

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

April 28, 2006

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 April 2006  
28 April 2006

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 Premier League Announcement released on  
28 April 2006

PRESS RELEASE

28 April 2006

BSKYB NOTES FA PREMIER LEAGUE ANNOUNCEMENT

BSkyB notes the following announcement made today by the FA Premier League:

"Following the submission of bids by interested parties, the FA Premier League is in a position to announce that it has awarded three out of the six packages of live television rights to BSkyB.

We will be proceeding to a second round of bidding for the remaining three packages in due course.

There will be no further comment on this from the Premier League until the conclusion of the second round of bidding. Bidders are also bound by similar confidentiality."

The company is bound by confidentiality relating to the bidding process and intends to make no further comments until the conclusion of the process.

- ENDS -

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 April 2006

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary