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 Ritmoson Latino Channel

This letter serves as evidence that the Ritmoson Latino Channel ("Ritmoson Latino") 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

Ritmoson Latino is a service offered in the Spanish language. It is a music and lifestyle channel for those who will settle for nothing less than the hottest Latin music programming. It brings to life the rhythms, dance and passions of the Latin culture and focuses on the music genres closest to the Latin soul; from Boleros, Merengue, Salsa and Cumbia to Pop and Reggaeton. Ritmoson Latino is currently available in 36 countries and has more than 7.5 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 Ritmoson Latino be added to the digital lists demonstrates the potential demand for our service in Canada. As

noted above, the popularity of the service in other markets, including the United States, supplies additional ample proof of the popularity of the Ritmoson Latino service.

RIGHTS FOR DISTRIBUTION OF PROGRAMMING IN CANADA

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

NON-PREFERENTIAL OR NON-EXCLUSIVE PROGRAMMING RIGHTS

Ritmoson Latino 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

Ritmoson Latino 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 music and lifestyle. This is an unserved niche in the Canadian marketplace.

CONCLUSION

We appreciate Rogers' support for Ritmoson Latino. We believe that Ritmoson Latino 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

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SCHEDULE 1

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

RITMOSON LATINO - CHANNEL

PROGRAMS BY CATEGORY

Total Category per Week

Week From June 05 to 11 2006 - TV Schedule

Ritmoson Latino

CATEGORY				DAY (minutes)							TOTAL DAY PER WEEK (minutes)							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	%
5b	Informal Education/Recreation & Leisure		Sabor Latino	180	180	180	180	180			180	180	180	180	180	180	0	1080	18	10.7%
			Vida Latina						180											
8	8a	Music and Dance	Hot						90		0	0	0	0	0	90	0	90	1.5	0.9%
	8b	Music Video Clips	Clasicos Latinos	90	90	90	90	90			570	450	330	450	450	540	540	3330	55.5	33.0%
			Toda La Musica	180	180	180	180	180												
			Son a la Carta	180	180	60	180	180												
			Ritmo Astral	120						180										
			Tu y Yo						180	180										
			Exitos Latinos							180										
			Super Sábado						360											
	8c	Music Video Programs	Asi Suena	90	90	90	90	90			450	570	450	570	450	360	360	3210	53.5	31.8%
			Radio TV	360	300	360	300	360	360	360										
			Latin Top		180		180													
11	General Entertainment and Human Interest		Fama	240	240	240	240	240			240	240	480	240	360	270	540	2370	39.5	23.5%
			Especial			240			270											
			En Vivo					120		180										
			Fiesta Latina							360										
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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RITMOSON LATINO

Ritmoson Latino

Program Schedule for the week 5 to 11 June, 2006.

SYDNEY	MEX	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	MEX	ARG	ESP
15:00	00:00	ASI SUENA (VIDEOS CONTINUOS)					TU Y YO		00:00	02:00	07:00
15:30	00:30	CLASICOS LATINOS							00:30	02:30	07:30
16:00	01:00	TODA LA MUSICA					VIDA LATINA (VIDEOS CONTINUOS)	RITMO ASTRAL	01:00	03:00	08:00
16:30	01:30								01:30	03:30	08:30
17:00	02:00	FAMA (VIDEOS CONTINUOS)					SUPER SABADO	FIESTA LATINA	02:00	04:00	09:00
17:30	02:30								02:30	04:30	09:30
18:00	03:00	RADIO TV						FIESTA LATINA "ROSSANA"	03:00	05:00	10:00
18:30	03:30								03:30	05:30	10:30
19:00	04:00						ESPECIAL "BENNY"	EN VIVO "EL CANTO DEL LOCO"	04:00	06:00	11:00
19:30	04:30								04:30	06:30	11:30
20:00	05:00	SON A LA CARTA		ESPECIAL "ANTONIO AGUILAR"	SON A LA CARTA			EXITOS LATINOS	05:00	07:00	12:00
20:30	05:30						HOT		05:30	07:30	12:30
21:00	06:00	RITMO ASTRAL	LATIN TOP		LATIN TOP	EN VIVO (VARIOS)	RADIO TV		06:00	08:00	13:00
21:30	06:30								06:30	08:30	13:30
22:00	07:00	SABOR LATINO							07:00	09:00	14:00
22:30	07:30								07:30	09:30	14:30
23:00	08:00	ASI SUENA (VIDEOS CONTINUOS)					TU Y YO		08:00	10:00	15:00
23:30	08:30	CLASICOS LATINOS							08:30	10:30	15:30
00:00	09:00	TODA LA MUSICA (EN VIVO)					VIDA LATINA (VIDEOS CONTINUOS)	RITMO ASTRAL	09:00	11:00	16:00
00:30	09:30								09:30	11:30	16:30
01:00	10:00	FAMA (VIDEOS CONTINUOS)					SUPER SABADO	FIESTA LATINA	10:00	12:00	17:00
01:30	10:30								10:30	12:30	17:30
02:00	11:00	RADIO TV						FIESTA LATINA "ROSSANA"	11:00	13:00	18:00
02:30	11:30								11:30	13:30	18:30
03:00	12:00						ESPECIAL "BENNY"	EN VIVO "EL CANTO DEL LOCO"	12:00	14:00	19:00
03:30	12:30								12:30	14:30	19:30
04:00	13:00	SON A LA CARTA		ESPECIAL "ANTONIO AGUILAR"	SON A LA CARTA			EXITOS LATINOS	13:00	15:00	20:00
04:30	13:30						HOT		13:30	15:30	20:30
05:00	14:00	RITMO ASTRAL	LATIN TOP		LATIN TOP	EN VIVO (VARIOS)	RADIO TV		14:00	16:00	21:00
05:30	14:30								14:30	16:30	21:30
06:00	15:00	SABOR LATINO							15:00	17:00	22:00
06:30	15:30								15:30	17:30	22:30
07:00	16:00	FAMA (VIDEOS CONTINUOS)					TU Y YO		16:00	18:00	23:00
07:30	16:30								16:30	18:30	23:30
08:00	17:00	ASI SUENA (VIDEOS CONTINUOS)					VIDA LATINA (VIDEOS CONTINUOS)	RITMO ASTRAL	17:00	19:00	00:00
08:30	17:30	CLASICOS LATINOS							17:30	19:30	00:30
09:00	18:00	TODA LA MUSICA					SUPER SABADO	FIESTA LATINA	18:00	20:00	01:00
09:30	18:30								18:30	20:30	01:30
10:00	19:00	SON A LA CARTA						FIESTA LATINA "ROSSANA"	19:00	21:00	02:00
10:30	19:30								19:30	21:30	02:30
11:00	20:00	FAMA (PRIMERA EMISION)					ESPECIAL "BENNY"	EN VIVO "EL CANTO DEL LOCO"	20:00	22:00	03:00
11:30	20:30								20:30	22:30	03:30
12:00	21:00	RADIO TV	RADIO TV	RADIO TV	RADIO TV	RADIO TV		EXITOS LATINOS	21:00	23:00	04:00
12:30	21:30						HOT		21:30	23:30	04:30
13:00	22:00		LATIN TOP		LATIN TOP		RADIO TV		22:00	00:00	05:00
13:30	22:30								22:30	00:30	05:30
14:00	23:00	SABOR LATINO							23:00	01:00	06:00
14:30	23:30								23:30	01:30	06:30

- 11 - General Entertainment and Human Interest - 23.5%
- 8c - Music Video Programs - 31.8%
- 8b - Music Video Clips - 33.0%
- 8a - Music and Dance - 0.9%
- 5b - Informal Education / Recreation & Leisure - 10.7%