

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

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

October 21, 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 October 2004
21 October 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

EXHIBIT NO.1 Press release of British Sky Broadcasting Group plc

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announcing Director Shareholding released on 21 October 2004

British Sky Broadcasting Group plc
(the "Company")

The Company announces that Lord Jacob Rothschild ("Lord Rothschild"), a Director of the Company, has today notified the Company, that he has become aware of the sale of 3,250 of the Company's Ordinary Shares of 50p each ("Shares") registered in the name of Greenwood Nominees Limited. The Shares belonged to a family trust of which Lord Rothschild is not a beneficiary but acts as a trustee. The Shares were sold on 23 July 2004 at a price of GBP 6.22 per Share. As a result of this transaction the family trust's interest in the Company has been reduced to 3,500 Shares.

Enquires:

Dave Gormley
Company Secretary
Telephone: +44 20 7705 6701

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: 21 October 2004

By: /s/ Dave Gormley
Dave Gormley
Company Secretary