

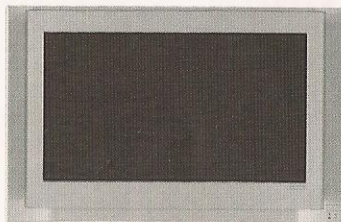
Only one of these is a
digital television



How do you
tell the difference?

DVB[®]

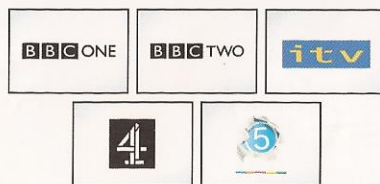
This is an ordinary widescreen television



Receives an analogue signal

Not ready for analogue switch off

Receives these free channels



Pay channels

Only available with a set-top box

All delivered through a normal TV aerial

This is a widescreen digital television



Receives a **digital** terrestrial and analogue signal

Ready for analogue switch off

Receives these free channels*



Remember the BBC channels are provided as part of your licence fee and BBC Parliament is also available (audio only).

Free ITV Digital channels for the first 6 months*



Pay channels*

You can choose to add further ITV Digital channel options **without** a set-top box



All delivered through a normal TV aerial†

*All digital services are available subject to coverage and reception in your area.

†Please see note overleaf.



The mark of a digital television

Televisions that bear this mark are the
future of television.

They give you clearer pictures and sharper sound than ever
before.

In addition to the normal channels they also let you receive
up to 8 extra free channels including BBC CHOICE and ITV2.
You could also receive these ITV Digital channels absolutely
free for the first 6 months.†



There's no need for a satellite dish, cable or even a set-top
box, because all of this arrives through a normal TV aerial.†

Best of all, digital televisions are future-proof. So when the
existing 'analogue' signals are switched off in a few years
from now, they'll still work perfectly.

So if you're thinking about buying a new television, it makes
sense to think about how many channels it will give you, and
what you will do after analogue switch-off.

When you see the DVB mark, you're looking at digital
televisions that are ready for the future.

For more information about digital televisions, please call
0870 606 0941.

†Digital services are available subject to coverage and reception. Ask your retailer for coverage
details in your area. The type and condition of your aerial may affect digital
channel reception – ask your local digital accredited aerial installer for details.

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The mark of a
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So what can
digital television
do for you?