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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

March 21, 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 March 2007
21 March 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 Director/PDMR Shareholding released on 21 March 2007

British Sky Broadcasting Group plc
(the "Company")

The Company received notification on 20 March 2007 from the Trustee of the British Sky Broadcasting Group Employee Share Ownership Plan (the 'ESOP') that the ESOP purchased 2,400,000 ordinary shares in the Company on 20 March 2007 at an aggregate price of 551.035p per share.

The ESOP holds ordinary shares as Trustee of the British Sky Broadcasting Group Long Term Incentive Plan, British Sky Broadcasting Group Management Long Term Incentive Plan, British Sky Broadcasting Group Equity Bonus Plan, British Sky Broadcasting Group Key Contributor Plan, British Sky Broadcasting Group Approved Executive Share Option Scheme, British Sky Broadcasting Group Unapproved Executive Share Option Scheme, and the British Sky Broadcasting Group Sharesave Scheme (together the 'Plans').

James Murdoch and Jeremy Darroch are deemed to have an interest in the ordinary shares held by the ESOP as they are potential beneficiaries of the Plans.

Following the above transaction the ESOP holds a total of 5,672,866 ordinary shares in the Company.

Enquiries:

Dave Gormley
Company Secretary
Tel: 020 7705 6701

21 March 2007

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: 21 March 2007

By: /s/ Dave Gormley
Dave Gormley
Company Secretary