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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

May 25, 2006

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 2006  
25 May 2006

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 FAPL Near-Live Rights released on

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Press release

## BSKYB WINS NEAR-LIVE RIGHTS FOR FA PREMIER LEAGUE

Combine with live rights to create unrivalled Premiership coverage

Following today's announcement by the FA Premier League, BSKyB confirmed that it had been awarded 'near-live' rights to 242 games per season from the Barclays Premiership.

The three-year deal covers the 2007-08, 2008-09 and 2009-10 seasons. BSKyB has acquired the rights in a joint bid with BT.

These rights enable BSKyB to offer full delayed coverage or extended highlights of all Barclays Premiership matches not broadcast live.

Vic Wakeling, Managing Director of Sky Sports, said:

"These near-live rights, added to the live matches, give Sky Sports unrivalled Premiership coverage.

"We can now promise Football First until the end of the decade and new ways of watching games, on demand, through broadband.

"Our recent live deal brings more live Premiership matches to Sky Sports with the best games and biggest head-to-heads.

"Sky remains the home of football."

On 5 May the FA Premier League awarded BSKyB four packages of live rights, each of 23 matches, for seasons 2007-08 to 2009-10. All 92 matches each season will be shown live on Sky Sports.

For further information:

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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.

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Date: 25 May 2006

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary