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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

July 05, 2007

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 July 2007  
05 July 2007

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 'Notice of Business Update' released on

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British Sky Broadcasting Group plc

Notice of Business Update Presentation and Trading Update

British Sky Broadcasting Group Plc ("BSkyB") is holding a business update presentation for investors and analysts at 9 a.m. (B.S.T.) on 11 July 2007. The presentation will focus on a general update, including broadband and telephony after 10-months of operation, and priorities for the next 12 months. As part of this presentation, BSkyB will reference certain operational KPIs, and as a consequence, the company will be publishing some non-financial operating metrics for the three months ended 30 June 2007 at 7 a.m. on 11 July 2007.

A live webcast of the presentation to investors and analysts will be available via the BSkyB website at <http://www.sky.com/corporate> and subsequently available for replay.

To attend this event, please contact Kirsty Flockhart or Yim Wong on +44 20 7251 3801 or at [bskyb@finsbury.com](mailto:bskyb@finsbury.com).

BSkyB will report its Preliminary Results at 7 a.m. on 27 July 2007. There will be a separate conference call for U.K./European based and U.S. based investors and analysts.

Enquiries:

Analysts/Investors:

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E-mail: [investor-relations@bskyb.com](mailto:investor-relations@bskyb.com)

Press:

Matthew Anderson	Tel: 020 7705 3267
Robert Fraser	Tel: 020 7705 3036

E-mail: [corporate.communications@bskyb.com](mailto:corporate.communications@bskyb.com)

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: 05 July 2007

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary