

BRITISH SKY BROADCASTING GROUP PLC  
Form 6-K  
September 25, 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 September 2009  
25 September 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



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Jeremy Darroch

connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person

Not Applicable

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 interest 1
6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares

interest 1

Not Applicable

Not Applicable

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

Not Applicable

Not Applicable

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

Not Applicable

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

Not Applicable

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

Not Applicable

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

Not Applicable

13. Price per share or value of transaction

14. Date and place of transaction

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Not Applicable

Not Applicable

15. Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)

16. Date issuer informed of transaction

Not Applicable

Not applicable

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

17. Date of grant

18. Period during which or date on which exercisable

25 September 2009

1 February 2015 to 1 August 2015

19. Total amount paid (if any) for grant of the option

20. Description of shares or debentures involved (class and number)

Not Applicable

Ordinary shares of 50p each

21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise

22. Total number of shares or debentures over which options held following notification

433p

3,591

23. Any additional information

24. Name of contact and telephone number for queries

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Granted under the terms of the British Sky Broadcasting Group  
Sharesave Scheme

Alex Jones 020 7705 3081

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

David Gormley

**Date of notification** 25 September 2009

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**

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Date: 25 September 2009

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary