

BRITISH SKY BROADCASTING GROUP PLC  
Form 6-K  
February 03, 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 February 2010  
03 February 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 Holding(s) in Company released on 03 February 2010.

**TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES**

**1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:**

British Sky Broadcasting Group plc

**2 Reason for the notification** (please tick the appropriate box or boxes):

X

An acquisition or disposal of voting rights

An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached

X

An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments

An event changing the breakdown of voting rights

Other (please specify):

**3. Full name of person(s) subject to the notification obligation:**

BlackRock, Inc.

**4. Full name of shareholder(s)** (if different from 3.):

N/A

**5. Date of the transaction and date on which the threshold is crossed or reached:**

1<sup>st</sup> February 2010

**6. Date on which issuer notified:**

2<sup>nd</sup> February 2010

**7. Threshold(s) that is/are crossed or reached:**

Holding has gone above 5%

**8. Notified details:**

**A: Voting rights attached to shares**

Class/type of shares if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares Direct	Number of voting rights Direct	Indirect	% of voting rights Direct	Indirect
GB0001411924	81,350,663	81,350,663	N/A	N/A	82,104,817	N/A	4.68%

**B: Qualifying Financial Instruments**

**Resulting situation after the triggering transaction**

Type of financial instrument	Expiration date	Exercise/ Conversion Period	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

**C: Financial Instruments with similar economic effect to Qualifying Financial Instruments**

**Resulting situation after the triggering transaction**

Type of financial instrument	Exercise price	Expiration date	Exercise/ Conversion period	Number of voting rights instrument refers to	% of voting rights Nominal	Delta
CFD				5,666,344		

0.32% 0.32%

**Total (A+B+C)**

<b>Number of voting rights</b>	<b>Percentage of voting rights</b>
87,771,161	5.00%

**9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:**

BlackRock Investment Management (UK) Limited - 87,771,161 (5.00%)

**Proxy Voting:**

**10. Name of the proxy holder:**

**11. Number of voting rights proxy holder will cease to hold:**

**12. Date on which proxy holder will cease to hold voting rights:**

**13. Additional information:** BlackRock Compliance Disclosures Team

**14. Contact name:** Stuart Watchorn

**15. Contact telephone number:** 020 7743 5741;  
stuart.watchorn@blackrock.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**

Date: 03 February 2010

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary