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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

June 30, 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 June 2004
29 June 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 29 June 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

FMR Corp and its direct and indirect subsidiaries, and Fidelity International Limited (FIL) and its direct and indirect subsidiaries

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 schedule A (attached)

5. Number of shares / amount of stock acquired

N/A

6. Percentage of issued class

N/A

7. Number of shares / amount of stock disposed

Unknown

8. Percentage of issued class

Unknown

9. Class of security

Ordinary shares of 50p each

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10. Date of transaction

Unknown

11. Date company informed

28 June 2004

12. Total holding following this notification

57,781,439

13. Total percentage holding of issued class following this notification

2.98%

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

29 June 2004

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Schedule A

Security: British Sky Broadcasting Group

Shares Held (Ordinary Shares)	Management Company	Nominee/Registered Name
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1,200	FMRCO	JPMorgan Chase
1,827,900	FMRCO	Chase Nominees Limited
7,959,685	FMRCO	State Street Nominees Limited
506,800	FMRCO	State Street Bank & Trust Company
1,900	FMRCO	HSBC
844,976	FMRCO	Brown Brothers Harriman
1,662,422	FMTC	State Street Nominees Limited.
749,408	FMTC	Lloyds Bank Nominees Limited
601,135	FMTC	BT Globenet Nominees Limited
450,770	FMTC	Chase Nominees Ltd.
56,600	FMTC	Bank of New York
1,765,634	FMTC	State Street Bank & Trust
186,099	FMTC	Mellon Bank
61,000	FMTC	State Street Bank & Trust
58,200	FMTC	State Street Bank & Trust
45,000	FMTC	Northern Trust
88,700	FMTC	State Street Bank & Trust
165,642	FMTC	JP Morgan
2,500	FMTC	Nortrust Nominees
236,900	FMTC	MSS Nominees Limited
281,737	FMTC	Northern Trust
41,450	FMTC	Goldman Sachs and Co.
13	FMTC	Master Trust Japan
4,740,342	FISL	Chase Manhattan Bank London
213,350	FISL	Chase Nominees Ltd
372,978	FPM	Bank of New York London
1,332,095	FPM	Chase Nominees Ltd
86,500	FPM	Citibank
629,281	FPM	Northern Trust
37,300	FPM	Deutsche Bank
2,362,566	FIL	Chase Nominees Ltd
14,940,377	FIL	HSBC Client Holdings Nominee (UK) Limited
1,642,441	FIL	Chase Manhattan Bank London
463,956	FIL	Deutsche Bank
1,969,694	FIL	Northern Trust
522,442	FIL	State Street Bank & Trust
774,885	FIL	JP Morgan
170,400	FIL	Mellon Nominees Ltd
257,301	FIL	Bank of New York Brussels
25,200	FIL	Master Trust Bank of Japan
1,388,857	FIL	Bank of New York London
62,400	FIL	National Australia Bank
2,000	FIL	PICG
81,800	FIL	Brown Brothers Harriman
23,076	FIL	ING Luxembourg
27,569	FIL	Bermuda Far East
35,920	FIL	Chase Manhattan Bank AG Frankfurt
4,800	FIL	State Street Hong Kong
618,600	FIL	Nortrust Nominees Ltd
109,163	FIL	Bankers Trust
82,310	FIL	Citibank
538,987	FIL	Clydesdale Bank (Head Office) Nominees Li
142,868	FIL	Bank of Bermuda
8,000	FIL	Mitsubishi Trust
Total	51,263,129	

The following shares are based on the assumed conversion of 1,629,577 ADRs
(4 ordinary shares per ADR)

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3,792,400	FMRCO	The Bank of New York (Nominees)
577,292	FMRCO	HSBC
207,600	FMRCO	Roytor & Co
973,096	FMRCO	State Street Nominees Limited
62,980	FMTC	Master Trust Japan
216,496	FMTC	State Street Bank & Trust
6,800	FMTC	Nippon Trust
4,440	FMTC	Nortrust Nominees
140,700	FMTC	State Street Bank & Trust
3,600	FIL	Bank of New York - London
82,400	FIL	Chase Manhattan Bank London
190,000	FIL	State Street Nominees Ltd
44,400	FIL	Northern Trust
181,996	FIL	Brown Brothers Harriman
8,510	FIL	Mitsubishi Trust
25,600	FIL	Chase Nominees Limited
Total		6,518,310

Total Ordinary Shares + ADRs 57,781,439

Current ownership percentage: 2.98%

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 June 2004

By: /s/ Dave Gormley
 Dave Gormley
 Company Secretary