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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

August 03, 2006

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, 2006  
3 August 2006

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 LTIP Award released on 3 August 2006

British Sky Broadcasting Group plc  
(the "Company")

The Company announces that it has received notification today from James Murdoch and Jeremy Darroch that awards were made today under the Company's Long Term Incentive Plan, over the following shares, at a nil cost per ordinary share:

James Murdoch	550,000
Jeremy Darroch	290,000

These awards will vest in full on 3 August 2009 provided that certain performance criteria are satisfied.

Enquiries:

Alex White  
Assistant Company Secretary  
Telephone: +44 (0)20 7705 3081

3 August 2006

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: 3 August 2006

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary