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GRUPO TELEVISIA S A
Form 6-K
August 24, 2006

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 August 2006

GRUPO TELEVISIA, S.A.

(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 .)

[LOGO - GRUPO TELEVISIA, S.A.]

PRESS RELEASE
FOR IMMEDIATE RELEASE

TELEVISA CO-PRODUCED SITCOM, "AMOR MIO", DEBUTS TO ENTHUSIASTIC
VIEWERS ON MEXICAN PRIMETIME

CAPTURES IMPRESSIVE 40% OF AUDIENCE SHARE

Mexico, D.F., August 24, 2006--Grupo Televisa, S.A. ("Televisa"; NYSE:TV;
BMV:TLEVISIA CPO) announced today that it has successfully launched a new
Spanish-language television sitcom entitled "Amor Mio" on Mexican
primetime. The 30-minute show, with an initial commitment of 150 episodes,
has been received with widespread critical and viewer acclaim. The show
features some of Televisa's biggest stars. In its debut evening on August
14, IBOPE, Mexico's leading independent rating service indicated that the
sitcom captured 40% of viewers across the country and has maintained the

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same level since--a nearly unprecedented percentage for a primetime situational comedy. The show airs in Mexico Monday to Friday from 8:00 to 8:30 p.m. on Televisa's flagship network, Channel 2.

"Amor Mio" is a co-production between Televisa and an Argentinean consortium formed by the Cris Morena Group S.A. and Medios y Contenidos Producciones S.A.

Televisa owns the distribution rights for the program in Mexico and certain other territories in Europe, Latin America and Asia, while the consortium owns the distribution rights for the United States, Puerto Rico, and other territories.

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

Televisa Investor Relations Contacts:

MICHEL BOYANCE / ALEJANDRO EGUILUZ
Tel: +52 (55) 5261-2445
Fax: +52 (55) 5261-2494
ir@televisa.com.mx

Media Relations Contacts:

MANUEL COMPEAN
Tel: +52 (55) 5728-3815
Fax: + 52 (55) 5728-3632
mcompean@televisa.com.mx

LIN WU/JEREMY FIELDING
Kekst and Company
Tel: +1 (212) 521-4800

SIGNATURE

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

GRUPO TELEVISIA, S.A.

(Registrant)

Dated: August 24, 2006

By /s/ Jorge Lutteroth Echegoyen

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