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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

November 20, 2003

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 November 2003

20 November 2003

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
20 November 2003

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"British Sky Broadcasting Group plc ("the Company") received notification from David Evans, a Director of the Company on 17 November 2003, that he had on that day purchased the following American Depositary Receipts ("ADR") in the Company:

100 ADR's at \$46.35 per ADR

800 ADR's at \$46.43 per ADR

1,100 ADR's at \$46.45 per ADR

Each ADR represents 4 ordinary shares of 50p each in the Company and Mr Evans is therefore interested in 8,000 ordinary shares in the Company."

End

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: 20 November 2003

By: /s/ Dave Gormley
Dave Gormley
Company Secretary