

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

August 12, 2004

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 August 2004
11 August 2004

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

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EXHIBIT NO. 1 Press release of British Sky Broadcasting Group plc
announcing Director Shareholding released on 11 August 2004

British Sky Broadcasting Group plc

(the "Company")

The Company announces that Lord Jacob Rothschild ("Lord Rothschild"), a Director of the Company, has today notified the Company that he has become aware of a non-beneficial interest in 15,250 of the Company's Ordinary Shares of 50p each ("Shares"). The Shares are registered in the name of Bony (Nominees) Limited account number G-000768514. The Shares belong to a Charitable Foundation of which Lord Rothschild is not a beneficiary but acts as a trustee. The Shares were acquired by the Charitable Foundation on 1 August 2003 by way of a gift from another Charitable Trust, there was no consideration paid for the Shares.

Enquires:

Chris Taylor
Assistant Company Secretary
Telephone: +44 20 7800 4297

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: 11 August 2004

By: /s/ Dave Gormley
Dave Gormley
Company Secretary