

BRITISH SKY BROADCASTING GROUP PLC  
Form 6-K  
February 02, 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  
02 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 02 February 2010.

### Annex DTR3

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

All relevant boxes should be completed in block capital letters.

- |  |   |
|--|---|
| <p>1. Name of the issuer</p> <p><b>British Sky Broadcasting Group plc</b></p>  | <p>2. State whether the notification relates to (i) a transaction notified in accordance with DTR 3.1.2 R,<br/>(ii) a disclosure made in accordance LR 9.8.6R(1) or<br/>(iii) a disclosure made in accordance with section 793 of the Companies Act (2006).</p> <p><b>(i)</b></p> |
| <p>3. Name of person discharging managerial responsibilities/director</p> <p><b>Jeremy Darroch</b></p>   | <p>4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person</p> <p><b>n/a</b></p>  |
| <p>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</p> <p><b>Person referred to in 3 above</b></p> | <p>6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares</p> <p><b>Ordinary shares of 50p each</b></p>  |
| <p>7.</p>  | <p>8. State the nature of the transaction</p>   |

Name of registered shareholders(s) and, if more than one, the number of shares held by each of them

**Acquisition of ordinary shares via the exercise of share options under the British Sky Broadcasting Group Sharesave Scheme**

**Person referred to in 3 above**

9. Number of shares, debentures or financial instruments relating to shares acquired

**4,281**

10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)

**0.0002%**

11. Number of shares, debentures or financial instruments relating to shares disposed

**n/a**

12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)

**n/a**

13. Price per share or value of transaction

**386p (option price)**

14. Date and place of transaction

**1 February 2010**

15. Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)

**170,379 ordinary shares of 50p each representing 0.0097% of the issued class**

16. Date issuer informed of transaction

**2 February 2010**

**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. Total amount paid (if any) for grant of the option

20. Description of shares or debentures involved (class and number)

21.

22.

Exercise price (if fixed at time of grant)  
or  
indication that price is to be fixed at the  
time of exercise

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

**Alex Jones**  
**0870 240 3000**

**Name of authorised official of issuer responsible for making notification**    **David Gormley**

**Date of notification** \_\_\_\_\_ **2 February 2010** \_\_\_\_\_

Notes: This form is intended for use by an issuer to make a RIS notification required by DR 3.3.

- (1) An issuer making a notification in respect of a transaction relating to the shares or debentures of the issuer should complete boxes 1 to 16, 23 and 24.
- (2) An issuer making a notification in respect of a derivative relating the shares of the issuer should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An issuer making a notification in respect of options granted to a director/person discharging managerial responsibilities should complete boxes 1 to 3 and 17 to 24.
- (4) An issuer making a notification in respect of a financial instrument relating to the shares of the issuer (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

### **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: 02 February 2010

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary