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BRITISH SKY BROADCASTING GROUP PLC

Form 6-K

July 06, 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 July 2004
06 July 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 Re Board Appointment released on 06 July 2004

6 July 2004

New Chief Financial Officer to join on 16 August 2004

British Sky Broadcasting Group plc ("BSkyB") confirmed today that Jeremy Darroch will take up the position of Chief Financial Officer on 16 August 2004. He will join the BSkyB Board upon taking up the post.

Mr Darroch, who is currently Group Finance Director of Dixons Group plc, was named as BSkyB's new Chief Financial Officer on 23 June 2004. He will replace Martin Stewart, who will continue in his post until 4th August 2004.

Enquiries

Analysts and Investors

Andrew Griffith Tel: 020 7705 3118

Jo Leach Tel: 020 7705 3734

Press

Julian Eccles Tel: 020 7705 3267

Robert Fraser Tel: 020 7705 3036

Finsbury Tel: 020 7251 3801

Katie Lang

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: 06 July 2004

By: /s/ Dave Gormley
Dave Gormley
Company Secretary