

BRITISH SKY BROADCASTING GROUP PLC
Form 6-K
February 04, 2009

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 February 2009

04 February 2009

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 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

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 'Premier League Announcement' released on 04 February 2009

BSKYB NOTES PREMIER LEAGUE ANNOUNCEMENT

BSkyB notes the following announcement made by the Premier League:

"Following the submission of bids by interested parties the Premier League is in a position to announce that it has awarded four out of the six packages of UK live audio-visual rights to BSkyB for seasons 2010/13.

"We will be proceeding to a second round of bidding for the remaining two packages in due course.

"There will be no further comment on this from the Premier League until the conclusion of the second round of bidding. Bidders are also bound by similar confidentiality."

The company is bound by confidentiality relating to the bidding process and intends to make no further comments until the conclusion of the process.

Enquiries

Analysts/investors:

Robert Kingston 0207 705 3726

Francesca Pierce 0207 705 3337

Press:

Robert Fraser 0207 705 3036

Chris Haynes 0207 705 3905

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: 04 February 2009

By: /s/ Dave Gormley
Dave Gormley

