

BRITISH SKY BROADCASTING GROUP PLC  
Form 6-K  
October 23, 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 October 2009  
23 October 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

This Report is incorporated by reference in the prospectus contained in Registration Statements on Form F-3 (SEC File No. 333-08246), Form F-3/S-3 (SEC File No. 333-106837) and Form F-3/S-3 (SEC File No. 333-120775) filed by the Registrant under the Securities Act of 1933.

## EXHIBIT INDEX

### Exhibit

1. Press release of British Sky Broadcasting Group plc announcing 6-K Accounting Release released on 23 October 2009

### Consolidated Income Statement for the three months ended 30 September 2009

	Notes	2009/10 Three months ended 30 September £m (unaudited)	2008/09 Three months ended 30 September £m (unaudited)
<b>Revenue</b>	1	<b>1,380</b>	1,249
Operating expense	2	(1,182)	(1,070)
<b>Operating profit</b>		<b>198</b>	179
Share of results of joint ventures and associates		6	4
Investment income		1	19
Finance costs		(25)	(49)
Impairment of available-for-sale investment		-	(24)
<b>Profit before tax</b>		<b>180</b>	129
Taxation		(52)	(56)
<b>Profit for the period</b>		<b>128</b>	73
<b>Earnings per share from profit for the period (in pence)</b>			
Basic		7.4	4.2
Diluted		7.3	4.2

### Notes:

#### 1. Revenue

	2009/10	2008/09
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	<b>Three months ended 30 September £m (unaudited)</b>	Three months ended 30 September £m (unaudited)
Retail subscription	<b>1,115</b>	971
Wholesale subscription	<b>55</b>	43
Advertising	<b>65</b>	68
Easynet	<b>50</b>	47
Installation, hardware and service	<b>46</b>	61
Other	<b>49</b>	59
	<b>1,380</b>	1,249

## 2. Operating expense

	<b>2009/10 Three months ended 30 September £m (unaudited)</b>	2008/09 Three months ended 30 September £m (unaudited)
Programming	<b>439</b>	406
Transmission, technology and networks	<b>207</b>	168
Marketing	<b>245</b>	208
Subscriber management and supply chain	<b>162</b>	155
Administration	<b>129</b>	133
	<b>1,182</b>	1,070

### Re-analysis of reported revenue by category

To provide a more relevant presentation, management has chosen to re-analyse the revenue categories from those previously reported. Other revenue now principally includes income from Sky Bet, technical platform service revenue and our online portal.

	Three months to 30 September 2009 £ million (unaudited)	Transfer of Sky Bet £ million (unaudited)	Separate Easynet £ million (unaudited)	<b>Three months to 30 September 2009 Re-analysed £ million (unaudited)</b>
Retail Subscription	1,117		(2)	<b>1,115</b>
Wholesale Subscription	55			<b>55</b>
Advertising	65			<b>65</b>
Sky Bet	11	(11)		<b>-</b>
Easynet	-		50	<b>50</b>

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Installation, hardware and service	46			<b>46</b>
Other	86	11	(48)	<b>49</b>
	1,380	-	-	<b>1,380</b>

**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: 23 October 2009

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary