

BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

November 23, 2004

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 November 2004  
23 November 2004

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 Transaction in Own Shares released on  
23 November 2004

23 November 2004

BRITISH SKY BROADCASTING GROUP PLC - REPURCHASE OF SHARES

British Sky Broadcasting Group PLC ("BSkyB") announces that it has today purchased for cancellation 1,300,000 ordinary shares of BSkyB at a price of 556.34p per share.

Upon the cancellation of these shares the number of shares in issue will be 1,935,181,439.

ENDS

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: 23 November 2004

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary