

BRITISH SKY BROADCASTING GROUP PLC
Form 6-K
March 25, 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 March 2010
25 March 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 26 March 2010

British Sky Broadcasting Group plc

(the "Company")

The Company announces that it received notification today, in accordance with DTR 3.1.2R and paragraph 26 of the Model Code, from the following Independent Non-Executive Directors of the Company, that they have today purchased ordinary shares in the Company at a price of 596.5 pence per share, pursuant to trading plans, as detailed below:

Name of Director	Number of shares purchased	Date of entry into trading plan	Total number of shares held in the Company following transaction
David Evans	142	10 August 2009	17,233*
Nicholas Ferguson	105	10 August 2009	10,913
Andrew Higginson	105	10 August 2009	3,143
Allan Leighton	428	12 August 2009	3,544
Jacques Nasser	144	10 August 2009	1,241
Dame Gail Rebuck	105	10 August 2009	956
Daniel Rimer	441	10 August 2009	3,237
Lord Wilson of Dinton	107	10 August 2009	1,415

* 16,000 ordinary shares held in the form of 4,000 American Depositary Shares ("ADSs"), one ADS is equivalent to four ordinary shares.

Enquiries:

Alex Jones

Assistant Company Secretary

Telephone: +44 (0)870 240 3000

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: 25 March 2010

By: /s/ Dave Gormley
Dave Gormley
Company Secretary