Televisa
NETWORKS

By Courier and by email: **[Pam.Dinsmore@rci.rogers.com]**

June 20, 2006

Ms. Pamela Dinsmore
Vice-President, Regulatory
Rogers Cable Communications Inc.
333 Bloor Street E., 9th Floor,
Toronto, Ontario,
M4W 1G9

Dear Ms. Dinsmore:

Re: Sponsorship application for the De Película Channel

This letter serves as evidence that the De Película Channel ("De Película") has agreed to be sponsored by the Rogers Cable Communications Inc. (Rogers) for inclusion on the digital lists of Eligible Satellite Services ("the Lists"). We understand that, should our service be added to the Lists, the service would be available to all distribution undertakings in Canada.

DESCRIPTION OF SERVICE

De Película is a service offered in the Spanish language. It features the best films drawn from the world's largest library of Spanish language films and includes over 3,000 films of different genres and epochs. De Película's programming includes contemporary and classic movies from all eras, including the most representative movies from the Golden Era of Mexican filmmaking and the new film generation of producers and directors of Spanish-speaking cinema. Each month it transmits more than 270 original titles. De Película has something for every member of the Hispanic household; drama, romance, action, western, comedy, horror, mystery, musicals and children's movies, all part of the unparalleled programming line-up. De Película is currently available in 35 countries and has more than 8 million subscribers. It is part of the Visat S.A. de C.V. (Televisa Networks) suite of channels which are distributed in the U.S., Mexico, Latin America, Europe and Australia through more than 1200 cable and DTH systems in 44 countries.

PROGRAMMING

Attached as Schedule 1 please find a detailed breakdown of the programming (for the week of June 5-11, 2006) by category, expressed as both the total number of hours per week, and as a percentage of the overall weekly programming schedule. Attached as Schedule 2 please find a program schedule for the same week. There is no SAP. All programming is in Spanish.

DEMAND FOR SERVICE

The fact that Rogers, as the largest broadcasting distributor in Canada, has requested that De Película be added to the digital lists demonstrates the potential demand for our service in Canada. De Película has already proven its value in other major markets such as the United States where it is carried on Echostar's Dish TV lineup. The popularity of the service in other markets supplies additional ample proof of the popularity of the De Película service.

RIGHTS FOR DISTRIBUTION OF PROGRAMMING IN CANADA

De Película confirms that it has obtained all necessary rights for distribution of its programming in Canada.

NON-PREFERENTIAL OR NON-EXCLUSIVE PROGRAMMING RIGHTS

De Película confirms that it does not hold, and will not obtain, nor will it exercise preferential or exclusive programming rights in relation to the distribution of programming in Canada.

PROGRAMMING SUPPLY AGREEMENT

De Película does not have, nor has is it ever had, a program supply agreement with a Canadian service. A company affiliated with Visat S.A. de C.V., Televisa, S.A. de C.V. has for several years had a programming supply agreement with Telelatino.

COMPETITIVENESS WITH CANADIAN LICENSED SERVICES

There is currently no Canadian licensed specialty service whose focus is Spanish language feature films. This is an unserved niche in the Canadian marketplace.

CONCLUSION

We appreciate Rogers' support for De Película. We believe that De Película can add substantially to the diversity of programming being offered by Canadian broadcasting distribution undertakings as part of their respective services.

Yours truly,

For Visat, S.A. de C.V.

Bruce Patrick Boren,
General Director

Attachments

JURIDICO

SCHEDULE 1

Detailed Breakdown of the Programming (for the week of June 5-11, 2006) by Category

DE PELÍCULA - CHANNEL
PROGRAMS BY CATEGORY
Total Category per Week
Week From June 05 to 11 2006 - TV Schedule

CATEGORY			DAY							TOTAL DAY PER WEEK							TOTAL-WEEK		
			Mon 5	Tue 6	Wed 7	Thu 8	Fri 9	Sat 10	Sun 11	Mon 5	Tue 6	Wed 7	Thu 8	Fri 9	Sat 10	Sun 11	minutes	hours	%
			minutes							minutes									
7	7c	Drama and Comedy	1440	1440	1440	1440	1440	1440	1440	1440	1440	1440	1440	1440	1440	1440	10080	168	100.0%
TOTALS			1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	1,440	10,080	168	100%

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SCHEDULE 2
PROGRAM Schedule
DE PELÍCULA

de película

Program schedule for the Week of 5 to 11 of June, 2006

ARG	MEX	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	MEX	ARG
02:00	00:00	AGONIZANDO EN EL CRIMEN JUAN LOGAR	EL CORAZON DE LA NOCHE JORGE BALZARETTI	EL LUGAR SIN LIMITES LUCHA VILLA	(00:10) NACIDOS PARA MATAR LUIS AGUILAR	LA LECHERIA POLO POLO	(00:10) HUEVOS RANCHEROS RAFAEL INCLAN	OLOR A MUERTE GILBERTO TRUJILLO	00:00	02:00
02:30	00:30		(00:45) MUCHACHAS DE ACAPULCO ALFONSO MISTRAL	JUGANDOSE LA VIDA ROBERTO "FLACO" GUZMAN		REPORTERO ALEJANDRO GUCE			00:30	02:30
03:00	01:00							PAPITO QUERIDO ALBERTO ROJAS "EL CABALLO"	01:00	03:00
03:30	01:30	(01:35) EL DIABOLICO CARLOS EAST			(01:45) BUENAS Y CON MOVIDAS ANGELICA CHAIN		(01:40) LOS ALBAÑILES IGNACIO LOPEZ TARSO		01:30	03:30
04:00	02:00		EL CORAZON DE LA NOCHE JORGE BALZARETTI	FRONTERA DE FUEGO SERGIO GOYRI		(02:25) LA LECHERIA POLO POLO			02:00	04:00
04:30	02:30							(02:45) ENSAYO DE UNA NOCHE DE BODAS JULISSA	02:30	04:30
05:00	03:00	(03:20) VIOLACION VALENTIN TRUJILLO			(03:05) CICLON ANDRES GARCIA				03:00	05:00
05:30	03:30			(03:40) COMO ENFRIAR A MI MARIDO ELSA AGUIRRE		(03:55) CAPULINA CORAZON DE LEON GASPAR HENAINE "CAPULINA"	(03:50) TU CAMINO Y EL MIO VICENTE FERNANDEZ		03:30	05:30
06:00	04:00		LOS LEGIONARIOS VIRUTA Y CAPULINA					(04:15) BUENAS NOCHES AÑO NUEVO SILVIA PINAL	04:00	06:00
06:30	04:30								04:30	06:30
07:00	05:00	(05:05) ISLAS MARIAS PEDRO INFANTE		(05:20) EL METICHE GASPAR HENAINE "CAPULINA"	(05:15) EN PELIGRO DE MUERTE VIRUTA Y CAPULINA		(05:20) DOS MESEROS MAJADEROS VIRUTA Y CAPULINA		05:00	07:00
07:30	05:30		(05:50) DOS GALLOS DE PELEA ROSITA QUINTANA			EL HALCON SOLITARIO LUIS AGUILAR			05:30	07:30
08:00	06:00							(06:20) EL AGUILA NEGRA VS. LOS DIABLOS DE LA PRADERA FERNANDO CASANOVA	06:00	08:00
08:30	06:30	(08:40) UN HOMBRE PELIGROSO RODOLFO DE ANDA		(06:55) EL AGUILA NEGRA VS. LOS ENMASCARADOS DE LA MUERTE FERNANDO CASANOVA	(06:55) CARTAS MARCADAS PEDRO INFANTE	(06:50) SIETE EVAS PARA UN ADAN RODOLFO DE ANDA	(06:55) LOS AMORES DE JUAN CHARRASQUEADO LUCHA VILLA		06:30	08:30
09:00	07:00								07:00	09:00
09:30	07:30		(07:35) LAS LOCURAS DEL PROFESOR CARLOS BALA						07:30	09:30
10:00	08:00	(08:20) VIVA LA JUVENTUD ADALBERTO MARTINEZ "RESORTES"				(08:20) UNA GOLFA SILVIA PINAL		SANGRE SOBRE EL RING WOLF RUBINSKINS	08:00	10:00
10:30	08:30			(08:35) AY AMOR COMO ME HAS PUESTO GERMAN VALDES "TIN TAN"	(08:35) PRESTAME TU CUERPO SILVIA PINAL		(08:40) DINAMITA KID WOLF RUBINSKIS		08:30	10:30
11:00	09:00		(09:20) LA BIEN PAGADA MARIA ANTONIETA PONS						09:00	11:00
11:30	09:30							TIN TAN EN LA HABANA GERMAN VALDES "TIN TAN"	09:30	11:30
12:00	10:00	(10:15) QUINCEAÑERA MARICRUZ OLIVIER		(10:15) LA MUJER SIN ALMA MARIA FELIX	(10:10) AMOR VENDIDO MECHE BARBA	(10:10) ARRIBA EL NORTE MARGA LOPEZ	(10:20) CABALLOS DE ACERO ALBERTO VAZQUEZ		10:00	12:00
