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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

January 08, 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 January 2004
8 January 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
8 January 2004

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SCHEDULE 11

NOTIFICATION OF INTERESTS OF DIRECTORS AND CONNECTED PERSONS

1. Name of company
British Sky Broadcasting Group plc
2. Name of director
Martin Stewart
3. Please state whether notification indicates that it is in respect of holding of the shareholder named in 2 above or in respect of a non-beneficial interest or in the case of an individual holder if it is a holding of that person's spouse or children under the age of 18 or in respect of a non-beneficial interest

2 above
4. Name of the registered holder(s) and, if more than one holder, the number of shares held by each of them (if notified)

Martin Stewart. 2,096
5. Please state whether notification relates to a person(s) connected with the director named in 2 above and identify the connected person(s)

No
6. Please state the nature of the transaction. For PEP transactions please indicate whether general/single co PEP and if discretionary/non discretionary

Sale of Shares
7. Number of shares / amount of stock acquired

0
8. Percentage of issued class

N/A
9. Number of shares/amount of stock disposed

2,096
10. Percentage of issued class

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0.0001%

11. Class of security

Ordinary GBP0.50

12. Price per share

GBP7.325

13. Date of transaction

07 January 2004

14. Date company informed

07 January 2004

15. Total holding following this notification

0

16. Total percentage holding of issued class following this notification

0

If a director has been granted options by the company please 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, number

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

22. Total number of shares or debentures over which options held following this notification

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23. Any additional information

24. Name of contact and telephone number for queries

25. Name and signature of authorised company official responsible for making this notification

Chris Taylor, Assistant Company Secretary

Date of Notification

08 January 2004

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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: 8 January 2004

By: /s/ Dave Gormley
Dave Gormley
Company Secretary