BRITISH SKY BROADCASTING GROUP PLC
Form 6-K
May 12, 2004

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                              FORM 6-K

                  SECURITIES AND EXCHANGE COMMISSION

                       Washington, D.C. 20549

                    Report of Foreign Private Issuer


                  Pursuant to Rule 13a - 16 or 15d - 16 of

                   the Securities Exchange Act of 1934

                     For the month of May 2004

                          12 May 2004


               BRITISH SKY BROADCASTING GROUP PLC
                        (Name of Registrant)


          Grant Way, Isleworth, Middlesex, TW7 5QD England
                 (Address of principal executive offices)
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Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F

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                 Form 20-F X        Form 40-F
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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

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                    Yes               No X
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If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): Not Applicable

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                          EXHIBIT INDEX
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EXHIBIT NO. 1 Press release of British Sky Broadcasting Group plc announcing completion of tender process for FA Premier League Rights released on 12 May 2004

12 May 2004

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             BSkyB concludes tender process for proposed sub-licence
                      of FA Premier League rights
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BSkyB announced today that it had concluded the tender process for the proposed sub-licence of the rights to broadcast six or eight FA Premier League games live in the UK for each of the three seasons from 2004-5 to 2006-7.

None of the bids received during the tender process attained the reserve price per match which had previously been agreed with the European Commission. Sky will not, therefore, sub-license these rights.

end

Enquiries:

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