLIDATED OPERATING INCOME INCREASED marginally by 0.2% TO PS.15,156.9 MILLION IN 2009 COMPARED WITH PS.15,127.8 MILLION IN 2008. THIS INCREASE WAS ATTRIBUTABLE TO HIGHER SALES THAT WERE OFFSET BY HIGHER COST OF SALES, OPERATING EXPENSES, AND DEPRECIATION AND AMORTIZATION.

THE CHARGE FOR OPERATING DEPRECIATION AND AMORTIZATION WAS PS.4,929.6 MILLION AND PS.4,311.1 MILLION IN 2009 AND 2008, RESPECTIVELY.

CONTROLLING INTEREST NET INCOME

CONTROLLING INTEREST NET INCOME DECREASED 23% TO PS.6,007.1 MILLION IN 2009 COMPARED WITH PS.7,803.7 MILLION IN 2008. THE NET DECREASE OF PS.1,796.6 MILLION PRIMARILY REFLECTED A PS.812.8 MILLION INCREASE IN OTHER EXPENSE, NET; AND A PS.2,142.4 MILLION INCREASE IN INTEGRAL COST OF FINANCING. THESE UNFAVORABLE VARIANCES WERE OFFSET BY I) A PS.29.1 MILLION INCREASE IN OPERATING INCOME; II) A PS.334.6 MILLION DECREASE IN EQUITY IN LOSSES OF AFFILIATES, NET; III) A PS.443.5 MILLION DECREASE IN INCOME TAXES; AND IV) A PS.351.4 MILLION DECREASE IN NONCONTROLLING INTEREST NET INCOME.

FOURTH-QUARTER RESULTS AND FULL-YEAR RESULTS BY BUSINESS SEGMENT

THE FOLLOWING INFORMATION PRESENTS FOURTH-QUARTER RESULTS ENDED DECEMBER 31, 2009 AND 2008, AND FULL-YEAR RESULTS ENDED DECEMBER 31, 2009 AND 2008, FOR EACH OF OUR BUSINESS SEGMENTS. RESULTS FOR THE FOURTH-QUARTER 2009 AND 2008 AND FULL-YEAR RESULTS ENDED DECEMBER 31, 2009 AND 2008, ARE PRESENTED IN MILLIONS OF MEXICAN PESOS.

#### TELEVISION BROADCASTING

FOURTH-QUARTER SALES INCREASED 0.5% TO PS.6,746.5 MILLION COMPARED WITH PS.6,710.3 MILLION IN THE SAME PERIOD OF 2008.

FULL-YEAR SALES INCREASED 0.5% TO PS.21,561.6 MILLION COMPARED WITH PS.21,460.7 MILLION IN 2008. THIS MARGINAL INCREASE, WHICH EXCEEDED OUR GUIDANCE FOR THE YEAR, WAS ACHIEVED IN SPITE OF THE DIFFICULT ECONOMIC ENVIRONMENT AND A DIFFICULT COMPARISON RESULTING FROM THE BROADCAST OF THE 2008 OLYMPIC GAMES. RATINGS REMAINED STRONG DUE TO SUCCESSFUL TELENOVELAS SUCH AS “HASTA QUE EL DINERO NOS SEPARE” AND “MAÑANA ES PARA SIEMPRE”.

FOURTH-QUARTER OPERATING SEGMENT INCOME DECREASED 3.9% TO PS.3,345 MILLION COMPARED WITH PS.3,479.7 MILLION IN THE SAME PERIOD OF 2008, AND THE MARGIN WAS 49.6%.

FULL-YEAR OPERATING SEGMENT INCOME DECREASED 1.7% TO PS.10,323.9 MILLION COMPARED WITH PS.10,504.9 MILLION IN 2008; THE MARGIN WAS 47.9%. THE DROP IN MARGIN OF 100 BASIS POINTS WAS SMALLER THAN OUR INITIAL GUIDANCE OF A DROP IN MARGINS OF 200 TO 300 BASIS POINTS FOR THIS BUSINESS. THE DROP IN MARGINS IS PRIMARILY EXPLAINED BY THE NEGATIVE TRANSLATION EFFECT OF FOREIGN CURRENCY-DENOMINATED COSTS OF SALES AND OPERATING EXPENSES.

#### PAY TELEVISION NETWORKS

FOURTH-QUARTER SALES INCREASED 6.1% TO PS.741.8 MILLION COMPARED WITH PS.699.3 MILLION IN THE SAME PERIOD OF 2008.

FULL-YEAR SALES INCREASED 23.7% TO PS.2,736.6 MILLION COMPARED WITH PS.2,212.5 MILLION IN 2008. THE ANNUAL INCREASE WAS DRIVEN BY HIGHER REVENUES FROM CHANNELS SOLD IN MEXICO AND LATIN AMERICA AND HIGHER ADVERTISING SALES, AS WELL AS A POSITIVE TRANSLATION EFFECT OF FOREIGN CURRENCY-DENOMINATED SALES. AS OF DECEMBER 31, 2009, AND THROUGH OUR CABLE AND DTH AFFILIATES WORLDWIDE, OUR PAY TELEVISION NETWORKS BUSINESS REACHED 23 MILLION SUBSCRIBERS CARRYING AN AVERAGE OF FIVE TELEVISIA PAY TV CHANNELS EACH.

FOURTH-QUARTER OPERATING SEGMENT INCOME DECREASED 6.2% TO PS.403 MILLION COMPARED WITH PS.429.8 MILLION IN THE SAME PERIOD OF 2008, AND THE MARGIN WAS 54.3%.

FULL-YEAR OPERATING SEGMENT INCOME INCREASED 20.5% TO PS.1,660.4 MILLION COMPARED WITH PS.1,378.2 MILLION IN 2008, AND THE MARGIN WAS 60.7%. THIS INCREASE REFLECTS HIGHER SALES THAT WERE PARTIALLY OFFSET BY AN INCREASE IN COST OF SALES AND OPERATING EXPENSES, DRIVEN MAINLY BY INVESTMENTS MADE IN THE PRODUCTION AND LAUNCH OF NEW CHANNELS. IN THE THIRD QUARTER OF 2009, WE LAUNCHED OUR SPORTS PAY TV CHANNEL, TELEVISIA DEPORTES NETWORK (“TDN”). AS PART OF THE LAUNCH OF TDN, THE NETWORK WILL CARRY ON AN EXCLUSIVE BASIS TEN OF THE 64 GAMES OF THE 2010 SOCCER WORLD CUP.

## PROGRAMMING EXPORTS

FOURTH-QUARTER SALES INCREASED 4% TO PS.765.4 MILLION COMPARED WITH PS.735.8 MILLION IN THE SAME PERIOD OF 2008.

FULL-YEAR SALES INCREASED 16.8% TO PS.2,845.9 MILLION COMPARED WITH PS.2,437.2 MILLION IN 2008. THE ANNUAL INCREASE WAS ATTRIBUTABLE TO I) A POSITIVE TRANSLATION EFFECT ON FOREIGN CURRENCY-DENOMINATED SALES AMOUNTING TO PS.432.8 MILLION; AND II) HIGHER PROGRAMMING SALES TO LATIN AMERICA, EUROPE, ASIA AND AFRICA. THIS INCREASE WAS PARTIALLY OFFSET BY A DECREASE IN ROYALTIES FROM UNIVISION, FROM US\$146.5 MILLION IN 2008 TO US\$143 MILLION IN 2009.

FOURTH-QUARTER OPERATING SEGMENT INCOME INCREASED 15.5% TO PS.379.1 MILLION COMPARED WITH PS.328.2 MILLION IN THE SAME PERIOD OF 2008, AND THE MARGIN REACHED A FOURTH-QUARTER RECORD HIGH OF 49.5%.

FULL-YEAR OPERATING SEGMENT INCOME INCREASED 33.5% TO PS.1,437.2 MILLION COMPARED WITH PS.1,076.8 MILLION IN 2008, REACHING A RECORD-HIGH MARGIN OF 50.5%. THESE RESULTS REFLECT HIGHER SALES THAT WERE PARTIALLY OFFSET BY HIGHER COST OF SALES AND OPERATING EXPENSES.

## PUBLISHING

FOURTH-QUARTER SALES DECREASED 17.4% TO PS.945.3 MILLION COMPARED WITH PS.1,144.1 MILLION IN THE SAME PERIOD OF 2008.

FULL-YEAR SALES DECREASED 9.3% TO PS.3,356.1 MILLION COMPARED WITH PS.3,700.4 MILLION IN 2008. THE ANNUAL DECREASE WAS DRIVEN BY LOWER REVENUES FROM MAGAZINE CIRCULATION AND ADVERTISING PAGES SOLD ABROAD AS WELL AS IN MEXICO. THIS NEGATIVE IMPACT WAS PARTIALLY OFFSET BY A POSITIVE TRANSLATION EFFECT ON FOREIGN CURRENCY-DENOMINATED SALES.

FOURTH-QUARTER OPERATING SEGMENT INCOME DECREASED 99.6% TO PS.1.1 MILLION COMPARED WITH PS.265.8 MILLION IN THE SAME PERIOD OF 2008, AND THE MARGIN WAS 0.1%.

FULL-YEAR OPERATING SEGMENT INCOME DECREASED 70.6% TO PS.190.7 MILLION COMPARED WITH PS.648.6 MILLION IN 2008, AND THE MARGIN WAS 5.7%. THIS DECREASE REFLECTS LOWER SALES AND HIGHER OPERATING EXPENSES DUE TO NON-RECURRENT CHARGES SUCH AS AN INCREASE IN ALLOWANCES AND DOUBTFUL ACCOUNTS AND CERTAIN RESTRUCTURING COSTS, AS WELL AS A NEGATIVE TRANSLATION EFFECT ON FOREIGN CURRENCY-DENOMINATED COSTS THAT WERE PARTIALLY COMPENSATED BY LOWER COST OF SALES, MAINLY IN COST OF PAPER AND PRINTING.

## SKY

FOURTH-QUARTER SALES INCREASED 9.3% TO PS.2,637.5 MILLION COMPARED WITH PS.2,412.5 MILLION IN THE SAME PERIOD OF 2008. DURING THE QUARTER, SKY ADDED A TOTAL OF 143 THOUSAND SUBSCRIBERS OF WHICH 140 THOUSAND WERE IN MEXICO, THE HIGHEST GROWTH ON RECORD FOR A SINGLE QUARTER, AND THREE THOUSAND WERE IN CENTRAL AMERICA AND THE DOMINICAN REPUBLIC. THE GROWTH IN MEXICO IS EXPLAINED MAINLY BY THE SUCCESS OF SKY'S NEW LOW-COST OFFERINGS.

FULL-YEAR SALES INCREASED 9.2% TO PS.10,005.2 MILLION COMPARED WITH PS.9,162.2 MILLION IN 2008. THE ANNUAL INCREASE WAS DRIVEN BY I) AN INCREASE IN THE SUBSCRIBER BASE IN MEXICO; II) GROWTH OF SKY OPERATIONS IN CENTRAL AMERICA AND THE DOMINICAN REPUBLIC; AND III) HIGHER ADVERTISING REVENUES. AS OF DECEMBER 31, 2009, THE NUMBER OF GROSS ACTIVE SUBSCRIBERS INCREASED TO 1,959,722 (INCLUDING 144,326 COMMERCIAL SUBSCRIBERS), COMPARED WITH 1,759,801 (INCLUDING 128,937 COMMERCIAL SUBSCRIBERS) AS OF DECEMBER 31, 2008. SKY CLOSED THE QUARTER WITH MORE THAN 137 THOUSAND SUBSCRIBERS IN CENTRAL AMERICA AND THE DOMINICAN REPUBLIC.

FOURTH-QUARTER OPERATING SEGMENT INCOME INCREASED 5.4% TO PS.1,144.3 MILLION COMPARED WITH PS.1,085.7 MILLION IN THE SAME PERIOD OF 2008, AND THE MARGIN WAS 43.4%.

FULL-YEAR OPERATING SEGMENT INCOME INCREASED 1.4% TO PS.4,478.8 MILLION COMPARED WITH PS.4,416.8 MILLION IN 2008, AND THE MARGIN WAS 44.8%. THIS INCREASE REFLECTS HIGHER SALES THAT WERE PARTIALLY OFFSET BY HIGHER COST OF SALES AND OPERATING EXPENSES EXPLAINED PRIMARILY BY THE AMORTIZATION OF COSTS RELATED WITH THE EXCLUSIVE TRANSMISSION OF 24 MATCHES OF THE 2010 SOCCER WORLD CUP BY PS.220 MILLION.

#### CABLE AND TELECOM

FOURTH-QUARTER SALES INCREASED 21.7% TO PS.2,655 MILLION COMPARED WITH PS.2,181.6 MILLION IN THE SAME PERIOD OF 2008. THIS INCREASE INCLUDES THE CONSOLIDATION EFFECT OF CABLEVISION DE MONTERREY (“TVI”) STARTING OCTOBER 1, 2009. TVI REACHED 425 THOUSAND REVENUE GENERATING UNITS (RGUS) BY THE END OF 2009 AND REPRESENTED INCREMENTAL SALES OF PS.391 MILLION.

FULL-YEAR SALES INCREASED 39.5% TO PS.9,241.8 MILLION COMPARED WITH PS.6,623.4 MILLION IN 2008. THIS INCREASE WAS ATTRIBUTABLE TO I) THE ADDITION OF MORE THAN 350 THOUSAND RGUS IN CABLEVISIÓN AND CABLEMÁS DURING THE YEAR DRIVEN MAINLY BY THE SUCCESS OF OUR COMPETITIVE TRIPLE-PLAY BUNDLES; AND II) TO THE CONSOLIDATION OF CABLEMÁS SINCE JUNE 1, 2008 AND OF TVI. DURING THE YEAR, CABLEVISIÓN, CABLEMÁS, AND BESTEL NET SALES REACHED PS.3,378.8 MILLION, PS.3,649 MILLION, AND PS.1,823 MILLION, RESPECTIVELY.

FOURTH-QUARTER OPERATING SEGMENT INCOME INCREASED 15.3% TO PS.787 MILLION COMPARED WITH PS.682.4 MILLION IN THE SAME PERIOD OF 2008, AND THE MARGIN WAS 29.6%. THESE RESULTS INCLUDE THE CONSOLIDATION OF TVI, WHICH GENERATED OPERATING SEGMENT INCOME OF PS.135.5 MILLION.

FULL-YEAR OPERATING SEGMENT INCOME INCREASED 39.2% TO PS.2,971.9 MILLION COMPARED WITH PS.2,134.8 MILLION IN 2008, AND THE MARGIN WAS 32.2%. THESE RESULTS REFLECT HIGHER SALES IN THE CABLE PLATFORMS THAT WERE PARTIALLY OFFSET BY I) AN INCREASE IN ADVERTISING CAMPAIGNS AROUND TRIPLE-PLAY PACKAGES; II) A NEGATIVE TRANSLATION EFFECT ON FOREIGN CURRENCY-DENOMINATED COSTS; III) THE COSTS INHERENT TO GROWTH IN THE SUBSCRIBER BASE; AND IV) HIGHER COSTS AND EXPENSES RESULTING FROM CABLEMÁS AND TVI’S CONSOLIDATION. DURING THE YEAR, CABLEVISIÓN GENERATED OPERATING SEGMENT INCOME OF PS.1,248.9 MILLION, CABLEMÁS GENERATED OPERATING SEGMENT INCOME OF PS.1,369 MILLION, AND BESTEL GENERATED OPERATING SEGMENT INCOME OF PS.218.5 MILLION.

THE FOLLOWING INFORMATION SETS FORTH THE BREAKDOWN OF SUBSCRIBERS FOR EACH OF OUR THREE CABLE AND TELECOM SUBSIDIARIES.

THE SUBSCRIBER BASE OF CABLEVISIÓN OF VIDEO, BROADBAND AND TELEPHONY AS OF DECEMBER 31, 2009 AMOUNTED TO 632,061, 250,550 AND 133,829, RESPECTIVELY.

THE SUBSCRIBER BASE OF CABLEMÁS OF VIDEO, BROADBAND AND TELEPHONY AS OF DECEMBER 31, 2009 AMOUNTED TO 912,825, 289,006 AND 146,406, RESPECTIVELY.

THE SUBSCRIBER BASE OF TVI OF VIDEO, BROADBAND AND TELEPHONY AS OF DECEMBER 31, 2009 AMOUNTED TO 237,062, 112,105 AND 75,779, RESPECTIVELY.

THE RGUS OF CABLEVISIÓN , CABLEMÁS AND TVI AS OF DECEMBER 31, 2009 AMOUNTED TO 1,016,440, 1,348,237 AND 424,946, RESPECTIVELY.

#### OTHER BUSINESSES

FOURTH-QUARTER SALES INCREASED 11.9% TO PS.959.4 MILLION COMPARED WITH PS.857.7 MILLION IN THE SAME PERIOD OF 2008.

FULL-YEAR SALES INCREASED 7.8% TO PS.3,771.4 MILLION COMPARED WITH PS.3,498.5 MILLION IN 2008. THE ANNUAL INCREASE WAS DRIVEN BY HIGHER SALES IN OUR GAMING, SOCCER AND INTERNET BUSINESSES, WHICH WERE PARTIALLY OFFSET BY A DECREASE IN SALES IN OUR FEATURE-FILM DISTRIBUTION, PUBLISHING DISTRIBUTION, AND RADIO BUSINESSES.

FOURTH-QUARTER OPERATING SEGMENT LOSS INCREASED 33.7% TO A LOSS OF PS.218.2 MILLION COMPARED WITH A LOSS OF PS.163.2 MILLION IN THE SAME PERIOD OF 2008.

FULL-YEAR OPERATING SEGMENT LOSS INCREASED 31% TO PS.318.2 MILLION COMPARED WITH PS.242.9 MILLION IN 2008, REFLECTING HIGHER COST OF SALES AND OPERATING EXPENSES THAT WERE PARTIALLY OFFSET BY HIGHER SALES.

#### INTERSEGMENT OPERATIONS

INTERSEGMENT OPERATIONS FOR 2009 AND 2008 AMOUNTED TO PS.1,166.1 MILLION AND PS.1,122.6 MILLION, RESPECTIVELY.

#### CORPORATE EXPENSES

SHARE-BASED COMPENSATION EXPENSE IN 2009 AND 2008 AMOUNTED TO PS.375.7 MILLION AND PS.222 MILLION, RESPECTIVELY, AND WAS ACCOUNTED FOR AS CORPORATE EXPENSE. SHARE-BASED COMPENSATION EXPENSE IS MEASURED AT FAIR VALUE AT THE TIME THE EQUITY BENEFITS ARE GRANTED TO OFFICERS AND EMPLOYEES, AND IS RECOGNIZED OVER THE VESTING PERIOD.

#### NON-OPERATING RESULTS

##### OTHER EXPENSE, NET

OTHER EXPENSE, NET, IN THE YEAR ENDED DECEMBER 31, 2009, PRIMARILY INCLUDED IMPAIRMENT ADJUSTMENTS TO INTANGIBLE ASSETS, PROFESSIONAL SERVICES IN CONNECTION WITH CERTAIN LITIGATION, DONATIONS, AND DISPOSITION OF PROPERTY AND EQUIPMENT.

OTHER EXPENSE, NET, INCREASED BY PS.812.8 MILLION, OR 85.4%, TO PS.1,764.9 MILLION FOR THE YEAR ENDED DECEMBER 31, 2009, COMPARED TO PS.952.1 MILLION FOR THE YEAR ENDED DECEMBER 31, 2008. THIS INCREASE REFLECTED PRIMARILY I) HIGHER NON-CASH IMPAIRMENT ADJUSTMENTS MADE TO THE CARRYING VALUE OF GOODWILL OF CERTAIN BUSINESSES IN OUR CABLE AND TELECOM, TELEVISION BROADCASTING AND PUBLISHING SEGMENTS, AND TRADEMARKS IN OUR PUBLISHING SEGMENT; II) THE ABSENCE OF OTHER INCOME RECOGNIZED IN 2008, DERIVED FROM A LITIGATION SETTLEMENT IN JANUARY 2009; AND III) AN INCREASE IN LOSS ON DISPOSITION OF PROPERTY AND EQUIPMENT. THESE UNFAVORABLE VARIANCES WERE PARTIALLY OFFSET BY A DECREASE IN PROFESSIONAL SERVICES IN CONNECTION WITH CERTAIN LITIGATION.

#### INTEGRAL COST OF FINANCING

THE EXPENSE ATTRIBUTABLE TO INTEGRAL COST OF FINANCING INCREASED BY PS.2,142.4 MILLION, TO PS.2,973.3 MILLION FOR THE YEAR ENDED DECEMBER 31, 2009 FROM PS.830.9 MILLION FOR THE YEAR ENDED DECEMBER 31, 2008. THIS INCREASE REFLECTED I) A PS.1,576 MILLION INCREASE IN FOREIGN EXCHANGE LOSS RESULTING FROM THE UNFAVORABLE EFFECT OF A 5.5% APPRECIATION OF THE MEXICAN PESO AGAINST THE US DOLLAR IN 2009 VERSUS A 26.7% DEPRECIATION OF THE MEXICAN PESO AGAINST THE US DOLLAR IN 2008, PRIMARILY ON FOREIGN CURRENCY HEDGE CONTRACTS; II) A PS.320 MILLION INCREASE IN INTEREST EXPENSE, DUE PRIMARILY TO A HIGHER AVERAGE PRINCIPAL AMOUNT OF LONG-TERM DEBT IN 2009; AND III) A PS.246.4 MILLION DECREASE IN INTEREST INCOME EXPLAINED PRIMARILY BY A REDUCTION OF INTEREST RATES APPLICABLE TO CASH EQUIVALENTS AND TEMPORARY INVESTMENTS IN 2009.

#### EQUITY IN LOSSES OF AFFILIATES, NET

EQUITY IN LOSSES OF AFFILIATES, NET, DECREASED BY PS.334.6 MILLION, OR 31.9%, TO PS.715.3 MILLION IN 2009 COMPARED TO PS.1,049.9 MILLION IN 2008. THIS DECREASE REFLECTED MAINLY A REDUCTION IN EQUITY IN LOSSES OF I) VOLARIS, OUR 25% INTEREST IN A LOW-COST CARRIER AIRLINE WITH A CONCESSION TO OPERATE IN MEXICO; AND II) LA SEXTA, OUR 40.5% INTEREST IN A FREE-TO-AIR TELEVISION CHANNEL IN SPAIN. EQUITY IN LOSSES OF AFFILIATES, NET, FOR THE YEAR ENDED DECEMBER 31, 2009, IS COMPRISED FOR THE MOST PART BY THE EQUITY IN LOSS OF LA SEXTA, WHICH WAS PARTIALLY OFFSET BY THE EQUITY IN EARNINGS OF OTHER ASSOCIATES.

#### INCOME TAXES

INCOME TAXES DECREASED BY PS.443.5 MILLION, OR 12.4%, TO PS.3,120.7 MILLION IN 2009 FROM PS.3,564.2 MILLION IN 2008. THIS DECREASE REFLECTED A LOWER CORPORATE INCOME TAX BASE, WHICH WAS OFFSET BY A HIGHER CORPORATE INCOME TAX RATE.

#### NONCONTROLLING INTEREST NET INCOME

NONCONTROLLING INTEREST NET INCOME DECREASED BY PS.351.4 MILLION, OR 37.9%, TO PS.575.6 MILLION IN 2009, FROM PS.927 MILLION IN 2008. THIS DECREASE PRIMARILY REFLECTED A LOWER PORTION OF CONSOLIDATED NET INCOME ATTRIBUTABLE TO INTERESTS HELD BY NONCONTROLLING EQUITY OWNERS IN OUR SKY SEGMENT, AS WELL AS A HIGHER PORTION OF CONSOLIDATED NET LOSS ATTRIBUTABLE TO INTERESTS HELD BY NONCONTROLLING STOCKHOLDERS IN OUR CABLE AND TELECOM SEGMENT.

#### OTHER RELEVANT INFORMATION

## CAPITAL EXPENDITURES AND INVESTMENTS

DURING 2009, WE INVESTED APPROXIMATELY US\$499.3 MILLION IN PROPERTY, PLANT AND EQUIPMENT AS CAPITAL EXPENDITURES, INCLUDING APPROXIMATELY US\$239 MILLION FOR OUR CABLE AND TELECOM SEGMENT, US\$128.8 MILLION FOR OUR SKY SEGMENT, US\$17.5 MILLION FOR OUR GAMING BUSINESS, AND US\$114 MILLION FOR OUR TELEVISION BROADCASTING SEGMENT AND OTHER BUSINESSES. IN ADDITION, WE MADE CAPITAL CONTRIBUTIONS IN CONNECTION WITH OUR 40.5% INTEREST IN LA SEXTA IN THE AMOUNT OF €35.7 MILLION (PS.663.1 MILLION).

OUR INVESTMENT IN PROPERTY, PLANT AND EQUIPMENT IN OUR CABLE AND TELECOM SEGMENT DURING 2009 INCLUDED APPROXIMATELY US\$128.3 MILLION FOR CABLEVISIÓN, US\$77.6 MILLION FOR CABLEMÁS, US\$19 MILLION FOR TVI, AND US\$14.1 MILLION FOR BESTEL.

## DEBT AND CAPITAL LEASE OBLIGATIONS

THE TOTAL CONSOLIDATED DEBT AMOUNTED TO PS.43,416.2 MILLION AND PS.38,901 MILLION AS OF DECEMBER 31, 2009 AND 2008, RESPECTIVELY, WHICH INCLUDED A CURRENT PORTION OF LONG-TERM DEBT IN THE AMOUNT OF PS.1,433 MILLION AND PS.2,270.4 MILLION, RESPECTIVELY.

ADDITIONALLY, WE HAD CAPITAL LEASE OBLIGATIONS IN THE AMOUNT OF PS.1,401.8 MILLION AND PS.1,373.8 MILLION AS OF DECEMBER 31, 2009 AND 2008, RESPECTIVELY, WHICH INCLUDED A CURRENT PORTION OF PS.235.3 MILLION AND PS.151.6 MILLION, RESPECTIVELY.

AS OF DECEMBER 31, 2009 AND 2008, OUR CONSOLIDATED NET (DEBT) CASH POSITION (CASH AND CASH EQUIVALENTS, TEMPORARY INVESTMENTS, AND NONCURRENT HELD-TO-MATURITY AND AVAILABLE-FOR-SALE INVESTMENTS LESS TOTAL DEBT) WAS PS.(576.3) MILLION AND PS.3,812.5 MILLION, RESPECTIVELY. THE AGGREGATE AMOUNT OF NON-CURRENT HELD-TO-MATURITY AND AVAILABLE-FOR-SALE INVESTMENTS AS OF DECEMBER 31, 2009 AND 2008 WAS PS.3,996.1 MILLION AND PS.809.1 MILLION, RESPECTIVELY.

## DIVIDENDS

ADDITIONALLY, TO THE DIVIDEND PAID IN MAY 2009, ON DECEMBER 10, 2009, OUR STOCKHOLDERS APPROVED THE PAYMENT OF A DIVIDEND OF PS.1.35 PER CPO, WHICH WAS PAID IN CASH IN DECEMBER 2009 IN THE AMOUNT OF PS.3,980.8 MILLION.

## SHARES REPURCHASED AND OUTSTANDING

DURING 2009, WE REPURCHASED APPROXIMATELY 13.3 MILLION CPOS IN THE AGGREGATE AMOUNT OF PS.705.1 MILLION. AS OF DECEMBER 31, 2009 AND 2008, OUR SHARES OUTSTANDING AMOUNTED TO 327,230.6 MILLION AND 328,392.8 MILLION SHARES, RESPECTIVELY; AND OUR CPO EQUIVALENTS OUTSTANDING AMOUNTED TO 2,796.8 MILLION AND 2,806.8 MILLION CPO EQUIVALENTS, RESPECTIVELY. NOT ALL OF OUR SHARES ARE IN THE FORM OF CPOS. THE NUMBER OF CPO EQUIVALENTS IS CALCULATED BY DIVIDING THE NUMBER OF SHARES OUTSTANDING BY 117.

AS OF DECEMBER 31, 2009 AND 2008, THE GDS (GLOBAL DEPOSITARY SHARES) EQUIVALENTS OUTSTANDING AMOUNTED TO 559.4 MILLION AND 561.4 MILLION GDS EQUIVALENTS, RESPECTIVELY. THE NUMBER OF GDS EQUIVALENTS IS CALCULATED BY DIVIDING THE NUMBER OF CPO EQUIVALENTS BY FIVE.



## ADVERTISING SALES PLAN

AS OF DECEMBER 31, 2009, WE HAD RECEIVED AGGREGATE UPFRONT ADVERTISING DEPOSITS FOR TELEVISION ADVERTISING OF APPROXIMATELY PS.17,810.4 MILLION, REPRESENTING A 5.5% INCREASE COMPARED WITH THE PRIOR YEAR. APPROXIMATELY 64.2% OF THE ADVANCE DEPOSITS AS OF DECEMBER 31, 2009, WERE IN THE FORM OF SHORT-TERM, NON-INTEREST-BEARING NOTES RECEIVABLE MATURING THE FOLLOWING YEAR, WITH THE REMAINDER CONSISTING OF CASH DEPOSITS. THE WEIGHTED-AVERAGE MATURITY OF THESE NOTES WAS 4.5 MONTHS.

## TELEVISION RATINGS AND AUDIENCE SHARE

NATIONAL URBAN RATINGS AND AUDIENCE SHARE REPORTED BY IBOPE CONFIRM THAT IN 2009 TELEVISIA CONTINUED TO DELIVER STRONG RATINGS AND AUDIENCE SHARES. DURING WEEKDAY PRIME TIME (19:00 TO 23:00, MONDAY TO FRIDAY), AUDIENCE SHARE AMOUNTED TO 72.4%; IN PRIME TIME (16:00 TO 23:00, MONDAY TO SUNDAY), AUDIENCE SHARE AMOUNTED TO 69.8%; AND IN SIGN-ON TO SIGN-OFF (6:00 TO 24:00, MONDAY TO SUNDAY), AUDIENCE SHARE AMOUNTED TO 70.8%.

## ABOUT TELEVISIA

GRUPO TELEVISIA, 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 DISTRIBUTION, RADIO PRODUCTION AND BROADCASTING, PROFESSIONAL SPORTS AND LIVE ENTERTAINMENT, FEATURE-FILM PRODUCTION AND DISTRIBUTION, THE OPERATION OF AN INTERNET PORTAL, AND GAMING. GRUPO TELEVISIA ALSO OWNS AN UNCONSOLIDATED EQUITY STAKE IN LA SEXTA, A FREE-TO-AIR TELEVISION VENTURE IN SPAIN.

## DISCLAIMER

THIS ANNEX 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 ANNEX SHOULD BE READ IN CONJUNCTION WITH THE FACTORS DESCRIBED IN "ITEM 3. KEY INFORMATION – FORWARD-LOOKING STATEMENTS" IN THE COMPANY'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 ANNEX 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.

FINANCIAL STATEMENT NOTES

AUDITED INFORMATION

CONSOLIDATED  
Final Printing

GRUPO TELEVISIA, S.A.B.  
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEARS ENDED DECEMBER 31, 2009 AND 2008  
(IN THOUSANDS OF MEXICAN PESOS, EXCEPT PER CPO AND PER SHARE AMOUNTS)

1. ACCOUNTING POLICIES:

THESE CONDENSED CONSOLIDATED FINANCIAL STATEMENTS OF GRUPO TELEVISIA, S.A.B. (THE "COMPANY") AND ITS CONSOLIDATED ENTITIES (COLLECTIVELY, THE "GROUP"), AS OF DECEMBER 31, 2009 AND 2008, AND FOR THE YEARS ENDED ON THOSE DATES, ARE UNAUDITED. IN THE OPINION OF MANAGEMENT, ALL ADJUSTMENTS (CONSISTING PRINCIPALLY OF NORMAL RECURRING ADJUSTMENTS) NECESSARY FOR A FAIR PRESENTATION OF THE CONDENSED CONSOLIDATED FINANCIAL STATEMENTS HAVE BEEN INCLUDED THEREIN.

FOR PURPOSES OF THESE CONDENSED CONSOLIDATED FINANCIAL STATEMENTS, CERTAIN INFORMATION AND DISCLOSURES, NORMALLY INCLUDED IN FINANCIAL STATEMENTS PREPARED IN ACCORDANCE WITH MEXICAN FINANCIAL REPORTING STANDARDS ("MEXICAN FRSS"), HAVE BEEN CONDENSED OR OMITTED. THESE CONDENSED CONSOLIDATED FINANCIAL STATEMENTS SHOULD BE READ IN CONJUNCTION WITH THE GROUP'S CONSOLIDATED AND AUDITED FINANCIAL STATEMENTS AND NOTES THERETO FOR THE YEAR ENDED DECEMBER 31, 2009, WHICH INCLUDE, AMONG OTHER DISCLOSURES, THE GROUP'S MOST SIGNIFICANT ACCOUNTING POLICIES, WHICH HAVE BEEN APPLIED ON A CONSISTENT BASIS FOR THE YEAR ENDED DECEMBER 31, 2009.

EFFECTIVE JUNE 1, 2008, THE GROUP BEGAN CONSOLIDATING THE ASSETS, LIABILITIES AND RESULTS OF OPERATIONS OF CABLEMÁS, S.A. DE C.V. AND SUBSIDIARIES (COLLECTIVELY, "CABLEMÁS") IN ITS CONSOLIDATED FINANCIAL STATEMENTS. BEFORE THAT DATE, THE GROUP ACCOUNTED FOR ITS INVESTMENT IN CABLEMÁS BY APPLYING THE EQUITY METHOD.

EFFECTIVE OCTOBER 1, 2009, THE GROUP BEGAN CONSOLIDATING THE ASSETS, LIABILITIES AND RESULTS OF OPERATIONS OF TELEVISIÓN INTERNACIONAL, S.A. DE C.V. AND SUBSIDIARIES (COLLECTIVELY, "TVI") IN ITS CONSOLIDATED FINANCIAL STATEMENTS. BEFORE THAT DATE, THE GROUP ACCOUNTED FOR ITS INVESTMENT IN TVI BY APPLYING THE EQUITY METHOD.

2. PROPERTY, PLANT AND EQUIPMENT:

PROPERTY, PLANT AND EQUIPMENT AS OF DECEMBER 31 CONSISTED OF:

		2009		2008
BUILDINGS	Ps.	9,424,738	Ps.	9,364,648
BUILDING IMPROVEMENTS		1,670,084		1,813,972

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TECHNICAL EQUIPMENT	38,838,481	34,293,372
SATELLITE TRANSPONDERS	1,789,890	1,789,890
FURNITURE AND FIXTURES	836,038	849,074
TRANSPORTATION EQUIPMENT	1,559,816	1,657,389
COMPUTER EQUIPMENT	3,089,962	2,480,803
LEASEHOLD IMPROVEMENTS	1,383,541	1,168,194
	58,592,550	53,417,342
ACCUMULATED DEPRECIATION	(32,145,471)	(28,551,534)
	26,447,079	24,865,808
LAND	4,648,171	4,867,621
CONSTRUCTION AND PROJECTS IN PROGRESS	1,976,214	1,064,969
	Ps. 33,071,464	Ps. 30,798,398

DEPRECIATION CHARGED TO INCOME FOR THE THREE MONTHS ENDED MARCH 31, 2010 AND 2009 WAS PS.1,273,484 AND PS.1,092,199, RESPECTIVELY.

3. LONG-TERM DEBT SECURITIES:

AS OF DECEMBER 31, THE GROUP'S CONSOLIDATED LONG-TERM DEBT SECURITIES OUTSTANDING WERE AS FOLLOWS:

LONG-TERM DEBT SECURITIES	2009		2008	
	THOUSANDS OF U.S. DOLLARS	MEXICAN PESOS	THOUSANDS OF U.S. DOLLARS	MEXICAN PESOS
8.0% SENIOR NOTES DUE 2011 (A)	U.S.\$ 71,951	Ps. 941,119	U.S.\$ 71,951	Ps. 995,802
6.0% SENIOR NOTES DUE 2018 (A)	500,000	6,540,000	500,000	6,920,000
6.625% SENIOR NOTES DUE 2025 (A)	600,000	7,848,000	600,000	8,304,000
8.5% SENIOR NOTES DUE 2032 (A)	300,000	3,924,000	300,000	4,152,000
8.49% SENIOR NOTES DUE 2037 (A)	-	4,500,000	-	4,500,000
9.375% SENIOR GUARANTEED NOTES DUE 2015 (B)	174,700	2,285,076	174,700	2,417,848
6.625% SENIOR NOTES DUE 2040 (A)	600,000	7,848,000	-	-
	U.S.\$ 2,246,651	Ps. 33,886,195	U.S.\$ \$1,646,651	Ps. 27,289,650

(A) THESE SENIOR NOTES ARE UNSECURED OBLIGATIONS OF THE COMPANY, RANK EQUALLY IN RIGHT OF PAYMENT WITH ALL EXISTING AND FUTURE UNSECURED AND UNSUBORDINATED INDEBTEDNESS OF THE COMPANY, AND ARE JUNIOR IN RIGHT OF PAYMENT TO ALL OF THE EXISTING AND FUTURE LIABILITIES OF THE COMPANY'S SUBSIDIARIES. INTEREST ON THE

SENIOR NOTES DUE 2011, 2018, 2025, 2032, 2037 AND 2040, INCLUDING ADDITIONAL AMOUNTS PAYABLE IN RESPECT OF CERTAIN MEXICAN WITHHOLDING TAXES, IS 8.41%, 6.31%, 6.97%, 8.94%, 8.93% AND 6.97% PER ANNUM, RESPECTIVELY, AND IS PAYABLE SEMI-ANNUALLY. THESE SENIOR NOTES MAY NOT BE REDEEMED PRIOR TO MATURITY, EXCEPT IN THE EVENT OF CERTAIN CHANGES IN LAW AFFECTING THE MEXICAN WITHHOLDING TAX TREATMENT OF CERTAIN PAYMENTS ON THE SECURITIES, IN WHICH CASE THE SECURITIES WILL BE REDEEMABLE, AS A WHOLE BUT NOT IN PART, AT THE OPTION OF THE COMPANY. ALSO, THE COMPANY MAY, AT ITS OWN OPTION, REDEEM THE SENIOR NOTES DUE 2018, 2025, 2037 AND 2040, IN WHOLE OR IN PART, AT ANY TIME AT A REDEMPTION PRICE EQUAL TO THE GREATER OF THE PRINCIPAL AMOUNT OF THE SENIOR NOTES OR THE PRESENT VALUE OF FUTURE CASH FLOWS, AT THE REDEMPTION DATE, OF PRINCIPAL AND INTEREST AMOUNTS OF THE SENIOR NOTES DISCOUNTED AT A FIXED RATE OF COMPARABLE U.S. OR MEXICAN SOVEREIGN BONDS. THE AGREEMENT OF THESE SENIOR NOTES CONTAINS COVENANTS THAT LIMIT THE ABILITY OF THE COMPANY AND CERTAIN RESTRICTED SUBSIDIARIES ENGAGED IN TELEVISION BROADCASTING, PAY TELEVISION NETWORKS AND PROGRAMMING EXPORTS, TO INCUR OR ASSUME LIENS, PERFORM SALE AND LEASEBACK TRANSACTIONS, AND CONSUMMATE CERTAIN MERGERS, CONSOLIDATIONS AND SIMILAR TRANSACTIONS. THE SENIOR NOTES DUE 2011, 2018, 2025, 2032, 2037 AND 2040 ARE REGISTERED WITH THE U.S. SECURITIES AND EXCHANGE COMMISSION.

- (B) THESE SENIOR GUARANTEED NOTES ARE UNSECURED OBLIGATIONS OF CABLEMÁS AND ITS RESTRICTED SUBSIDIARIES AND ARE GUARANTEED BY SUCH RESTRICTED SUBSIDIARIES, RANK EQUALLY IN RIGHT OF PAYMENT WITH ALL EXISTING AND FUTURE UNSECURED AND UNSUBORDINATED INDEBTEDNESS OF CABLEMÁS AND ITS RESTRICTED SUBSIDIARIES, AND ARE JUNIOR IN RIGHT OF PAYMENT TO ALL OF THE EXISTING AND FUTURE SECURED INDEBTEDNESS OF CABLEMÁS AND ITS RESTRICTED SUBSIDIARIES TO THE EXTENT OF THE VALUE OF THE ASSETS SECURING SUCH INDEBTEDNESS. INTEREST ON THESE SENIOR NOTES, INCLUDING ADDITIONAL AMOUNTS PAYABLE IN RESPECT OF CERTAIN MEXICAN WITHHOLDING TAXES, IS 9.858%, AND IS PAYABLE SEMI-ANNUALLY. CABLEMÁS MAY REDEEM THESE SENIOR NOTES, IN WHOLE OR IN PART, AT ANY TIME BEFORE NOVEMBER 15, 2010, AT REDEMPTION PRICES PLUS ACCRUED AND UNPAID INTEREST. THE AGREEMENT OF THESE SENIOR NOTES CONTAINS CERTAIN COVENANTS RELATING TO CABLEMÁS AND ITS RESTRICTED SUBSIDIARIES, INCLUDING COVENANTS WITH RESPECT TO LIMITATIONS ON INDEBTEDNESS, PAYMENTS, DIVIDENDS, INVESTMENTS, SALE OF ASSETS, AND CERTAIN MERGERS AND CONSOLIDATIONS. IN JULY 2008, CABLEMÁS PREPAID A PORTION OF THESE SENIOR NOTES IN THE PRINCIPAL AMOUNT OF U.S.\$0.3 MILLION IN CONNECTION WITH A TENDER OFFER TO PURCHASE THESE SENIOR NOTES AT A PURCHASE PRICE OF 101% PLUS RELATED ACCRUED AND UNPAID INTEREST.

#### 4. CONTINGENCIES:

ON JANUARY 22, 2009, THE COMPANY AND UNIVISION COMMUNICATIONS INC. (“UNIVISION”) ANNOUNCED AN AMENDMENT TO THE PROGRAM LICENSE AGREEMENT (“PLA”) BETWEEN TELEVISIA, S.A. DE C.V. (“TELEVISIA”) AND UNIVISION. IN CONNECTION WITH THIS AMENDMENT AND IN RETURN FOR CERTAIN OTHER CONSIDERATION, TELEVISIA AND UNIVISION AGREED TO DISMISS CERTAIN CLAIMS THAT WERE PENDING IN A DISTRICT COURT ACTION IN LOS ANGELES, CALIFORNIA, WITH THE EXCEPTION OF A COUNTERCLAIM FILED BY UNIVISION IN OCTOBER 2006, WHEREBY IT SOUGHT FOR A JUDICIAL DECLARATION THAN ON OR AFTER DECEMBER 19, 2006, PURSUANT TO THE PLA, TELEVISIA MAY NOT TRANSMIT OR PERMIT OTHERS TO TRANSMIT ANY TELEVISION PROGRAMMING INTO THE UNITED STATES BY MEANS OF THE INTERNET. THE

COMPANY CANNOT PREDICT HOW THE OUTCOME OF THIS LITIGATION WILL AFFECT THE GROUP'S BUSINESS RELATIONSHIP WITH UNIVISION WITH RESPECT TO INTERNET DISTRIBUTION RIGHTS IN THE UNITED STATES.

THERE ARE OTHER VARIOUS LEGAL ACTIONS AND OTHER CLAIMS PENDING AGAINST THE GROUP INCIDENTAL TO ITS BUSINESSES AND OPERATIONS. IN THE OPINION OF THE GROUP'S MANAGEMENT, NONE OF THESE PROCEEDINGS WILL HAVE A MATERIAL ADVERSE EFFECT ON THE GROUP'S FINANCIAL POSITION OR RESULTS OF OPERATIONS.

#### 5. STOCKHOLDERS' EQUITY:

THE CONTROLLING INTEREST STOCKHOLDERS' EQUITY AS OF DECEMBER 31 IS ANALYZED AS FOLLOWS:

	2010		2009	
	NOMINAL PESOS	RESTATED PESOS (1)	NOMINAL PESOS	RESTATED PESOS (1)
CAPITAL STOCK ISSUED	Ps. 2,368,792	Ps. 10,019,859	Ps. 2,378,506	Ps. 10,060,950
ADDITIONAL PAID-IN CAPITAL	3,841,792	4,547,944	3,841,792	4,547,944
LEGAL RESERVE	1,197,574	2,135,423	1,197,574	2,135,423
UNAPPROPRIATED EARNINGS	14,371,550	17,244,674	15,030,344	19,595,259
CUMULATIVE GAIN ON EQUITY OF ASSOCIATES	3,547,067	4,217,466	3,512,112	4,177,941
ACCUMULATED OTHER COMPREHENSIVE LOSS, NET	—	(815,641)	—	(993,898)
NET INCOME FOR THE YEAR	—	6,007,143	—	7,803,652
SHARES REPURCHASED	(4,550,762)	(5,187,073)	(5,292,582)	(5,308,429)
TOTAL CONTROLLING INTEREST STOCKHOLDERS' EQUITY		Ps. 38,169,795		Ps. 42,018,842

(1) A RESTATEMENT FOR INFLATION EFFECTS WAS RECOGNIZED BY THE COMPANY THROUGH DECEMBER 31, 2007, IN ACCORDANCE WITH MEXICAN FRs.

IN APRIL 2008, THE COMPANY'S STOCKHOLDERS APPROVED (I) THE PAYMENT OF A DIVIDEND IN THE AGGREGATE AMOUNT OF UP TO PS.2,276,340, WHICH CONSISTED OF PS.0.75 PER CPO AND PS.0.00641025641 PER SHARE, NOT IN THE FORM OF A CPO, AND WAS PAID IN CASH IN MAY 2008 IN THE AGGREGATE AMOUNT OF PS.2,229,973; AND (II) THE CANCELLATION OF APPROXIMATELY 7,146.1 MILLION OF SHARES OF CAPITAL STOCK IN THE FORM OF APPROXIMATELY 61.1 MILLION CPOS, WHICH WERE REPURCHASED BY THE COMPANY IN 2007 AND 2008.

IN APRIL 2009, THE COMPANY'S STOCKHOLDERS APPROVED (I) THE PAYMENT OF A DIVIDEND FOR AN AGGREGATE AMOUNT OF UP TO PS.5,204,575, WHICH CONSISTED OF PS.1.75 PER CPO AND PS.0.014957264957 PER SHARE, NOT IN THE FORM OF A CPO, WHICH WAS PAID IN CASH IN MAY 2009 IN THE AGGREGATE AMOUNT OF PS.5,183,020; AND (II) THE CANCELLATION OF APPROXIMATELY 1,421.2 MILLION SHARES OF CAPITAL STOCK IN THE FORM OF APPROXIMATELY 12.1 MILLION CPOS, WHICH WERE REPURCHASED BY THE COMPANY IN 2008.

IN DECEMBER 2009, THE COMPANY'S STOCKHOLDERS APPROVED, THE PAYMENT OF A DIVIDEND FOR AN AGGREGATE AMOUNT OF UP TO PS.4,000,000, WHICH CONSISTED OF PS.1.35 PER CPO AND PS.0.011538461538 PER SHARE, NOT IN THE FORM OF A CPO, WHICH WAS PAID IN CASH IN DECEMBER 2009 IN THE AGGREGATE AMOUNT OF PS.3,980,837.

AS OF DECEMBER 31, 2009, THE NUMBER OF SHARES ISSUED, REPURCHASED AND OUTSTANDING IS AS FOLLOWS:

	ISSUED	REPURCHASED	OUTSTANDING
SERIES "A" SHARES	119,879,076,425	8,349,099,885	111,529,976,540
SERIES "B" SHARES	55,995,375,176	4,414,756,373	51,580,618,803
SERIES "D" SHARES	85,333,686,865	3,273,669,719	82,060,017,146
SERIES "L" SHARES	85,333,686,865	3,273,669,719	82,060,017,146
	346,541,825,331	19,311,195,696	327,230,629,635

THE COMPANY'S SHARES REPURCHASED BY THE COMPANY, AND THE COMPANY'S SHARES HELD BY TRUSTS IN CONNECTION WITH THE COMPANY'S LONG-TERM RETENTION PLAN ARE PRESENTED AS A CHARGE TO THE CONTROLLING INTEREST STOCKHOLDERS' EQUITY AS OF DECEMBER 31, 2009, AS FOLLOWS:

	A, B, D, AND L SHARES		TOTAL	NET COST
	IN THE FORM OF CPOS	NOT IN THE FORM OF CPOS		
REPURCHASE PROGRAM (1)	1,553,502,600	-	1,553,502,600	Ps. 705,068
HELD BY A COMPANY'S SUBSIDIARY TRUST (2)	3,072,613,869	537,563,559	3,610,177,428	926,282
HELD BY A COMPANY'S TRUST (3)	6,317,293,554	7,830,222,114	14,147,515,668	3,142,065
ADVANCES FOR ACQUISITION OF SHARES (4)	-	-	-	413,658
	10,943,410,023	8,367,785,673	19,311,195,696	Ps. 5,187,073

- DURING THE YEAR ENDED DECEMBER 31, 2009, THE COMPANY REPURCHASED 1,553,502,600
- (1) SHARES IN THE FORM OF 13,277,800 CPOS, IN THE AGGREGATE AMOUNT OF PS.705,068. IN JANUARY 2009, THE COMPANY RELEASED 4,773,600 SHARES IN THE FORM OF 40,800 CPOS, IN CONNECTION WITH THE COMPANY'S STOCK PURCHASE PLAN, IN THE AMOUNT OF PS.371.
- (2) DURING THE FIRST HALF OF 2009, A SPECIAL PURPOSE TRUST ACQUIRED 70,200,000 COMPANY'S SHARES IN THE FORM OF 600,000 CPOS, IN THE AMOUNT OF PS.21,220. IN SECOND QUARTER 2009, THIS SPECIAL PURPOSE TRUST WAS DESIGNATED, IN CONJUNCTION WITH ALL OF ITS REMAINING COMPANY'S SHARES, A TRUST FOR THE COMPANY'S LONG-TERM RETENTION PLAN. IN JANUARY 2009, THE COMPANY RELEASED 1,369,593,459 SHARES IN THE FORM OF 11,705,927
- (3) CPOS IN CONNECTION WITH THE COMPANY'S LONG-TERM RETENTION PLAN, IN THE AMOUNT OF PS.75,835, DURING THE YEAR ENDED DECEMBER 31, 2009, A TRUST FOR THE COMPANY'S LONG-TERM RETENTION PLAN ACQUIRED 991,083,600 COMPANY'S SHARES IN THE FORM OF 8,470,800 CPOS, IN THE AMOUNT OF PS.422,386.
- (4) IN CONNECTION WITH THE COMPANY'S LONG-TERM RETENTION PLAN.

THE GROUP ACCRUED IN THE CONTROLLING INTEREST STOCKHOLDERS' EQUITY A SHARE-BASED COMPENSATION EXPENSE OF PS.371,783 FOR THE YEAR ENDED DECEMBER 31, 2009, WHICH AMOUNT WAS REFLECTED IN CONSOLIDATED OPERATING INCOME AS ADMINISTRATIVE

EXPENSE (SEE NOTE 11).

6. REPURCHASE OF SHARES:

NO RESERVE FOR REPURCHASE OF SHARES WAS OUTSTANDING AS OF DECEMBER 31, 2009.

IN ACCORDANCE WITH THE MEXICAN SECURITIES LAW, ANY AMOUNT OF SHARES REPURCHASED AND HELD BY THE COMPANY SHOULD BE RECOGNIZED AS A CHARGE TO STOCKHOLDERS' EQUITY, AND ANY CANCELLATION OF SHARES REPURCHASED SHOULD BE RECOGNIZED AS A REDUCTION OF THE COMPANY'S CAPITAL STOCK ISSUED FOR AN AMOUNT PROPORTIONATE TO THE SHARES CANCELLED.

7. INTEGRAL RESULT OF FINANCING:

INTEGRAL RESULT OF FINANCING FOR THE YEARS ENDED DECEMBER 31 CONSISTED OF:

	2009	2008
INTEREST EXPENSE (1)	Ps. 3,136,411	Ps. 2,816,369
INTEREST INCOME	(1,053,411)	(1,299,789)
FOREIGN EXCHANGE LOSS (GAIN), NET (2)	890,254	(685,698 )
	Ps. 2,973,254	Ps. 830,882

(1) INTEREST EXPENSE INCLUDES IN 2009 AND 2008 A NET LOSS FROM RELATED DERIVATIVE CONTRACTS OF PS.123,242 AND PS.1,741, RESPECTIVELY.

(2) INCLUDES IN 2009 AND 2008 A NET LOSS (GAIN) FROM FOREIGN CURRENCY DERIVATIVE CONTRACTS OF PS.529,621 AND PS.(889,562), RESPECTIVELY.

8. DEFERRED TAXES:

THE DEFERRED INCOME TAX LIABILITY AS OF DECEMBER 31 WAS DERIVED FROM:

	2009	2008
ASSETS:		
ACCRUED LIABILITIES	Ps. 884,255	Ps. 775,913
GOODWILL	1,396,040	1,062,680
TAX LOSS CARRYFORWARDS	897,152	805,779
ALLOWANCE FOR DOUBTFUL ACCOUNTS	428,605	339,977
CUSTOMER ADVANCES	839,012	802,919
OTHER ITEMS	447,936	269,670
	4,893,000	4,056,938
LIABILITIES:		
INVENTORIES	(379,286 )	(259,418 )
PROPERTY, PLANT AND EQUIPMENT, NET	(1,365,307)	(1,520,432)
PREPAID EXPENSES	(1,619,263)	(1,539,708)
TAX LOSSES OF SUBSIDIARIES, NET	(161,686 )	(465,294 )
	(3,525,542)	(3,784,852)
DEFERRED INCOME TAXES OF MEXICAN COMPANIES	1,367,458	272,086

DEFERRED INCOME TAXES OF FOREIGN SUBSIDIARIES	160,462	(81,575 )
ASSET TAX	925,496	891,094
VALUATION ALLOWANCES	(3,826,622)	(3,386,861)
FLAT RATE BUSINESS TAX	23,097	40,095
DIVIDENDS DISTRIBUTED AMONG GROUP'S ENTITIES	(548,503 )	-
DEFERRED INCOME TAX LIABILITY, NET	Ps.(1,898,612)	Ps.(2,265,161)
DEFERRED TAX LIABILITY CURRENT PORTION	Ps.(133,231 )	Ps.-
DEFERRED TAX LIABILITY LONG-TERM	(1,765,381)	(2,265,161)
	Ps.(1,898,612)	Ps.(2,265,161)

9. DISCONTINUED OPERATIONS:

NO DISCONTINUED OPERATIONS, AS DEFINED BY MEXICAN FRS BULLETIN C-15, IMPAIRMENT IN THE VALUE OF LONG-LIVED ASSETS AND THEIR DISPOSAL, WERE RECOGNIZED IN INCOME FOR THE YEARS ENDED DECEMBER 31, 2009 AND 2008.

10. QUARTERLY NET RESULTS:

THE QUARTERLY NET RESULTS FOR THE FOUR QUARTERS ENDED DECEMBER 31, 2009 ARE AS FOLLOWS:

QUARTER	ACCUMULATED	QUARTER
1 / 09	Ps. 978,031	Ps. 978,031
2 / 09	2,804,952	1,826,921
3 / 09	4,819,006	2,014,054
4 / 09	6,007,143	1,188,137

11. INFORMATION BY SEGMENTS:

INFORMATION BY SEGMENTS FOR THE YEARS ENDED DECEMBER 31, 2009 AND 2008 IS AS FOLLOWS:

	TOTAL REVENUES	INTERSEGMENT REVENUES	CONSOLIDATED REVENUES	SEGMENT INCOME (LOSS)
2009:				
TELEVISION BROADCASTING	Ps. 21,561,636	Ps. 163,054	Ps. 21,398,582	Ps. 10,323,899
PAY TELEVISION NETWORKS	2,736,579	795,139	1,941,440	1,660,364
PROGRAMMING EXPORTS	2,845,918	16,915	2,829,003	1,437,220
PUBLISHING	3,356,056	15,510	3,340,546	190,709
SKY	10,005,216	15,227	9,989,989	4,478,847
CABLE AND TELECOM	9,241,787	65,174	9,176,613	2,971,868



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OTHER BUSINESSES	3,771,444	95,116	3,676,328	(318,201 )
SEGMENT TOTALS	53,518,636	1,166,135	52,352,501	20,744,706
RECONCILIATION TO CONSOLIDATED AMOUNTS: ELIMINATIONS AND CORPORATE EXPENSES	(1,166,135 )	(1,166,135 )	-	(658,249 )
DEPRECIATION AND AMORTIZATION EXPENSE	-	-	-	(4,929,589 )
CONSOLIDATED TOTAL	Ps. 52,352,501	Ps. -	Ps. 52,352,501	Ps. 15,156,868 (1)
2008:				
TELEVISION BROADCASTING	Ps. 21,460,653	Ps. 296,012	Ps. 21,164,641	Ps. 10,504,876
PAY TELEVISION NETWORKS	2,212,502	692,388	1,520,114	1,378,152
PROGRAMMING EXPORTS	2,437,237	26,410	2,410,827	1,076,769
PUBLISHING	3,700,361	14,436	3,685,925	648,626
SKY	9,162,172	8,010	9,154,162	4,416,783
CABLE AND TELECOM	6,623,367	6,271	6,617,096	2,134,813
OTHER BUSINESSES	3,498,615	79,102	3,419,513	(242,812 )
SEGMENT TOTALS	49,094,907	1,122,629	47,972,278	19,917,207
RECONCILIATION TO CONSOLIDATED AMOUNTS: ELIMINATIONS AND CORPORATE EXPENSES	(1,122,629 )	(1,122,629 )	-	(478,285 )
DEPRECIATION AND AMORTIZATION EXPENSE	-	-	-	(4,311,115 )
CONSOLIDATED TOTAL	Ps. 47,972,278	Ps. -	Ps. 47,972,278	Ps. 15,127,807 (1)

(1) CONSOLIDATED TOTALS REPRESENT CONSOLIDATED OPERATING INCOME.

THE GROUP'S PUBLISHING DISTRIBUTION BUSINESS WAS PRESENTED AS A SEPARATE REPORTABLE BUSINESS THROUGH SECOND QUARTER 2008, AND WAS CLASSIFIED INTO THE OTHER BUSINESSES SEGMENT IN THIRD QUARTER 2008, SINCE ITS OPERATIONS BECAME NO LONGER SIGNIFICANT TO THE GROUP'S CONSOLIDATED FINANCIAL STATEMENTS TAKEN AS A WHOLE.

12. INVESTMENTS:

IN THE YEAR ENDED DECEMBER 31, 2009, THE GROUP MADE CAPITAL CONTRIBUTIONS IN CONNECTION WITH ITS 40.5% INTEREST IN LA SEXTA AND ITS 25% INTEREST IN VOLARIS IN THE AGGREGATE AMOUNT OF €35.7 MILLION (PS.663,082) AND U.S.\$5 MILLION (PS.69,000), RESPECTIVELY.

13. OTHER STOCKHOLDERS TRANSACTIONS:

IN FEBRUARY 2009, THE GROUP ACQUIRED A PORTION OF NONCONTROLLING INTEREST IN CABLEMÁS TO INCREASE ITS INTEREST IN THIS SUBSIDIARY FROM 54.5% TO 58.3%.

IN APRIL 2009, THE HOLDING COMPANIES OF THE SKY SEGMENT PAID A DIVIDEND TO ITS EQUITY OWNERS IN THE AGGREGATE AMOUNT OF PS.2,000,000, OF WHICH PS.826,669 WAS PAID TO ITS MINORITY EQUITY OWNERS.

IN JUNE 2009, THE STOCKHOLDERS OF EMPRESAS CABLEVISIÓN, S.A.B. DE C.V. MADE A CAPITAL CONTRIBUTION IN CASH TO INCREASE THE CAPITAL STOCK OF THIS COMPANY'S SUBSIDIARY IN THE AGGREGATE AMOUNT OF PS.3,699,652, OF WHICH PS.1,811,800 WAS CONTRIBUTED BY NONCONTROLLING STOCKHOLDERS.

IN NOVEMBER 2009, THE HOLDING COMPANIES OF THE SKY SEGMENT PAID A DIVIDEND TO ITS EQUITY OWNERS IN THE AGGREGATE AMOUNT OF PS.750,000, OF WHICH PS.310,000 WAS PAID TO ITS MINORITY EQUITY OWNERS.

14. FINANCING TRANSACTIONS:

IN MARCH 2009, THE COMPANY ENTERED INTO A PURCHASE AGREEMENT WITH THE HOLDER OF A U.S.\$80 MILLION NON-INTEREST BEARING PROMISSORY NOTE PAYABLE ISSUED BY A COMPANY'S SUBSIDIARY WITH A MATURITY IN AUGUST 2009.

IN MAY 2009, THE COMPANY REPAID A BANK LOAN AT ITS MATURITY IN THE PRINCIPAL AMOUNT OF PS.1,162,460.

IN NOVEMBER 2009, THE COMPANY ISSUED 6.625% SENIOR NOTES DUE 2040 IN THE PRINCIPAL AMOUNT OF U.S.\$600 MILLION (SEE NOTE 3).

15. SUBSEQUENT EVENTS:

ON FEBRUARY 15, 2010, THE COMPANY AND NII HOLDINGS, INC. ANNOUNCED THAT THEY SIGNED AN AGREEMENT UNDER WHICH, AMONG OTHER TRANSACTIONS, THE GROUP WILL INVEST U.S.\$1,440 MILLION IN CASH FOR A 30% EQUITY STAKE IN COMUNICACIONES NEXTEL DE MÉXICO, S.A. DE C.V. ("NEXTEL MEXICO"), AS FOLLOWS: U.S.\$1,140 MILLION IN 2010 AND THE REMAINING INVESTMENT IN THREE EQUAL ANNUAL INSTALLMENTS. THE GROUP'S INVESTMENT AND OTHER TRANSACTIONS CONTEMPLATED BY THIS AGREEMENT ARE CONDITIONED UPON THE NEXTEL MEXICO AND THE GROUP CONSORTIUM BEING AWARDED LICENSES TO USE SPECIFIED AMOUNTS OF SPECTRUM IN THE UPCOMING SPECTRUM AUCTIONS IN MEXICO AND OTHER CUSTOMARY CLOSING CONDITIONS.

IN MARCH 2010, SKY REACHED AN AGREEMENT WITH A SUBSIDIARY OF INTELSAT, S.A. ("INTELSAT") TO LEASE 24 TRANSPONDERS ON INTELSAT IS-21 SATELLITE WHICH WILL BE MAINLY USED FOR SIGNAL RECEPTION AND RETRANSMISSION SERVICES OVER THE SATELLITE'S ESTIMATED 15-YEARS SERVICE LIFE. IS-21 INTENDS TO REPLACE INTELSAT IS-9 AS SKY'S PRIMARY TRANSMISSION SATELLITE AND IS CURRENTLY EXPECTED TO START SERVICE IN THE FOURTH QUARTER OF 2012.

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DECLARATION OF THE REGISTRANT'S OFFICERS RESPONSIBLE FOR THE INFORMATION.

WE HEREBY DECLARE THAT, TO THE EXTENT OF OUR FUNCTIONS, WE PREPARED THE INFORMATION RELATED TO THE REGISTRANT CONTAINED IN THIS QUARTERLY REPORT, AND BASED ON OUR KNOWLEDGE, THIS INFORMATION FAIRLY PRESENTS THE REGISTRANT'S CONDITION. WE ALSO DECLARE THAT WE ARE NOT AWARE OF ANY RELEVANT INFORMATION THAT HAS BEEN OMITTED OR UNTRUE IN THIS QUARTERLY REPORT, OR INFORMATION CONTAINED IN SUCH REPORT THAT MAY BE MISLEADING TO INVESTORS.

/s/ EMILIO AZCÁRRAGA JEAN  
EMILIO AZCÁRRAGA JEAN  
PRESIDENT AND CHIEF EXECUTIVE  
OFFICER

/s/ SALVI FOLCH VIADERO  
SALVI FOLCH VIADERO  
CHIEF FINANCIAL OFFICER

/s/ JOAQUIN  
BALCÁRCEL SANTA  
CRUZ  
JOAQUIN BALCÁRCEL  
SANTA CRUZ  
VICE  
PRESIDENT - LEGAL  
AND  
GENERAL COUNSEL

MÉXICO, D.F., MAY 4, 2010

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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 TELEVISA, S.A.B.

(Registrant)

Dated: May 7, 2010

By:

/s/ Jorge Lutteroth Echegoyen

Name: Jorge Lutteroth Echegoyen

Title: Controller, Vice President