

MERGENT INDUSTRIAL

NEW LISTING

May 25, 2010

This Supplemental News Reports is published as required, is part of the annual MERGENT INDUSTRIAL and INTERNATIONAL MANUALS and will be included in the bound 2010 May Monthly News Reports and is published on our Website.

BRITISH SKY BROADCASTING GROUP PLC

Company Website:: www.sky.com

History: Incorporated in the U.K. on Apr. 25, 1988.

In Apr. 2000, Co. acquired 24% of KirchPayTV.

On July 12, 2000, Co. acquired 100% of the issued share capital of Sports Internet Group Limited, formerly known as Sports Internet Group plc.

On May 29, 2001, Co. acquired a 5% minority interest in WAP TV for total consideration of £5,000,000, increasing Co.'s interest to 100%.

In 2001, Co. acquired 67.50% of the issued share capital of British Interactive Broadcasting Holdings Limited, increasing its interest to 100%.

On Sept. 30, 2003, Co. issued 338,755 ordinary shares to satisfy the remaining contingent consideration in respect of the acquisition of the remaining 5% interest in WAPTV Limited which occurred in May 2001.

In Mar. 2003, Co. disposed of its investment in Street-sonline Limited for a total consideration of £1,000,000.

In Aug. 2003, Co. disposed of its 9.90% equity investment in Chelsea Village plc.

On Oct. 7, 2003, Co. disposed its entire holding in Manchester United plc, for £62,000,000.

In 2004, Co. acquired an additional 16.7% stake in Attheraces Holdings Limited including £11,000,000 of negative goodwill. This was written off to the profit and loss account immediately on acquisition.

On Mar. 1, 2004, Co. disposed its 20% shareholdings in QVC (UK), operator of QVC-The Shopping Channel for £49,000,000 in cash.

In Oct. 2004, Co. disposed its investment in Innovation Finance & Equity Exchange NV (formerly known as Letsbuyit.com) reducing both the cost and the associated provision by £7,000,000 to reflect the disposal.

In Jan. 2005, Co. disposed its 4.76% equity investment in Sunderland Football Club plc., reducing both the cost and the associated provision by £7,000,000.

On Feb. 22, 2005, Co. disposed of its 100% investment in BSKyB GmbH to BSKyB German Investments Limited, a subsidiary undertaking.

On Mar. 3, 2005, Co. acquired 19.9% of the share capital of British Interactive Broadcasting Holdings Limited from British Sky Broadcasting Limited, a subsidiary undertaking, for a consideration of £130,000,000.

On Mar. 4, 2005, Co. disposed of 49.99% of its investment in British Sky Broadcasting Limited to BSKyB Investments Limited, a subsidiary undertaking, for a consideration of £1,805,000,000 satisfied by the issue of shares in BSKyB Investments Limited.

In Mar. 2005, Co. purchased 50% of the issued share capital of Artsworld Channels Limited, bringing its total shareholding to 100%.

On Mar. 17, 2005, Co. dissolved its 100% shareholdings in BSKyB Finance (No. 2) Limited and BSKyB Finance (No. 3) Limited.

On Sept. 2005, Co. sold its 35.8% investment in Music Choice Europe plc for £1,000,000 in cash.

On Nov. 1, 2004, disposed its 49.5% investment in Granada Sky Broadcasting for £14,000,000 in cash, realizing a loss on disposal of £23,000,000.

On Jan. 6, 2006, Co. took control of Easynet Group Plc. Co. has purchased 100% of the issued share capital for consideration of £223,000,000 satisfied in cash.

On June 30, 2006, Co. increased its shareholding in Mykindaplace from 49% to 100% for consideration of £4 million, satisfied in cash.

In 2007, Co. acquired Aura Sports Limited.

In 2007, Co. acquired Wisden Cricketer Publisher (Holding) Limited.

In 2007, Co. acquired News Optimum Limited.

In 2007, Co. acquired You Me TV Limited.

In 2007, Co. completed the acquisition of 365 Media Group.

On Jan. 23, 2007, Co. acquired 100% of 365 Media Group plc for consideration of £105,000,000, satisfied by £89,000,000 of cash and £16,000,000 of issued Loan Notes.

On Sept. 5, 2007, Co. completed the acquisition of Amstrad plc. The total consideration for the acquisition was £127,000,000.

On Dec. 12, 2007, Co. sold its 100% stake in BSKyB Nature Limited, the investment holding company for Co.'s 50% interest in the NGC-UK Partnership. As consideration for the disposal, the Group received 21% interests in both NGC Network International LLC and NGC Network Latin America LLC (in effect, 21% of National Geographics Channel s television operations outside the US).

Business: British Sky Broadcasting and its subsidiaries operate a pay television service in the U.K. and Ireland as well as broadband and telephony services. Co. commissions and acquires programming to broadcast on its own channels and supply certain of those channels to cable operators for retransmission to their subscribers in the U.K. and Ireland. Co. retails channels (both its own and third parties) to Direct-to-Home customers and certain of its own channels to a limited number of Digital subscriber line subscribers. Co. also makes three of its channels available free-to-air via the U.K. DTT platform, as part of the branded Freeview offering.

Property: Co. maintains its principal executive offices in Isleworth, Middlesex. As of June 30, 2009, Co. owns or leases approximately 170 properties, the majority of which are located in the U.K. The principal properties of Co. are as follows:

Location	Square Feet
Isleworth, England (2)	366,668
Brentford, England(4)	340,769
Livingston, Scotland	153,030
Dunfermline, Scotland	95,852
London, England (4)	252,488
Southampton, England	61,937
Betrange, Luxembourg	2,637

Subsidiaries

British Sky Broadcasting Limited
British Interactive Broadcasting Holdings Limited
BSKyB Investments Limited
BSKyB Finance UK plc
Sky Subscribers Services Limited
Sky Holdings Limited
Sky In-Home Service Limited
BSKyB Publications Limited
British Sky Broadcasting SA (Luxembourg)
Sky Broadband SA (Luxembourg)
Sky Interactive Limited
Easynet Group Limited
Sky Ventures Limited
365 Media Group Plc
Amstrad Satellite Products Limited

Joint Ventures & Associates

(Wholly owned unless otherwise indicated)	
Nickelodeon UK Limited (40%)	
AETN UK (50%)	
Paramount UK (25%)	

Australia News Channel Pty. Limited (Australia) (33.33%)

NGC Network International LLC (United States) (21%)

NGC Network Latin America LLC (United States) (21%)

MUTV Limited (33.33%)

Attheraces Holdings Limited (45.86%)

Chelsea Digital Media Limited (35%)

ITV (17.9%)

Officers

Jeremy Darroch, Chief Executive Officer
 Andrew Griffith, Chief Financial Officer
 Mike Darcey, Chief Operating Officer
 Didier Lebrat, Chief Technology Officer
 Graham McWilliam, Group Director - Corporate Affairs
 William Mellis, Group Director - Business Development
 Barney Meelis, Managing Director - Sky Sports
 David Rowe, Managing Director - Enterprise
 Andrea Zappia, Managing Director - Customer Care

Sophie Turner Laing, Managing Director - Entertainment & News

Deborah Baker, Director - People

James Conyers, General Counsel

David Gornley, Secretary

Directors

James Murdoch, Chairman
 Jeremy Darroch
 David Evans
 Andrew Griffith
 Allan Leighton
 Jacques Nasser
 Daniel Rimer
 Richard Wilson of Dinton
 David F. DeVoe
 Nicholas Ferguson
 Andrew Higginson
 Tom Mockridge
 Gail Rebeck
 Arthur M. Siskind

Auditors: Deloitte LLP

Solicitors: Herbert Smith LLP

Shareholder Relations: Francesca Pierce, Head of Investor Relations **Tel.:** 44 870 240 3000

Annual Meeting: In October

No. of Stockholders: Mar. 31, 2010, 22,000 (approx.)

No. of Employees: Mar. 31, 2010, 15,000

Address: Grant Way, Isleworth, Middlesex, TW7 5QD, United Kingdom **Tel.:** 44 870 240 3000 **Fax:** 44 870 240 3060 **E-mail:** company.secretariat@bskyb.com
Web: www.sky.com

Consolidated Income Account, years ended June 30 (£Millions):

	2009	2008	2007
		(revised)	(revised)
Revenue	5,359	4,952	4,551
Programming exps	1,750	1,713	1,539
Transmission & rel functions exps	726	542	402
Marketing exps	907	743	734
Subscriber mgmt exps	662	700	618
Admin exps	501	530	443
Oper exp	4,546	4,228	3,736
Oper profit	813	724	815
Sh of results of jt ventures & associates	19	15	12
Invest inc	35	47	46

MERGENT MANUALS (ISSN 0895-3252) is published weekly on Tuesday by Mergent 60 Madison Ave., New York, NY 10010. Subscription rate \$647.50 per annum for the News Report portion of the Mergent Manuals service in the United States and Canada (Not to be sold separately from the Manual). Copyright © 2008 by Mergent. All Information contained herein is copyrighted in the name of Mergent and none of such information may be copied or otherwise reproduced, repackaged, further transmitted, transferred, disseminated, redistributed or resold, or stored for subsequent use for any such purpose, in whole or in part, in any form or matter or by any means whatsoever, by any person without prior written consent.

All information contained herein is obtained by MERGENT, from sources believed by it to be accurate and reliable. Because of the possibility of human and mechanical error as well as other factors, however, such information is provided "as is" without warranty of any kind. NO WARRANTY, EXPRESS OR IMPLIED, AS TO THE ACCURACY, TIMELINESS, COMPLETENESS, MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE OF ANY INFORMATION IS GIVEN OR MADE BY MERGENT IN ANY FORM OR MANNER WHATSOEVER. Under no circumstances shall MERGENT have any liability to any person or entity for (a) any loss or damage in whole or in part caused by, resulting from, or relating to, any error (negligent or otherwise) or other circumstance involved in procuring, collecting, compiling, interpreting, analyzing, editing, transcribing, transmitting, communicating or delivering any such information, or (b) any direct, indirect, special, consequential or incidental damages whatsoever, even if MERGENT is advised in advance of the possibility of such damages, resulting from the use of, or inability to use, any such information.

