

BRITISH SKY BROADCASTING GROUP PLC  
Form 6-K  
May 12, 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 May 2010

12 May 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 'Experian & BSkyB form database marketing business' released on 12 May 2010

#### Experian and BSkyB form database marketing business

12 May 2010

- Experian, the global information services company, announces that it has reached agreement to divest part of its UK database marketing activities to a newly formed business venture with British Sky Broadcasting (Sky). The transaction is expected to complete on 30 June 2010.

The new company, in which Sky will hold a majority stake, will provide consumer and media insight services and customer management capabilities to a number of large hosted database clients, including Sky. The company will operate under a new brand, which will be announced in due course. Over the past few years, Experian has been repositioning its global Marketing Services business to focus increasingly on digital marketing capabilities. By injecting part of its UK hosted database solutions into this new entity, Experian will further tighten the strategic focus of its Marketing Services portfolio on core data and analytics.

Gross assets for Experian's UK database marketing business subject to this transaction at 31 March 2009 were £8.6m.

#### Contact:

##### Experian

Nadia Ridout-Jamieson Director of Investor Relations +44 (0)20 3042 4215  
James Russell PR Director

##### Finsbury

Rollo Head +44 (0)20 7251 3801  
Don Hunter

Experian announcements are available on  
[www.experianplc.com](http://www.experianplc.com)

**Sky**

Francesca Pierce, Head of Investor Relations +44 (0)20 7705 3337  
Stephen Gaynor, Head of Communications, Commercial +44 (0)20 7705 3446

**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: 12 May, 2010

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary