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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

April 25, 2006

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 APRIL 2006
25 APRIL 2006

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

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EXHIBIT NO. 1 Press release of British Sky Broadcasting Group plc
announcing ACCOUNTING ALIGNMENT, BETTING released on
25 APRIL 2006

PRESS RELEASE

25 April 2006

BRITISH SKY BROADCASTING GROUP PLC BSkyB follows industry practice in accounting for betting

Following recent changes in industry practice regarding the accounting for betting revenues and costs under International Financial Reporting Standards, British Sky Broadcasting Group plc ("Sky") is today announcing its intention to align its accounting policy with this change in industry practice.

In Sky's Interim Report for the half year ended 31 December 2005 to be filed on form 6-K with the SEC on 26 April 2006, and in all quarterly reporting from then on, Sky will account for betting revenues and costs under IAS 39 - "Financial instruments: Recognition and Measurement". On this basis, betting payouts will be netted against Sky Bet revenues. There is no effect on Sky's operating profit.

Below is an extract from the consolidated income statement for the half year ended 31 December 2005 illustrating the effect of applying the new aligned accounting policy.

| Consolidated income statement | Existing accounting policy | Change | New accounting policy |
|---------------------------------------|----------------------------------|--------|--------------------------|
| GBPm | | | |
| Revenue | | | |
| DTH subscribers | 1,554 | | 1,554 |
| Cable subscribers | 112 | | 112 |
| Advertising | 171 | | 171 |
| Sky Bet | 136 | (120) | 16 |
| Sky Active | 46 | | 46 |
| Other | 117 | | 117 |
| | 2,136 | (120) | 2,016 |
| Operating expenses | | | |
| Programming | (810) | | (810) |
| Transmission and related functions | (87) | | (87) |
| Marketing | (332) | | (332) |
| Subscriber management | (215) | (4) | (219) |
| Administration | (154) | | (154) |
| Betting | (124) | 124 | - |
| | (1,722) | 120 | (1,602) |
| Operating profit | 414 | - | 414 |

Enquiries:

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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 APRIL 2006

By: /s/ Dave Gormley
Dave Gormley
Company Secretary