

BRITISH SKY BROADCASTING GROUP PLC
Form 6-K
April 24, 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 April 2009
23 April 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 23 April 2009

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

- | | |
|---|--|
| 1. Name of the issuer | 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 |
| British Sky Broadcasting Group plc | |
| 3. Name of person discharging managerial responsibilities/director | 4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person |
| Andrew Higginson | - |
| 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 | 6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares |
| Person referred to in 3 above. | Ordinary shares of 50p each |

- | | |
|---|--|
| 7. Name of registered shareholders(s) and, if more than one, the number of shares held by each of them | 8. State the nature of the transaction |
| Person referred to in 3 above. | Acquisition of ordinary shares via the company's dividend re-investment plan |
| 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) |
| 38 ordinary shares of 50p each | 0.000002% |
| 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 |
| £4.28793 price per share | 21 April 2009 |
| 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 |
| 2,248 ordinary shares of 50p each representing 0.0001% of the issued class | 22 April 2009 |

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. | 20. |

Edgar Filing: BRITISH SKY BROADCASTING GROUP PLC - Form 6-K

- | Total amount paid (if any) for grant of the option | 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 |

Name of authorised official of issuer responsible for making notification

David Gormley

Date of notification

23 April 2009

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: 23 April 2009

By: /s/ Dave Gormley
Dave Gormley
Company Secretary