

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

November 17, 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 November, 2009

17 November, 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 17 November, 2009

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

British Sky Broadcasting Group plc | 2. State whether the notification relates to (i) a 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 |
| 3. Name of person discharging managerial responsibilities/director

Andrew Higginson | 4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the

connected person

- |
| 5. Indicate whether the notification is in respect of a | 6. Description of shares (including class), debentures or |

holding of the person referred to in 3 or 4 above
or

derivatives or financial instruments relating to
shares

in respect of a nonbeneficial
interest 1

Ordinary shares of 50p each

Person referred to in 3 above

- | | |
|--|--|
| <p>7. Name of registered shareholders(s) and, if more than one, the number of shares held by each of them</p> <p>Person referred to in 3 above</p> | <p>8. State the nature of the transaction</p> <p>Acquisition of ordinary shares via the Company's dividend re-investment plan</p> |
| <p>9. Number of shares, debentures or financial instruments relating to shares acquired</p> <p>42</p> | <p>10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)</p> <p>0.000002%</p> |
| <p>11. Number of shares, debentures or financial instruments relating to shares disposed</p> <p>-</p> | <p>12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)</p> <p>-</p> |
| <p>13. Price per share or value of transaction</p> <p>£5.414025</p> | <p>14. Date and place of transaction</p> <p>16 November 2009
London
Stock Exchange</p> |
| <p>15. Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)</p> | <p>16. Date issuer informed of transaction</p> <p>17 November 2009</p> |

2,573 ordinary shares of 50p each representing
0.0001% 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. Exercise price (if fixed at time of grant) or
indication that price is to be fixed at the time of
exercise | 22. Total number of shares or debentures over which
options held following notification |
| 23. Any additional information | 24. Name of contact and telephone number for
queries

Alex Jones 020 7705 3081 |

Name of authorised official of issuer responsible for making notification

Date of notification _____
17 November 2009

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

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: 17 November, 2009

By: /s/ Dave Gormley
Dave Gormley
Company Secretary