

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

February 26, 2010

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 February 2010

26 February 2010

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 26 February 2010

British Sky Broadcasting Group plc (the "Company")

The Company announces that it received notification today, in accordance with DTR 3.1.2R and paragraph 26 of the Model Code, from the following Independent Non-Executive Directors of the Company, that they have today purchased ordinary shares in the Company at a price of 541.75 pence per share, pursuant to trading plans, as detailed below:

Name of Director	Number of shares purchased	Date of entry into trading plan	Total number of shares held in the Company following transaction
David Evans	156	10 August 2009	17,091*
Nicholas Ferguson	116	10 August 2009	10,808
Andrew Higginson	116	10 August 2009	3,038
Allan Leighton	471	12 August 2009	3,116
Jacques Nasser	158	10 August 2009	1,097
Dame Gail Rebeck	116	10 August 2009	851
Daniel Rimer	457	10 August 2009	2,796
Lord Wilson of Dinton	118	10 August 2009	1,308

* 16,000 ordinary shares held in the form of 4,000 American Depositary Shares ("ADSs"), one ADS is equivalent to four ordinary shares.

Enquiries:

Alex Jones

Assistant Company Secretary

Telephone: +44 (0)870 240 3000

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: 26 February 2010

By: /s/ Dave Gormley
Dave Gormley
Company Secretary