

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

March 25, 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

25 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 ☒ 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 Director/PDMR shareholding released on 26 March 2010

### British Sky Broadcasting Group plc

(the "Company")

The Company announces that it received notification today, in accordance with DTR 3.1.2R and paragraph 26 of the Model Code, from the following Independent Non-Executive Directors of the Company, that they have today purchased ordinary shares in the Company at a price of 596.5 pence per share, pursuant to trading plans, as detailed below:

| Name of Director      | Number of shares purchased | Date of entry into trading plan | Total number of shares held in the Company following transaction |
|-----------------------|----------------------------|---------------------------------|--|
| David Evans           | 142                        | 10 August 2009                  | 17,233*  |
| Nicholas Ferguson     | 105                        | 10 August 2009                  | 10,913   |
| Andrew Higginson      | 105                        | 10 August 2009                  | 3,143  |
| Allan Leighton        | 428                        | 12 August 2009                  | 3,544  |
| Jacques Nasser        | 144                        | 10 August 2009                  | 1,241  |
| Dame Gail Rebuck      | 105                        | 10 August 2009                  | 956  |
| Daniel Rimer          | 441                        | 10 August 2009                  | 3,237  |
| Lord Wilson of Dinton | 107                        | 10 August 2009                  | 1,415  |

\* 16,000 ordinary shares held in the form of 4,000 American Depositary Shares ("ADSs"), one ADS is equivalent to four ordinary shares.

Enquiries:

Alex Jones

Assistant Company Secretary

Telephone: +44 (0)870 240 3000

### **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: 25 March 2010

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary