

BRITISH SKY BROADCASTING GROUP PLC  
Form 6-K  
May 04, 2005

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 May 2005  
04 May 2005

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 the  
Registration Statements on Form F-3 (SEC File No. 333-08246) and Form F-3/S-3  
(SEC File No. 333-106837) filed by the Registrant under the Securities Act of  
1933.

EXHIBIT INDEX

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Exhibit

EXHIBIT NO.1 Excerpt of Press release of British Sky Broadcasting Group plc  
announcing 3rd Quarter Results released on 04 May 2005

British Sky Broadcasting Group plc

Consolidated Profit and Loss Account for the nine months ended 31 March 2005

		Before goodwill and exceptional items GBPm Notes	Goodwill and exceptional items GBPm (unaudited)	2004/05 Nine months ended 31 March Total GBPm (unaudited)	Before goodwill and exceptional items GBPm (unaudited)
Turnover: Group and share of joint ventures' turnover		3,012	-	3,012	2,750
Less: share of joint ventures' turnover		(52)	-	(52)	(62)
Group turnover	1	2,960	-	2,960	2,690
Operating expenses, net	2	(2,386)	(85)	(2,471)	(2,259)
Operating profit		574	(85)	489	430
Share of joint ventures' and associates' operating results		12	-	12	(4)
Loss on disposal of investments in joint ventures	3	-	(23)	(23)	
Profit on disposal of fixed asset investments	3	-	-	-	
Amounts written back to fixed asset investments, net	3	-	-	-	
Profit on ordinary activities before interest and taxation		586	(108)	478	430
Interest receivable and similar income		22	-	22	
Interest payable and similar charges		(69)	-	(69)	(68)
Profit on ordinary activities before taxation		539	(108)	431	370
Tax on profit on ordinary activities		(158)	-	(158)	(116)
Profit on ordinary activities after taxation		381	(108)	273	250
Equity dividends				(77)	
Retained profit for the period				196	
Earnings per share - basic				14.2p	

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Earnings per share - diluted

14.2p

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Consolidated Profit and Loss Account for the three months ended 31 March 2005

	Before goodwill and exceptional items GBPm (unaudited)	Goodwill GBPm (unaudited)	2004/05 Three months ended 31 March 2005 Total GBPm (unaudited)	B goo except (unaud)
Turnover: Group and share of joint ventures' turnover	1,029	-	1,029	
Less: share of joint ventures' turnover	(14)	-	(14)	
Group turnover	1,015	-	1,015	
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Operating expenses, net	(795)	(28)	(823)	
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Operating profit	220	(28)	192	
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Share of joint ventures' and associates' operating results	4	-	4	
Profit on disposal of fixed asset investments	-	-	-	
Profit on ordinary activities before interest and taxation	224	(28)	196	
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Interest receivable and similar income	7	-	7	
Interest payable and similar charges	(22)	-	(22)	
Profit on ordinary activities before taxation	209	(28)	181	
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Tax on profit on ordinary activities	(62)	-	(62)	
Profit on ordinary activities after taxation	147	(28)	119	
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Equity dividends			-	
Retained profit for the period			119	
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Earnings per share - basic			6.3p	
Earnings per share - diluted			6.3p	

Notes to Financial Statements

1 Turnover

The Group's turnover, whilst deriving from one class of business, has been analysed as follows:

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DTH subscribers  
Cable subscribers  
Advertising  
Sky Bet (i)  
Sky Active (i)  
Other  
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(i) Additional detail has been provided with regard to the analysis of interactive revenues between the Group's betting and games revenues - "Sky Bet" - and other interactive revenues - "Sky Active" - and the prior year comparatives have been restated accordingly.

2 Operating expenses, net

	2004/05 Nine months ended 31 March			Before goodwill	(un
	Before goodwill GBPm (unaudited)	Goodwill GBPm (unaudited)	Total GBPm (unaudited)	GBPm (unaudited)	
Programming (i)	1,216	-	1,216	1,248	
Transmission and related functions (i)	128	-	128	115	
Marketing	379	-	379	299	
Subscriber management	288	-	288	279	
Administration	207	85	292	195	
Betting	168	-	168	123	
	2,386	85	2,471	2,259	

(i) The amounts shown are net of GBP7 million (2003/04: nine months ended 31 March: GBP10 million) receivable from the disposal of programming rights not acquired for use by the Group, and GBP22 million (2003/04: nine months ended 31 March: GBP21 million) in respect of the provision to third party broadcasters of spare transponder capacity.

3 Exceptional items

2004/05

(i) Loss on disposal of investments in joint ventures

On 1 November 2004, the Group sold its 49.5% investment in Granada Sky

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Broadcasting for GBP14 million in cash, realising a loss on disposal of GBP23 million. This included the write back of GBP32 million of goodwill which had previously been written off to reserves, as permitted prior to the implementation of Financial Reporting Standard ("FRS") 10, "Goodwill and Intangible Assets". The loss on disposal is a non-operating exceptional item as defined by FRS 3 "Reporting Financial Performance" ("FRS 3") and is therefore recorded as an exceptional item below operating profit.

2003/04

### (ii) Profit on sale of fixed asset investments

On 7 October 2003, the Group disposed of its listed investment in Manchester United plc, realising a profit on disposal of GBP2 million. The profit on disposal is a non-operating exceptional item as defined by FRS 3 and is therefore recorded as an exceptional item below operating profit.

On 1 March 2004, the Group sold its 20% shareholding in QVC (UK), operator of QVC - The Shopping Channel, for GBP49 million in cash, realising a profit on disposal of GBP49 million. The profit on disposal is a non-operating exceptional item as defined by FRS 3 and is therefore recorded as an exceptional item below operating profit.

### (iii) Amounts written back to fixed asset investments, net

The Group reduced its provision against its minority equity investments in football clubs by GBP33 million, following the disposal of its investment in Manchester United plc in October 2003 for GBP62 million in cash. The Group also increased its provision against its remaining minority equity investments in football clubs by a further GBP9 million. The reduction of GBP33 million in the provision is recorded as an exceptional item below operating profit as it relates directly to the disposal of the investment as detailed above. The increase in the remaining provision is recorded as an exceptional item below operating profit due to the distortion that its inclusion within operating expenses would have on the individual operating expenses line to which it was attributed.

## 4 Basis of preparation

The Consolidated Profit and Loss Account presentation includes the Group's results before goodwill and exceptional items in addition to results after goodwill and exceptional items as this presentation provides an alternative basis that may be used to assess the ongoing operating performance of the Group.

## 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: 04 May 2005

By: /s/ Dave Gormley  
Dave Gormley

