



BRITISH SKY BROADCASTING GROUP PLC
Trading Update for the three months to 30 June 2007

Strong Demand For Our Products

British Sky Broadcasting Group Plc (“BSkyB”) will be holding a business update for analysts and investors at 9 a.m. (BST) today, with the presentation commencing at 9.30 a.m. As a consequence, we are providing the following update on trading for the three months to 30 June 2007. Preliminary results for the year ended 30 June 2007 will be published on 27 July 2007.

Key operating metrics for the three months to 30 June 2007 (“fourth quarter”):¹

- Record new customer additions of 349,000, up 20% year-on-year
- DTH churn for the quarter (annualised) of 12.1%, underlying churn of c.10.8%
- Net customer additions of 90,000, up 17% year-on-year to 8.582 million
- Sky+ households increase by 207,000 to 2.374 million, 28% of the base
- Multiroom households increase by 46,000 to 1.343 million
- HD subscribers increase by 48,000 to 292,000
- Sky Broadband customers increase by 259,000 to 716,000
- Sky Talk customers reach 526,000, another record quarter of growth
- 1,150 exchanges now unbundled, 70% coverage of UK households achieved six months ahead of plan
- ARPU up £21 year-on-year to £412

Presentation Highlights:

- Significant transformation of the business has led to reinvigorated growth and record demand for our products
- Established as one of the leading providers of residential broadband and telephony in the UK in under 12-months, growing and taking share from existing incumbents

¹ Based on current unaudited best estimates



- Building on existing strengths in providing attractive content, product innovation and value for money, and increasing the emphasis on customer service – a key competitive differentiator going forward in delivering a superior customer experience
- Strong financial model delivering for shareholders, driving top-line growth from strong demand and an enlarged sector opportunity; will enter 2009 growing at an accelerated rate
- On track for targets

James Murdoch, Chief Executive said:

“Our transformation continues to gather pace. Today we are adding new customers at the fastest rate since analogue switch-off; we are adding more broadband customers than any other provider; and we are the only major residential telephony provider growing its customer base.

Looking forward, we will continue to grow our share of an enlarged sector opportunity by delivering a superior customer experience, investing in the products and services customers want and by continuing to offer exceptional value to all our customers.”

Customer Metrics (unaudited)

'000s	30-Jun-07	31-Mar-07	Net additions
Total customers⁽¹⁾⁽²⁾⁽³⁾	8,582	8,492	90
Additional products:			
Sky+ ⁽⁴⁾	2,374	2,167	207
Multiroom ⁽⁵⁾	1,343	1,297	46
HD	292	244	48
Broadband	716	457	259
Telephony	526	355	171
Other KPI's:			
ARPU	£412	£406	
Churn for the quarter (annualised)	12.1%	13.7%	

¹ Includes DTH subscribers in Republic of Ireland. (497,000 as at 30 June 2007, 427,000 as at 30 June 2006.)

² DTH subscribers include only primary subscriptions to Sky (no additional Sky+ or Multiroom subscriptions are counted). Excludes Freesat customers who do not subscribe to an additional Sky service.

³ DTH subscribers include subscribers taking Sky packages via DSL through Homechoice.

⁴ Sky+ includes HD households

⁵ Multiroom includes households subscribing to more than one digibox. (No additional units are counted for the second or any subsequent Multiroom subscriptions within one household.)

All numbers within this statement are current unaudited best estimates.



This trading update is not a preliminary announcement of BSkyB's trading results for the 12 months ended 30 June 2007. It is BSkyB's intention to make a preliminary announcement of its financial and other results for the 12 months ended 30 June 2007 at 7 a.m. (BST) on 27 July 2007.

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