

BRITISH SKY BROADCASTING GROUP PLC  
Form 6-K  
October 01, 2008

**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 October 2008  
1 October 2008

**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 Director/PDMR Shareholding released on 1 October 2008

### Annex DTR3

### Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Connected Persons

All relevant boxes should be completed in block capital letters.

- |                                                                                                                                            |                                                                                                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Name of the issuer<br><br><b>British Sky Broadcasting Group plc</b>                                                                     | 2. State whether the notification relates to (i) a transaction notified in accordance with DTR 3.1.2 R,<br><br>(ii) a disclosure made in accordance LR 9.8.6R(1) or<br>(iii) a disclosure made in accordance with section 793 of the Companies Act (2006).<br><br><b>(i)</b> |
| 3. Name of person discharging managerial responsibilities/director<br><br><b>Andrew Griffith</b>                                           | 4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person<br><br><b>N/A</b>                                                                                    |
| 5. Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a nonbeneficial | 6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares<br><br><b>N/A</b>                                                                                                                                          |

interest 1

N/A

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

N/A

8. State the nature of the transaction

N/A

9. Number of shares, debentures or financial instruments relating to shares acquired

N/A

10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)

N/A

11. Number of shares, debentures or financial instruments relating to shares disposed

N/A

12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)

N/A

13. Price per share or value of transaction

N/A

14. Date and place of transaction

N/A

15. Total holding following notification and total percentage holding following notification (any

treasury shares should not be taken into account when calculating percentage)

N/A

16. Date issuer informed of transaction

N/A

**If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes**

- |                                                                                                                                   |                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| 17. Date of grant<br><br><b>30 September 2008</b>                                                                                 | 18. Period during which or date on which exercisable<br><br><b>1 February 2012 to 1 August 2012</b>           |
| 19. Total amount paid (if any) for grant of the option<br><br>N/A                                                                 | 20. Description of shares or debentures involved (class and number)<br><br><b>Ordinary Shares of 50p each</b> |
| 21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise<br><br><b>372p</b> | 22. Total number of shares or debentures over which options held following notification<br><br><b>2,580</b>   |
| 23. Any additional information<br><br><b>Granted under the terms of the British Sky Broadcasting Group Sharesave Scheme</b>       | 24. Name of contact and telephone number for queries<br><br><b>Alex Jones<br/>020 7705 3081</b>               |

**Name of authorised official of issuer responsible for making notification**

David Gormley

**Date of notification**

1 October 2008

Notes:

This form is intended for use by an issuer to make a RIS notification required by DR 3.3.

- (1) An issuer making a notification in respect of a transaction relating to the shares or debentures of the issuer should complete boxes 1 to 16, 23 and 24.
- (2) An issuer making a notification in respect of a derivative relating the shares of the

issuer should complete

boxes 1 to 4

, 6, 8, 13, 14, 16, 23 and 24.

- (3) An issuer making a notification in respect of options granted to a director/person

discharging managerial responsibilities should complete

boxes 1 to 3

and 17 to 24.

- (4) An issuer making a notification in respect of a financial instrument relating to the

shares of the issuer (other than a debenture) should complete boxes 1 to 4, 6, 8, 9,  
11,

13, 14, 16, 23 and 24.

## **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: 1 October 2008

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary