

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

January 29, 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 January 2008
29 January 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

EXHIBIT INDEX

Exhibit

Edgar Filing: BRITISH SKY BROADCASTING GROUP PLC - Form 6-K

EXHIBIT NO.1 Press release of British Sky Broadcasting Group plc
announcing Response to ITV decision released on 29 January 2008

29 January 2008

BSkyB response to Secretary of State

BSkyB Group plc ("Sky") notes today's announcement by the Secretary of State for Business, Enterprise and Regulatory Reform in respect of Sky's minority shareholding in ITV plc. The company will give careful consideration to the announcement and confirm any further steps in due course.

End

Enquiries:

Analysts/Investors:

Robert Kingston Tel: 020 7705 3726
Francesca Pierce Tel: 020 7705 3337

E-mail: investor-relations@bskyb.com

Press:

Robert Fraser Tel: 020 7705 3036
Bella Vuillermoz Tel: 020 7800 2651

E-mail: corporate.communications@bskyb.com

Note

Any appeal by Sky following the Secretary of State's decision must be lodged by Monday 25 February 2008.

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: 29 January 2008

By: /s/ Dave Gormley
Dave Gormley
Company Secretary