

BRITISH SKY BROADCASTING GROUP PLC
Form 6-K
February 06, 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 February 2009

06 February 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 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

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 06 February 2009

Director/PDMR Shareholding

British Sky Broadcasting Group plc (the "Company") announces that on the 6th February 2009, it awarded an option over 100 ordinary shares at nil cost to all its permanent employees under the Company's 20 Year Award Plan (the "Plan"), in recognition of the Company's 20th anniversary. As permanent employees and executive directors of the Company, Jeremy Darroch and Andrew Griffith were each awarded an option over 100 ordinary shares under the Plan. The shares will vest in three years time, subject to them remaining employees of the Company and are not subject to any performance conditions.

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: 06 February 2009

By: /s/ Dave Gormley
Dave Gormley
Company Secretary