

BRITISH SKY BROADCASTING GROUP PLC
Form 6-K
April 21, 2010

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 2010
21 April 2010

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 21 April 2010

Annex DTR3

Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Connected Persons

All relevant boxes should be completed in block capital letters.

- | | |
|------------------------------------|---|
| 1. Name of the issuer | 2. State whether the notification relates to (i) a |
| British Sky Broadcasting Group plc | transaction notified in accordance with DTR 3.1.2 R, |
| | (ii) a disclosure made in accordance |
| | LR 9.8.6R(1) or |
| | (iii) a disclosure made in accordance with section 793 of the Companies Act (2006). |
| | In relation to (i) above |

- | | |
|---|--|
| <p>3. Name of person discharging managerial responsibilities/director</p> | <p>4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person</p> |
|---|--|

Andrew Higginson

- | | |
|--|--|
| <p>5. Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a nonbeneficial interest 1</p> | <p>6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares</p> |
|--|--|

interest 1

Person referred to in 3 above

Ordinary shares of 50p each

- | | |
|---|---|
| <p>7. Name of registered shareholders(s) and, if more than one, the number of shares held by each of them</p> | <p>8. State the nature of the transaction</p> |
|---|---|

Person referred to in 3 above

Acquisition of ordinary shares via the Company's dividend re-investment plan.

- | | |
|---|---|
| <p>9. Number of shares, debentures or financial instruments relating to shares acquired</p> | <p>10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)</p> |
|---|---|

0.000002%

28

- | | |
|--|---|
| <p>11. Number of shares, debentures or financial instruments relating to shares disposed</p> | <p>12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)</p> |
|--|---|

instruments relating to shares disposed account when calculating percentage)

13. Price per share or value of transaction

14. Date and place of transaction

£6.323

20 April 2010, London Stock Exchange

15. Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)

16. Date issuer informed of transaction

21 April 2010

3,171 ordinary shares of 50p each
representing 0.0002% of the issued class.

If a person discharging managerial responsibilities has been granted options by the issuer

complete the following boxes

17. Date of grant

18. Period during which or date on which exercisable

19. Total amount paid (if any) for grant of the option

20. Description of shares or debentures involved (class and number)

21.

22.

Exercise price (if fixed at time of grant)
or

Total number of shares or debentures over
which options held following notification

indication that price is to be fixed at the
time of exercise

23. Any additional information

24. Name of contact and telephone number
for queries

Alex Jones +44(0) 870 240 3000

Name of authorised official of issuer responsible for making notification

Date of notification 21 April 2010

Notes: This form is intended for use by an issuer to make a RIS notification required by DR 3.3.

- (1) An issuer making a notification in respect of a transaction relating to the shares or debentures of the issuer should complete boxes 1 to 16, 23 and 24.
- (2) An issuer making a notification in respect of a derivative relating the shares of the issuer should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An issuer making a notification in respect of options granted to a director/person discharging managerial responsibilities should complete boxes 1 to 3 and 17 to 24.
- (4) An issuer making a notification in respect of a financial instrument relating to the shares of the issuer (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

SIGNATURES

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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 April 2010

By: /s/ Dave Gormley
Dave Gormley
Company Secretary