BRITISH SKY BROADCASTING GROUP PLC

Form 6-K June 30, 2004

FORM 6-K

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Report of Foreign Issuer

Pursuant to Rule 13a - 16 or 15d - 16 of

the Securities Exchange Act of 1934

For the month of June 2004 29 June 2004

BRITISH SKY BROADCASTING GROUP PLC (Name of Registrant)

Grant Way, Isleworth, Middlesex, TW7 5QD England (Address of principal executive offices)

Indicate by check mark whether the registrant $\,$ files or will file annual reports under cover of Form 20-F or Form 40-F $\,$

Form 20-F X Form 40-F

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

Yes No X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2 (b): Not Applicable

EXHIBIT INDEX

Exhibit

EXHIBIT NO. 1 Press release of British Sky Broadcasting Group plc

announcing Schedule 10 released on 29 June 2004

SCHEDULE 10

NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Name of company

British Sky Broadcasting Group plc

2. Name of shareholder having a major interest

FMR Corp and its direct and indirect subsidiaries, and Fidelity International Limited (FIL) and its direct and indirect subsidiaries

3. Please state whether notification indicates that it is in respect of holding of the shareholder named in 2 above or in respect of a non-beneficial interest or in the case of an individual holder if it is a holding of that person's spouse or children under the age of 18

Shareholder named in 2. above

4. Name of the registered holder(s) and, if more than one holder, the number of shares held by each of them

See schedule A (attached)

5. Number of shares / amount of stock acquired

N/A

6. Percentage of issued class

N/A

7. Number of shares / amount of stock disposed

Unknown

8. Percentage of issued class

Unknown

9. Class of security

Ordinary shares of 50p each

10. Date of transaction

Unknown

- 11. Date company informed
- 28 June 2004
- 12. Total holding following this notification
- 57,781,439
- 13. Total percentage holding of issued class following this notification
- 2.98%
- 14. Any additional information
- 15. Name of contact and telephone number for queries

Chris Taylor - 020 7800 4297

16. Name and signature of authorised company official responsible for making this notification

David Gormley

Date of notification

29 June 2004

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Schedule A

Security: British Sky Broadcasting Group

Shares Held

Management Company Nominee/Registered Name

(Ordinary Shares)

	1 200	EMDCO	TDMongon Chago
	1,200 1,827,900	FMRCO FMRCO	JPMorgan Chase Chase Nominees Limited
	7,959,685	FMRCO	State Street Nominees Limited
	506,800	FMRCO	State Street Bank & Trust Company
	1,900	FMRCO	HSBC
	844,976	FMRCO	Brown Brothers Harriman
	1,662,422	FMTC	State Street Nominees Limited.
	749,408	FMTC	Lloyds Bank Nominees Limited
	601,135	FMTC	BT Globenet Nominees Limited
	450,770	FMTC	Chase Nominees Ltd.
	56,600	FMTC	Bank of New York
	1,765,634	FMTC	State Street Bank & Trust
	186,099	FMTC	Mellon Bank
	61,000	FMTC	State Street Bank & Trust
	58,200	FMTC	State Street Bank & Trust
	45,000	FMTC	Northern Trust
	88,700	FMTC	State Street Bank & Trust
	165,642	FMTC	JP Morgan
	2,500	FMTC	Nortrust Nominees
	236,900	FMTC	MSS Nominees Limited
	281,737	FMTC	Northern Trust
	41,450	FMTC	Goldman Sachs and Co.
	13	FMTC	Master Trust Japan
	4,740,342	FISL	Chase Manhattan Bank London
	213,350	FISL	Chase Nominees Ltd
	372,978	FPM	Bank of New York London
	1,332,095	FPM	Chase Nominees Ltd
	86,500	FPM	Citibank
	629 , 281	FPM	Northern Trust
	37,300	FPM	Deutsche Bank
	2,362,566	FIL	Chase Nominees Ltd
	14,940,377	FIL	HSBC Client Holdings Nominee (UK) Limited
	1,642,441	FIL	Chase Manhattan Bank London
	463,956	FIL	Deutsche Bank
	1,969,694	FIL	Northern Trust
	522,442	FIL	State Street Bank & Trust
	774 , 885	FIL	JP Morgan
	170,400	FIL	Mellon Nominees Ltd
	257,301	FIL	Bank of New York Brussels
	25,200	FIL	Master Trust Bank of Japan
	1,388,857	FIL	Bank of New York London
	62,400	FIL	National Australia Bank
	2,000	FIL	PICG
	81,800	FIL	Brown Brothers Harriman
	23,076	FIL	ING Luxembourg
	27 , 569	FIL	Bermuda Far East
	35 , 920	FIL	Chase Manhattan Bank AG Frankfurt
	4,800	FIL	State Street Hong Kong
	618,600	FIL	Nortrust Nominees Ltd
	109,163	FIL	Bankers Trust
	82,310	FIL	Citibank
	538 , 987	FIL	Clydesdale Bank (Head Office) Nominees Li
	142,868	FIL	Bank of Bermuda
	8,000	FIL	Mitsubishi Trust
Total	51,263,129		

The following shares are based on the assumed conversion of 1,629,577 ADRs (4 ordinary shares per ADR)

3,792,400	FMRCO	The Bank of New York (Nominees)
577 , 292	FMRCO	HSBC
207,600	FMRCO	Roytor & Co
973,096	FMRCO	State Street Nominees Limited
62 , 980	FMTC	Master Trust Japan
216,496	FMTC	State Street Bank & Trust
6,800	FMTC	Nippon Trust
4,440	FMTC	Nortrust Nominees
140,700	FMTC	State Street Bank & Trust
3,600	FIL	Bank of New York - London
82,400	FIL	Chase Manhattan Bank London
190,000	FIL	State Street Nominees Ltd
44,400	FIL	Northern Trust
181,996	FIL	Brown Brothers Harriman
8,510	FIL	Mitsubishi Trust
25,600	FIL	Chase Nominees Limited

Total 6,518,310

Total Ordinary Shares + ADRs 57,781,439

Current ownership percentage: 2.98%

SIGNATURES

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.

BRITISH SKY BROADCASTING GROUP PLC

Date: 29 June 2004 By: /s/ Dave Gormley

Dave Gormley Company Secretary