

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

January 11, 2010

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 January 2010

11 January 2010

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 Announcemet of Interim Results released on 11 January 2010

British Sky Broadcasting Group plc

Announcement of Interim Results

British Sky Broadcasting Group plc will be announcing
Interim Results for the
six
months ended
31 December
2009

via RNS, at 7.00 a.m. (GMT) on
Thursday 28
January 2010.

There will be a
presentation
for UK/European analysts and investors at 9.30 a.m.
(GMT)
at BAFTA, 195
Piccadilly,
W1J 9LN.

Participants should register by contacting Emily Dimmock or
Yasmin Charabati on +44 20 7251 3801 or at

bskyb@finsbury.com

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There will be a separate conference call for US analysts
and investors at 10.00 a.m.
(EST). To register for this please contact Dana

Diver
at Taylor Rafferty on +1 212 889 4350. Alternatively you may
register online at
http://invite.taylor-rafferty.com/_bskyb/cc
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A
live webcast of
both
conference calls
and supporting materials will be available
to analysts and investors via the BSkyB website at
<http://www.sky.com/corporate>
. Replays of the calls will be
subsequently available.

Enquiries:

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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: 11 January 2010

By: /s/ Dave Gormley
Dave Gormley
Company Secretary