

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

August 28, 2009

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 2009

28 August 2009

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 28 August 2009

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 £5.46 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	155	10 August 2009	16,155

		*	
Nicholas Ferguson	114	10 August 2009	10,114
Andrew Higginson	94	10 August 2009	2,342
Allan Leighton	387	12	387
		August 2009	
Jacques Nasser	156	10 August 2009	156
Dame Gail Rebuck	196	10 August 2009	196
Daniel Rimer	387	10 August 2009	387
Lord Wilson of	116	10	602
Dinton		August 2009	

* 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
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20 7705 3081

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: 28 August 2009

By: /s/ Dave Gormley
Dave Gormley
Company Secretary