

BRITISH SKY BROADCASTING GROUP PLC
Form 6-K
July 31, 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 July 2009
31 July 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 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

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 31 July 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.

- | | |
|---|---|
| <p>1. Name of the issuer</p> <p>BRITISH SKY BROADCASTING
GROUP PLC</p> | <p>2. State whether the notification relates to (i) a transaction notified in accordance with DTR 3.1.2 R,</p> <p>(ii) a disclosure made in accordance LR 9.8.6R(1) or</p> <p>(iii) a disclosure made in accordance with section 793 of the Companies Act (2006).</p> <p>(i)</p> |
| <p>3. Name of person discharging managerial responsibilities/director</p> <p>ANDREW HIGGINSON</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> <p>THIS NOTIFICATION RELATES TO MR HIGGINSON'S THREE CHILDREN: KATIE ELIZABETH FARNORTH HIGGINSON, THOMAS WILLIAM FARNORTH HIGGINSON AND STEPHANIE JANE FARNORTH HIGGINSON</p> |
| <p>5.</p> | <p>6. Description of shares (including class), debentures or</p> |

Indicate whether the notification is in respect of a derivatives or financial instruments relating to shares

holding of the person referred to in 3 or 4 above or ORDINARY SHARES OF 50P EACH

in respect of a nonbeneficial interest 1

PERSONS REFERRED TO IN 4

·
ABOVE

7. Name of registered shareholders(s) and, if more 8. State the nature of the transaction

than one, the number of shares held by each of

ACQUISITION OF SHARES

them

PERSONS REFERRED TO IN 4

·
ABOVE

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

7

0.0004%

,
500

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

-

-

13. Price per share or value of transaction 14. Date and place of transaction

£5.23

30 JULY 2009,
LONDON
STOCK EXCHANGE

15. Total holding following notification and total 16. Date issuer informed of transaction

30 JULY 2009

percentage holding following
notification (any

treasury shares should not be taken
into account

when calculating percentage)

2

,
248 ORDINARY SHARES
REPRESENTING 0.0001% OF THE
ISSUED CLASS. PLEASE SEE 23

.
BELOW FOR FURTHER
INFORMATION

**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

MR HIGGINSON DOES NOT HAVE A BENEFICIAL INTEREST IN THE SHARES ACQUIRED AND HIS TOTAL SHAREHOLDING IN BRITISH SKY BROADCASTING GROUP PLC REMAINS UNCHANGED

24. Name of contact and telephone number for queries

ALEX JONES
020 7705 3081

Name of authorised official of issuer responsible for making notification

DAVID GORMLEY

Date of notification ____
31 JULY 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: 31 July 2009

By: /s/ Dave Gormley
Dave Gormley
Company Secretary