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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

October 01, 2003

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 October, 2003  
01 October, 2003

BRITISH SKY BROADCASTING GROUP PLC  
(Name of Registrant)

Grant Way, Isleworth, Middlesex, TW7 5OD 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 Sky reaches subscriber target released on  
01 October, 2003

1 October 2003

press release

## BRITISH SKY BROADCASTING GROUP PLC

### Sky reaches seven million subscriber target early

Five years to the day since Sky digital was launched, BSkyB announces that it has already achieved its target of seven million direct-to-home ("DTH") satellite subscribers by the end of calendar year 2003, three months early.

At 30 September 2003, the number of DTH satellite subscribers in the UK and Ireland was 7,015,000. Since launching its digital service on 1 October 1998, Sky has migrated the whole of its analogue subscriber base to digital and doubled the size of its DTH subscriber base.

As previously announced, BSkyB's key operational targets for the medium term are: to reach eight million DTH subscribers by the end of calendar year 2005; and to increase average revenue per user ("ARPU") to GBP400 by the same date.

Commenting on this achievement, BSkyB Chief Executive Tony Ball said:

"When we set the seven million target over three years ago it was way ahead of market expectations. Reaching the milestone three months early is a fantastic achievement for the company and I congratulate the excellent team that has made it possible. With more than half of UK households yet to make the switch to digital, I am highly confident that Sky will achieve its next target of eight million subscribers by the end of 2005, and generate significant long term growth thereafter."

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### Notes to Editors:

1. Tony Ball announced the achievement of the seven million subscriber target to an audience of financial investors at the Goldman Sachs Communicopia XII Conference 2003 taking place at the Grand Hyatt Hotel, New York.
2. To mark the double celebration of the fifth anniversary of Sky digital and the early attainment of the seven million subscriber target, Sky's Chief Executive Officer, Tony Ball, and Chief Financial Officer Martin Stewart, will jointly ring the Opening Bell of the New York Stock Exchange (NYSE) to open the 1 October 2003 trading session at 9.30 a.m. E.S.T. (2.30 p.m. B.S.T). Digital photographs of the Opening Bell ceremony will be available via Associated Press/ New York (+1 212 621 1902), Reuters America (+1 646 223 6285) and Bloomberg Photo (+1 212 893 3420). A video feed of the Opening Bell ceremony (starting at 9.25 a.m.) will also be available via fibre line at Waterfront #1630.
3. BSKyB has been listed on the London Stock Exchange (ticker: BSY LN) and the New York Stock Exchange (ticker: BSY US) since December 1994.
4. The seven million target was set at the preliminary results presentation to analysts and press in July 2000. At that time BSKyB had, in total, 4,513,000 DTH subscribers, of which 3,583,000 were digital.
5. About BSKyB

BSkyB is the operator of the leading multichannel television platform in the UK and Ireland. More than 17 million viewers in seven million households enjoy an unprecedented choice of movies, news, entertainment and sports channels and interactive services on Sky digital, the UK and Ireland's first and most popular digital television platform. BSKyB's channels are available in a further 5.4 million cable and digital terrestrial homes.

For more information, visit [www.sky.com/corporate](http://www.sky.com/corporate).

Appendix 1

The Sky digital timeline 1998 to 2003

1998 - 225,000 subscribers (December 1998)

Sky digital, the UK's first digital TV service, launches on 1st October, offering 140 channels. More than 100,000 digiboxes are sold in the first 30 days.

1999 - 1.3 million subscribers

Free digiboxes and minidishes help Sky become the fastest growing digital

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platform in the world, acquiring 1.2 million subscribers in just 10 months. Sky pioneers interactive services such as Sky Sports Active.

2000 - 4.1 million subscribers

The first interactive advertising campaigns are screened. Sky is awarded honours from the Royal Television Society for outstanding services to TV and for innovations in sports coverage. Sky News Active launches the world's first interactive TV news service.

2001 - 5.5 million subscribers

Sky reaches 5 million subscribers and switches off its analogue signal - both ahead of schedule. Sky+, a fully integrated personal video recorder, launches and Sky buys out its partners' stakes in British Interactive Broadcasting Ltd and forms Sky Active. Terrestrial broadcasters, including the BBC and Channel Four, work with Sky to unleash the potential of interactivity on their channels broadcast on the Sky platform.

2002 - 6.3 million subscribers

Having completed a substantial investment programme, BSkyB starts to generate positive free cashflow. The Royal Television Society honours Sky with award for technical innovation.

2003 - Sky hits seven million target three months ahead of schedule

Major promotion launches to boost sales of Sky+ and the extra digibox. BSkyB makes first profit after tax since its investment in digital.

### Appendix 2

The growth of DTH and cable homes since the launch of Sky digital.

	As at 30 June 98	As at 30 June 99	As at 30 June 00	As at 30 June 01	As at 30 June 02
DTH analogue homes <sup>1</sup>	3,547,000	2,707,000	930,000	145,000	-
DTH digital homes <sup>1,2</sup>	0	753,000	3,583,000	5,308,000	6,101,000
Total Sky DTH homes <sup>1,2</sup>	3,547,000	3,460,000	4,513,000	5,453,000	6,101,000
Total UK and Ireland homes <sup>3</sup>	24,995,000	25,214,000	25,415,000	25,681,000	25,853,000
Total Sky DTH homes as a % of all UK and Ireland homes	14%	14%	18%	21%	24%

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Homes receiving Sky channels via Cable operators <sup>1</sup>	3,352,000	3,778,000	3,735,000	3,486,000	4,091,000
Total homes subscribing to Sky channels	6,899,000	7,238,000	8,248,000	8,939,000	10,192,000
Total homes subscribing to Sky channels via DTH or cable as a % of all UK and Ireland homes	28%	29%	32%	35%	39%

1. Includes subscribers in Ireland
2. DTH subscribers includes only primary subscriptions to Sky (no additional units are counted for Sky+ or Extra digibox subscriptions).
3. Total UK homes estimated by BARB/RSMB (latest figures available as at September 2003). Ireland homes estimated by Nielsen Media Research (latest figures available as at July 2003).
4. Cable subscribers as at 31 August 2003. Cable subscribers as at 30 September 2003 are not yet available

### 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: 01 October, 2003

By: /s/ Dave Gormley  
Dave Gormley  
Company Secretary