

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

July 11, 2007

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 2007  
11 July 2007

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 Trading Update released on  
11 July 2007

BRITISH SKY BROADCASTING GROUP PLC  
Trading Update for the three months to 30 June 2007

### Strong Demand For Our Products

British Sky Broadcasting Group Plc ("BSkyB") will be holding a business update for analysts and investors at 9 a.m. (BST) today, with the presentation commencing at 9.30 a.m. As a consequence, we are providing the following update on trading for the three months to 30 June 2007. Preliminary results for the year ended 30 June 2007 will be published on 27 July 2007.

Key operating metrics for the three months to 30 June 2007 ("fourth quarter"): (1)

- Record new customer additions of 349,000, up 20% year-on-year
- DTH churn for the quarter (annualised) of 12.1%, underlying churn of c.10.8%
- Net customer additions of 90,000, up 17% year-on-year to 8.582 million
- Sky+ households increase by 207,000 to 2.374 million, 28% of the base
- Multiroom households increase by 46,000 to 1.343 million
- HD subscribers increase by 48,000 to 292,000
- Sky Broadband customers increase by 259,000 to 716,000
- Sky Talk customers reach 526,000, another record quarter of growth
- 1,150 exchanges now unbundled, 70% coverage of UK households achieved six months ahead of plan
- ARPU up GBP21 year-on-year to GBP412

(1) Based on current unaudited best estimates

### Presentation Highlights:

- Significant transformation of the business has led to reinvigorated growth and record demand for our products
- Established as one of the leading providers of residential broadband and telephony in the UK in under 12-months, growing and taking share from existing incumbents
- Building on existing strengths in providing attractive content, product innovation and value for money, and increasing the emphasis on customer service - a key competitive differentiator going forward in delivering a superior customer experience
- Strong financial model delivering for shareholders, driving top-line growth from strong demand and an enlarged sector opportunity; will

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enter 2009 growing at an accelerated rate

- On track for targets

James Murdoch, Chief Executive said:

"Our transformation continues to gather pace. Today we are adding new customers at the fastest rate since analogue switch-off; we are adding more broadband customers than any other provider; and we are the only major residential telephony provider growing its customer base.

Looking forward, we will continue to grow our share of an enlarged sector opportunity by delivering a superior customer experience, investing in the products and services customers want and by continuing to offer exceptional value to all our customers."

Customer Metrics (unaudited) '000s	30-Jun-07	31-Mar-07	Net additions
Total customers(1) (2) (3)	8,582	8,492	90
Additional products:			
Sky+(4)	2,374	2,167	207
Multiroom(5)	1,343	1,297	46
HD	292	244	48
Broadband	716	457	259
Telephony	526	355	171
Other KPI's:			
ARPU	GBP412	GBP406	
Churn for the quarter (annualised)	12.1%	13.7%	

- 1 Includes DTH subscribers in Republic of Ireland. (497,000 as at 30 June 2007, 427,000 as at 30 June 2006.)
- 2 DTH subscribers include only primary subscriptions to Sky (no additional Sky+ or Multiroom subscriptions are counted). Excludes Freesat customers who do not subscribe to an additional Sky service.
- 3 DTH subscribers include subscribers taking Sky packages via DSL through Homechoice.
- 4 Sky+ includes HD households
- 5 Multiroom includes households subscribing to more than one digibox. (No additional units are counted for the second or any subsequent Multiroom subscriptions within one household.)

All numbers within this statement are current unaudited best estimates.

This trading update is not a preliminary announcement of BSKyB's trading results for the 12 months ended 30 June 2007. It is BSKyB's intention to make a preliminary announcement of its financial and other results for the 12 months ended 30 June 2007 at 7 a.m. (BST) on 27 July 2007.

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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 July 2007

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary