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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

September 17, 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 September 2004
17 September 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

EXHIBIT NO. 1 Press release of British Sky Broadcasting Group plc

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announcing Schedule 10 released on 17 September 2004

SCHEDULE 10

NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Name of company

British Sky Broadcasting Group plc

2. Name of shareholder having a major interest

Franklin Resources, Inc. and its affiliates

3. Please state whether notification indicates that it is in respect of holding of the shareholder named in 2 above or in respect of a non-beneficial interest or in the case of an individual holder if it is a holding of that person's spouse or children under the age of 18

Shareholder named in 2 above

4. Name of the registered holder(s) and, if more than one holder, the number of shares held by each of them

See attached list

5. Number of shares/amount of stock acquired

Unknown

6. Percentage of issued class

Unknown

7. Number of shares/amount of stock disposed

N/A

8. Percentage of issued class

N/A

9. Class of security

Ordinary shares of 50p each

10. Date of transaction

Unknown

11. Date company informed

15 September 2004

12. Total holding following this notification

98,030,827

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13. Total percentage holding of issued class following this notification

5.0487%

14. Any additional information

-

15. Name of contact and telephone number for queries

Chris Taylor - 020 7800 4297

16. Name and signature of authorised company official responsible for making this notification

David Gormley

Date of notification

17 September 2004

SCHEDULE

British Sky Broadcasting Group plc

| Registered Holder | No. of Shares | % of Class |
|---|---------------|------------|
| Bank of New York, Europe, London | 12,010 | 0.0006% |
| Bank of New York, London London | 4,052,760 | 0.2087% |
| JP Morgan/Chase Woolgate House Coleman Street London EC2P 2HD | 79,761,755 | 4.1078% |
| Citibank London | 800,257 | 0.0412% |
| Euroclear Bruxelles | 10,200 | 0.0005% |
| HSBC Bank Ltd. London | 602,120 | 0.0310% |
| Mellon Bank London | 2,611,640 | 0.1345% |
| Merrill Lynch Intl Ltd. London | 1,029,700 | 0.0530% |
| Northern Trust Company 155 Bishopgate London, EC2M 3XS | 1,722,899 | 0.0887% |
| Royal Trust Corp of Canada London | 1,788,600 | 0.0921% |
| State Street Nominees Limited 12-13 Nichols Lane London EC4N 7BN | 5,638,886 | 0.2904% |
| TOTAL | 98,030,827 | 5.0487% |

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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: 17 September 2004

By: /s/ Dave Gormley
Dave Gormley
Company Secretary