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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

February 08, 2008

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 2008
8th February 2008

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

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EXHIBIT NO.1 Press release of British Sky Broadcasting Group plc
announcing Bond Issue released on 8th February 2008

Bond Issue

Earlier today, British Sky Broadcasting Group plc announced a private placement with institutional investors to raise net proceeds of approximately U.S.\$750 million from the issuance of guaranteed notes (the "Notes"). The Notes will be issued by British Sky Broadcasting Group plc and will be guaranteed by British Sky Broadcasting Limited, B Sky B Finance UK plc, B Sky B Investments Limited, B Sky B Publications Limited and Sky Subscribers Services Limited. The Notes to be issued consist of U.S.\$750 million aggregate principal amount of Notes paying 6.10% interest and maturing on 15 February 2018. It is expected that the net proceeds of the offering will be used for general corporate purposes and for the refinancing of maturing debt. The offering is expected to close on or about 15 February 2008.

The securities referred to in this document have not been, and will not be, registered under the U.S. Securities Act of 1933 (the "Securities Act"), or under the securities legislation of any state of the United States, and may not be offered or sold in the United States, other than pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. The issuer of the Notes does not presently intend to make a public offer of securities in the United States or to register any securities under the Securities Act.

This news release does not constitute an offer to sell or the solicitation of an offer to buy the Notes.

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: 8th February 2008

By: /s/ Dave Gormley
Dave Gormley
Company Secretary