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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

August 16, 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
16 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

EXHIBIT NO.1 Press release of British Sky Broadcasting Group plc
announcing Director Shareholding released on 16 August 2004

British Sky Broadcasting Group plc
(the "Company")

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The Company announces that it today received notification from Jeremy Darroch that an award was made to him under the Company's Long Term Incentive Plan on 16 August 2004, over 250,000 shares, at a nil cost per ordinary share. The award will vest in full in August 2007 provided that certain performance criteria are satisfied.

Enquires:

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

16 August 2004

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: 16 August 2004

By: /s/ Dave Gormley
Dave Gormley
Company Secretary