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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

March 01, 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 March 2004
1st March 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 Disposal released on 1st March 2004

1 March 2004

BRITISH SKY BROADCASTING GROUP PLC

Disposal of interest in QVC (UK)

British Sky Broadcasting Group plc ("BSkyB") announces that BSkyB Home Shopping Limited (a wholly owned subsidiary of BSkyB) has sold its 20% shareholding in QVC (UK), operator of QVC - The Shopping Channel, to a wholly owned subsidiary of QVC, Inc. (also previously the ultimate holder of the remaining 80% shareholding in QVC (UK)) for cash consideration of approximately GBP49 million (which has been received by BSkyB). The sale will lead to a profit on disposal of approximately GBP49 million which will be recorded as an exceptional, non-operating item in BSkyB's third quarter results.

Enquiries:

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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: 1st March 2004

By: /s/ Dave Gormley
Dave Gormley
Company Secretary