12:30	10:30								10:30	12:30
13:00	11:00		(11:10) BOLERO INMORTAL ELVIRA QUINTANA			(11:50) DIMENSIONES OCULTAS JOHN MICHAEL BISCHOF		(11:20) CASA DE MUÑECAS MARGA LOPEZ	11:00	13:00
13:30	11:30	(11:55) CORTESANA MECHE BARBA							11:30	13:30
14:00	12:00				EL TUNEL 6 VICTOR MANUEL MENDOZA		PORQUE NACI MUJER SARA GARCIA		12:00	14:00
14:30	12:30			(12:35) PALOMA HERIDA PATRICIA CONDE					12:30	14:30
15:00	13:00		(13:05) EL ULTIMO TUNEL DAVID REYNOSO					(13:05) PUERTO MALDITO DANIELA ROMO	13:00	15:00
15:30	13:30	(13:35) ANDANTE MERCEDES CARREÑO				(13:35) SIETE EVAS PARA UN ADAN RODOLFO DE ANDA			13:30	15:30
16:00	14:00			(14:10) HASTA QUE LA MUERTE NOS SEPARE ROSITA QUINTANA	(14:05) D.F. (DISTRITO FEDERAL) SASHA MONTENEGRO		(14:10) PANICO JOAQUIN CORDERO		14:00	16:00
16:30	14:30							(14:45) TIN TAN EN LA HABANA GERMAN VALDES "TIN TAN"	14:30	16:30
17:00	15:00		(15:10) LAS LOCURAS DEL PROFESOR CARLOS BALA			(15:05) DOS MESEROS MAJADEROS VIRUTA Y CAPULINA			15:00	17:00
17:30	15:30	(15:40) VIVA LA JUVENTUD ADALBERTO MARTINEZ "RESORTES"			(15:55) PRESTAME TU CUERPO SILVIA PINAL		(15:45) BUENAS NOCHES AÑO NUEVO SILVIA PINAL		15:30	17:30
18:00	16:00			EN PELIGRO DE MUERTE VIRUTA Y CAPULINA					16:00	18:00
18:30	16:30		(16:55) EL METICHE GASPAR HENAINE "CAPULINA"			(16:40) TU CAMINO Y EL MIO VICENTE FERNANDEZ		(16:35) EL QUE NO CORRE VUELA LA INDIA MARIA	16:30	18:30
19:00	17:00								17:00	19:00
19:30	17:30	(17:35) LOS LEGIONARIOS VIRUTA Y CAPULINA		(17:40) CICLON ANDRES GARCIA	CAPULINA CORAZON DE LEON GASPAR HENAINE "CAPULINA"		(17:50) JUANA GALLO MARIA FELIX		17:30	19:30
20:00	18:00					(18:10) DIMENSIONES OCULTAS JOHN MICHAEL BISCHOF		(18:20) ANTONIETA IGNACIO LOPEZ TARSO	18:00	20:00
20:30	18:30		COMO ENFRIAR A MI MARIDO ELSA AGUIRRE						18:30	20:30
21:00	19:00								19:00	21:00
21:30	19:30	(19:35) LA MUERTE DEL SOPLON LOS TIGRES DEL NORTE			(19:15) MIL MILLAS AL SUR MARIO ALMADA				19:30	21:30
22:00	20:00			(19:55) LA MUJER SIN ALMA MARIA FELIX		(19:55) UNA GOLFA SILVIA PINAL	(20:05) ENSAYO DE UNA NOCHE DE BODAS JULISSA		20:00	22:00
22:30	20:30		(20:15) LA BIEN PAGADA MARIA ANTONIETA PONS					(20:20) LA OVEJA NEGRA PEDRO INFANTE	20:30	22:30
23:00	21:00								21:00	23:00
23:30	21:30	(21:20) QUINCEAÑERA MARICRUZ OLIVIER			AMOR VENDIDO MECHE BARBA		(21:35) PAPITO QUERIDO ALBERTO ROJAS "EL CABALLO"		21:30	23:30
00:00	22:00					(21:55) LOS ALBAÑILES IGNACIO LOPEZ TARSO			22:00	00:00
00:30	22:30		(22:15) EL LUGAR SIN LIMITES LUCHA VILLA	(22:25) CARRERA CONTRA LA MUERTE GILBERTO TRUJILLO					22:30	00:30
01:00	23:00	EL CORAZON DE LA NOCHE JORGE BALZARETTI			LA LECHERIA POLO POLO		(23:20) OLOR A MUERTE GILBERTO TRUJILLO	(22:35) CACERIA HUMANA VALENTIN TRUJILLO	23:00	01:00
01:30	23:30								23:30	01:30

7c - Drama and Comedy (Special, mini-series, and made -for-TV Features films) - 100%