

Edgar Filing: BRITISH SKY BROADCASTING GROUP PLC - Form 6-K

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

August 11, 2004

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 2004
11th August 2004

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 Director Shareholding released on 11th August 2004

British Sky Broadcasting Group plc
(the "Company")

The Company today announces that it received notification from David Evans, a Director of the Company, on 10 August 2004, that he had purchased the following American Depositary Receipts ("ADRs") in the Company:

6 August 2004:
1,000 ADRs at \$36.104 per ADR

10 August 2004:
900 ADRs at \$34.95 per ADR
100 ADRs at \$34.86 per ADR

Each ADR represents 4 Ordinary Shares of 50p each in the Company and, as a result of the above transactions, Mr Evans is interested in 4,000 ADRs representing 16,000 Ordinary Shares in the Company."

End

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 August 2004

By: /s/ Dave Gormley
Dave Gormley
Company Secretary