

Edgar Filing: BRITISH SKY BROADCASTING GROUP PLC - Form 6-K

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

January 03, 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 January 2007
02 January 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

EXHIBIT NO.1 Press release of British Sky Broadcasting Group plc

Edgar Filing: BRITISH SKY BROADCASTING GROUP PLC - Form 6-K

announcing 'Sky+ breaks through 2m boxes' released on
02 January 2007

Press Release 2 January 2007

Sky+ breaks through 2 million boxes

British Sky Broadcasting (Sky) today announces that the total number of Sky+ boxes installed in customers' homes has broken through 2 million for the first time. The milestone was reached after the number of Sky+ boxes grew by more than 50% in 2006, putting Sky on track to pass its target of 25% Sky+ penetration well in advance of the original schedule of 2010.

Jeremy Darroch, Sky's Chief Financial Officer, said:

"Passing the milestone of 2 million Sky+ boxes keeps us on track to break through our target of 25% penetration well ahead of schedule. The rapid growth of Sky+ shows strong customer demand for additional services and gives us great confidence as our multi-product strategy moves forward this year."

End

Enquiries:

Analysts/Investors:

Andrew Griffith Tel: 020 7705 3118

Robert Kingston Tel: 020 7705 3726

E-mail: investor-relations@bskyb.com

Press:

Robert Fraser Tel: 020 7705 3036

E-mail: corporate.communications@bskyb.com

About B SkyB

British Sky Broadcasting (Sky) is the operator of the leading multichannel television platform in the UK and Ireland. Around 22 million viewers in 8.3 million households enjoy an unprecedented choice of movies, news, entertainment and sports channels and interactive services on Sky digital, the UK and Ireland's first and most popular digital television platform.

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.

Edgar Filing: BRITISH SKY BROADCASTING GROUP PLC - Form 6-K

BRITISH SKY BROADCASTING GROUP PLC

Date: 02 January 2007

By: /s/ Dave Gormley
Dave Gormley
Company Secretary