

BRITISH SKY BROADCASTING GROUP PLC  
Form 6-K  
March 31, 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 March 2010  
31 March 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  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

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 BSkyB responds to Ofcom statement released on 31 March 2010

### **BSkyB responds to Ofcom statement**

British Sky Broadcasting Group PLC

31 March 2010

BSkyB notes today's statement by Ofcom regarding the outcome of its Pay TV market investigation. The company confirms its intention to challenge Ofcom's conclusions before the Competition Appeal Tribunal.

Commenting on Ofcom's statement, a Sky spokesperson said:

"There should be no doubt that Ofcom's actions represent an unprecedented and unwarranted intervention.

"This is a marketplace where customers are well served with high levels of choice and innovation. Consumers will not benefit if regulators blunt incentives to invest and take risks.

"After three years of engagement with Ofcom, we now look forward to a judicial process which will apply impartial analysis and clear legal standards."

END

Analysts/Investors:

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Media:

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Stephen Gaynor	020 7705 3446

**SIGNATURES**

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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: 31 March 2010

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary