

BRITISH SKY BROADCASTING GROUP PLC  
Form 6-K  
January 11, 2010

**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 January 2010  
11 January 2010

**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 Announcemet of Interim Results released on 11 January 2010

### British Sky Broadcasting Group plc

#### Announcement of Interim Results

British Sky Broadcasting Group plc will be announcing Interim Results for the six months ended 31 December 2009

via RNS, at 7.00 a.m. (GMT) on Thursday 28 January 2010.

There will be a presentation for UK/European analysts and investors at 9.30 a.m. (GMT) at BAFTA, 195 Piccadilly, W1J 9LN.

Participants should register by contacting Emily Dimmock or Yasmin Charabati on +44 20 7251 3801 or at

[bskyb@finsbury.com](mailto:bskyb@finsbury.com)

There will be a separate conference call for US analysts and investors at 10.00 a.m. (EST). To register for this please contact Dana

Diver  
at Taylor Rafferty on +1 212 889 4350. Alternatively you may  
register online at  
[http://invite.taylor-rafferty.com/\\_bskyb/cc](http://invite.taylor-rafferty.com/_bskyb/cc)

A  
live webcast of  
both  
conference calls  
and supporting materials will be available  
to analysts and investors via the BSKYB website at  
<http://www.sky.com/corporate>  
. Replays of the calls will be  
subsequently available.

Enquiries:

UK/European:  
Emily Dimmock, Finsbury  
Yasmin Charabati, Finsbury  
Tel: + 44 20  
7251 3801  
E-mail:  
[bskyb@finsbury.com](mailto:bskyb@finsbury.com)

US:  
Dana  
Diver, Taylor Rafferty  
Tel: +1 212 889 4350  
E-mail:  
[bskyb@taylor-rafferty.com](mailto:bskyb@taylor-rafferty.com)

## 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: 11 January 2010

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary