

BRITISH SKY BROADCASTING GROUP PLC  
Form 6-K  
October 23, 2009

**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 October 2009  
23 October 2009

**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

This Report is incorporated by reference in the prospectus contained in Registration Statements on Form F-3 (SEC File No. 333-08246), Form F-3/S-3 (SEC File No. 333-106837) and Form F-3/S-3 (SEC File No. 333-120775) filed by the Registrant under the Securities Act of 1933.

## EXHIBIT INDEX

### Exhibit

1. Press release of British Sky Broadcasting Group plc announcing 6-K Accounting Release released on 23 October 2009

### Consolidated Income Statement for the three months ended 30 September 2009

|   | Notes | 2009/10<br>Three months<br>ended<br>30 September<br>£m<br>(unaudited) | 2008/09<br>Three months<br>ended<br>30 September<br>£m<br>(unaudited) |
|---|-------|---|---|
| <b>Revenue</b>  | 1     | <b>1,380</b>  | 1,249   |
| Operating expense   | 2     | (1,182)   | (1,070)   |
| <b>Operating profit</b>   |       | <b>198</b>  | 179   |
| Share of results of joint ventures and associates               |       | <b>6</b>  | 4   |
| Investment income   |       | <b>1</b>  | 19  |
| Finance costs   |       | (25)  | (49)  |
| Impairment of available-for-sale investment                     |       | -   | (24)  |
| <b>Profit before tax</b>  |       | <b>180</b>  | 129   |
| Taxation  |       | (52)  | (56)  |
| <b>Profit for the period</b>                                    |       | <b>128</b>  | 73  |
| <b>Earnings per share from profit for the period (in pence)</b> |       |   |   |
| Basic   |       | <b>7.4</b>  | 4.2   |
| Diluted   |       | <b>7.3</b>  | 4.2   |

### Notes:

#### 1. Revenue

| 2009/10 | 2008/09 |
|---------|---------|
|---------|---------|

|                                    | <b>Three months<br/>ended<br/>30 September<br/>£m<br/>(unaudited)</b> | Three months<br>ended<br>30 September<br>£m<br>(unaudited) |
|------------------------------------|---|--|
| Retail subscription                | <b>1,115</b>  | 971  |
| Wholesale subscription             | <b>55</b>   | 43   |
| Advertising                        | <b>65</b>   | 68   |
| Easynet                            | <b>50</b>   | 47   |
| Installation, hardware and service | <b>46</b>   | 61   |
| Other                              | <b>49</b>   | 59   |
|                                    | <b>1,380</b>  | 1,249  |

## 2. Operating expense

|  | <b>2009/10<br/>Three months<br/>ended<br/>30 September<br/>£m<br/>(unaudited)</b> | 2008/09<br>Three months<br>ended<br>30 September<br>£m<br>(unaudited) |
|--|---|---|
| Programming                            | <b>439</b>  | 406   |
| Transmission, technology and networks  | <b>207</b>  | 168   |
| Marketing                              | <b>245</b>  | 208   |
| Subscriber management and supply chain | <b>162</b>  | 155   |
| Administration                         | <b>129</b>  | 133   |
|  | <b>1,182</b>  | 1,070   |

### Re-analysis of reported revenue by category

To provide a more relevant presentation, management has chosen to re-analyse the revenue categories from those previously reported. Other revenue now principally includes income from Sky Bet, technical platform service revenue and our online portal.

|                        | Three months<br>to 30<br>September<br>2009<br>£ million<br>(unaudited) | Transfer of<br>Sky<br>Bet<br>£ million<br>(unaudited) | Separate<br>Easynet<br>£ million<br>(unaudited) | <b>Three months to<br/>30 September<br/>2009<br/>Re-analysed<br/>£ million<br/>(unaudited)</b> |
|------------------------|--|---|---|--|
| Retail Subscription    | 1,117  |   | (2)   | <b>1,115</b>   |
| Wholesale Subscription | 55   |   |   | <b>55</b>  |
| Advertising            | 65   |   |   | <b>65</b>  |
| Sky Bet                | 11   | (11)  |   | <b>-</b>   |
| Easynet                | -  |   | 50  | <b>50</b>  |

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|                                    |       |    |      |              |
|------------------------------------|-------|----|------|--------------|
| Installation, hardware and service | 46    |    |      | <b>46</b>    |
| Other                              | 86    | 11 | (48) | <b>49</b>    |
|                                    | 1,380 | -  | -    | <b>1,380</b> |

**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: 23 October 2009

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary