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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

August 11, 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 August 2003  
8 August 2003

BRITISH SKY BROADCASTING GROUP PLC  
(Name of Registrant)

Grant Way, Isleworth, Middlesex, TW7 5OD 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 Sky Welcomes FAPL Decision released on  
8 August 2003

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NEWS RELEASE  
8 AUGUST 2003

Sky welcomes FA Premier League decision on football rights

Sky welcomed today's announcement by the FA Premier League that it has decided to award the UK TV rights to live Premiership matches to Sky for three seasons from 2004.

The award of the rights (made in four separate packages of live matches) represents an increase in the number of live matches available to viewers and means that Sky will offer 138 live games per season from 2004, compared with 106 live games per season under the current arrangements between Sky and the Premier League. Continued take-up of digital television means that Sky's pay-TV channels are now received in more than 10 million UK households.

Speaking after the Premier League announced its decision, Tony Ball, BSKyB Chief Executive, said:

"Sky is delighted to be continuing its relationship with the Premier League for a further three seasons. The new arrangements are good news for Premiership clubs and good news for viewers, who can look forward to many more matches on Sky than ever before."

The FA Premier League announced that the rights had been awarded at a price for the four packages in aggregate of GBP1,024 million.

Notes to editors:

Premiership coverage available under previous broadcast rights agreements:

|         |        |   |
|---------|--------|---|
| 2001-04 | 3-year | 66 live matches on Sky Sports<br>40 live pay-per-view matches<br>(offered separately by Telewest, NTL and BSKyB)<br>Highlights on ITV |
| 1997-01 | 4-year | 60 live matches on Sky Sports<br>Highlights on BBC  |
| 1992-97 | 5-year | 60 live matches on Sky Sports<br>Highlights on BBC  |

Enquiries:

Press:

|               |                    |
|---------------|--------------------|
| Julian Eccles | Tel: 020 7705 3267 |
| Chris Haynes  | Tel: 020 7705 3905 |
| Robert Fraser | Tel: 020 7705 3036 |

Analysts/Investors:

|                 |                    |
|-----------------|--------------------|
| Neil Chugani    | Tel: 020 7705 3837 |
| Andrew Griffith | Tel: 020 7705 3118 |

SIGNATURES

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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: 8 August 2003

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary