

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

August 28, 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 August 2009

28 August 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  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 28 August 2009

### British Sky Broadcasting Group plc (the "Company")

The Company  
announces  
that  
it  
received notification  
today

,  
in accordance with DTR 3.1.2R and paragraph 26 of the Model Code,  
from the following  
Independent  
Non-Executive Directors  
of the Company,

that

they have  
today  
purchased  
ordinary shares in the Company  
at a price of £5.46 per share

,  
pursuant to trading plans

,  
as detailed below:

Name of Director	Number of shares purchased	Date of entry into trading plan	Total number of shares held in the Company following transaction
David Evans	155	10 August 2009	16,155

		*
Nicholas Ferguson 114	10 August 2009	10,114
Andrew Higginson 94	10 August 2009	2,342
Allan Leighton 387	12 August 2009	387
Jacques Nasser 156	10 August 2009	156
Dame Gail Rebuck 196	10 August 2009	196
Daniel Rimer 387	10 August 2009	387
Lord Wilson of 116 Dinton	10 August 2009	602

\* 16,000 ordinary shares held in the form of 4,000 American Depositary Shares ("ADSs"), one ADS is equivalent to four ordinary shares.

Enquiries:  
Alex Jones  
Assistant Company Secretary  
Telephone: +44 (0)  
20 7705 3081

#### **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: 28 August 2009

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary