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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

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price on the 28 December 2007.

This expected impairment will be reported outside of operating profit in the Group's income statement for the half year ended 31 December 2007, and will be classified as an item not reflecting underlying business performance and therefore will not impact adjusted performance measures. This expected reduction in carrying value of the available for sale investment will not impact the period's reported cash flows.

Looking forward, as required by IAS 39, the effect of any further decline in the equity share price of ITV will be recognised in the income statement at the relevant balance sheet date.

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