

BRITISH SKY BROADCASTING GROUP PLC  
Form 6-K  
February 06, 2008

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 2008  
6 February 2008

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 Press release of British Sky Broadcasting Group plc  
announcing LTIP Award released on 6 February 2008

British Sky Broadcasting Group plc

(the "Company")

The Company announces that it received notification today from Jeremy Darroch that an award has been made to him today under the Company's Long Term Incentive Plan, over 295,000 shares, at a nil cost per ordinary share. This award will vest in full on 3 August 2009 provided that certain performance criteria are satisfied.

Enquiries:

Alex Jones  
Assistant Company Secretary  
Telephone: +44 (0)20 7705 3081

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: 6 February 2008

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary