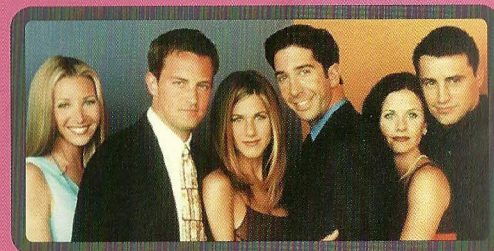
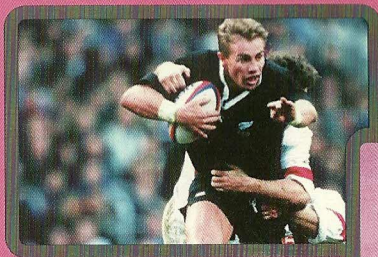


Everything you
want to know
about ONdigital
(Well, the important bits anyway)



on^{digital}

What's ONdigital?



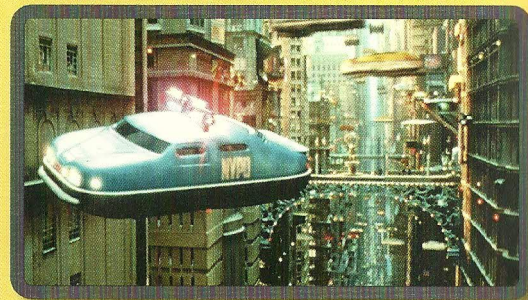
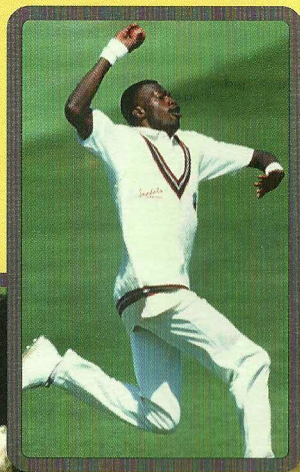
More choice through your aerial

ONdigital is the easiest way to go digital, the next step in television. We're backed by Carlton and Granada, ITV companies you already know.

With digital transmissions you'll enjoy crystal clear pictures and sharper sound. Digital also means that more channels (and therefore more programmes) can be sent through an aerial. Which is how ONdigital can bring you more choice.

Switching on is easy. No dish, no cable – just a set-top box that plugs into your TV and aerial. It's free for as long as you subscribe to ONdigital. As you can see, we make everything beautifully simple.

Why should I choose ONdigital?



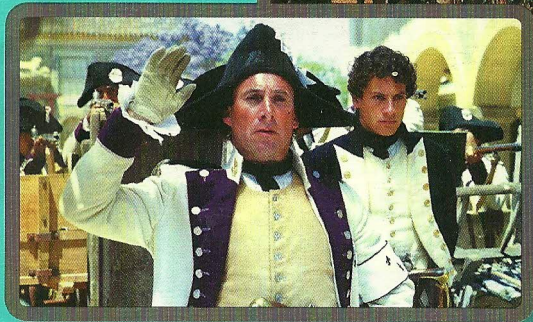
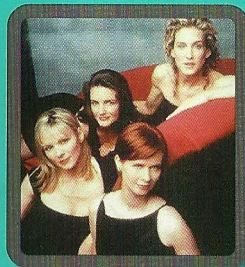
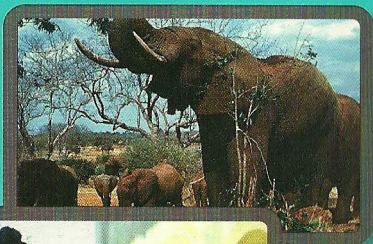
Because we
bring you
more of your
favourite
programmes

At ONdigital, we've put together an amazing line up of channels that add up to the best entertainment television has to offer.

As well as the channels you're used to, ONdigital features an exciting range of new and established channels that cater for just about every viewer and every taste. You'll be able to rediscover the excitement of Premier League football on Sky Sports 1 and from September enjoy UEFA Champions League football live. Plus you can catch up with the current Friends and ER storylines on Sky One and see the latest films with a choice of movie channels including FilmFour and Sky Premier.

Later on in the year, we'll be launching new interactive services like pay per view, email and more games – all through your television.

Tell me about my channels



More free channels



All your traditional favourites, now utterly transformed by digital technology. (Not available on satellite.)



A brand new channel for England and Wales with a different view – younger, fresher and sportier. (Not available on satellite.)



It's alternative, edgy, risky, innovative – and now Channel 4 has gone digital.



Home-grown programming for Wales, 12 hours a day.



A new and lively terrestrial channel with better UK-wide coverage than ever before.



All your favourites coming to you bigger and better than ever.*



The originality and diversity you expect, now with more widescreen broadcasts.*



All the news you need 24 hours a day, news bulletins on the hour and headlines every 15 minutes.*



An integrated television and programming internet service that lets you get the knowledge you want in a new and more involving way. (Coming soon.)*



Gives you more of what you enjoy, the chance to catch up on programmes you have missed, extended coverage of music and sports and the inside information on your old favourites from BBC ONE and BBC TWO.*†



A complete parliamentary service providing factual information on the issues that shape the way we live (audio only).*



Great graphics and information, from today's news headlines to share prices in Japan. Quick and easy to find your way around.* (Coming soon)

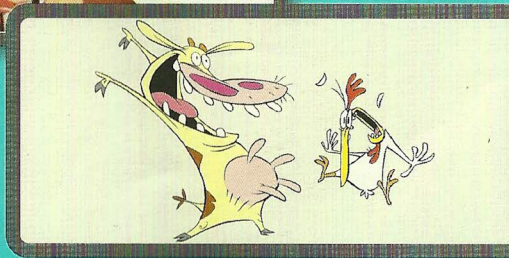


Cleaner text, web-style graphics, faster, easier... it's definitely not the Teletext you know. (Coming soon)

*BBC Services are non subscription and are available as part of the licence fee.

†Dedicated versions available for Scotland, Wales and Northern Ireland.

There'll always be something good on



Your primary channels

Simply choose the option that suits you best. (Some channels share signal space and count as only one as indicated.)

Option 1 – £11.99 a month

All of the primary channels to add to your free to view channels, plus UEFA Champions League football and the bonus channels Shop! and First ONdigital.

Option 2 – £9.99 a month

Your pick of six primary channels plus all of the free to view channels, UEFA Champions League football and the bonus channels Shop! and First ONdigital.

Option 3 – £6.99 a month

Includes all of the free to view channels plus Shop!, First ONdigital and your choice of any one primary channel.



One of the UK's most popular channels, featuring the latest Friends and ER.



For adults as well as children. The only 24-hour all-cartoon channel.



The UK and Ireland version of the world-famous 24-hour youth entertainment channel.



Live action from some of the biggest events in world sport.



Great movies, 24 hours a day, 7 days a week.

These two channels count as one



Fresh and involving – the up to the minute women's magazine on TV.



Fast cars, bikes & women – the channel for men who like all the action.

These two channels count as one



TV to tempt your tastebuds on Europe's only food channel.



High quality drama series, comedies and quiz shows.

These two channels count as one



Programmes on travel, lifestyle and much more.



Entertainment and education for children of all ages.

These two channels count as one



Real people, nature, history, science and adventure – the BBC at its factual best.



Gardens, homes, cookery and travel ... your channel for inspiration.



The home of the hits – comedies, dramas and soaps from around the world.

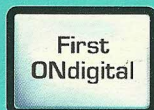


A quality selection of popular British comedy and drama.



The UK's only music and comedy channel.

Bonus Primary Channels

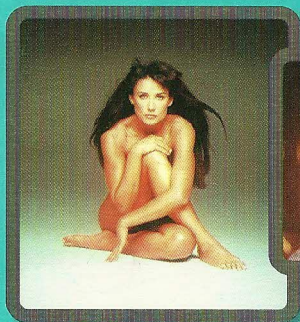
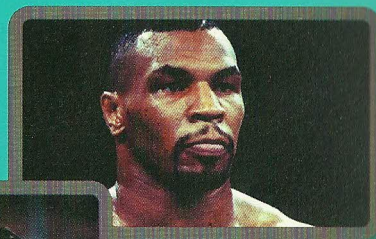


Blockbuster movies, sports, events – see them first on First ONdigital.



The High Street on your TV screen. Do your shopping from your sofa with this free bonus channel.

Big movies, big matches, all in your living-room



Your premium channels

Our premium movie channels bring you a choice of around 700 movies every month, from black & white classics right up to the latest blockbusters. Take your seat whenever you choose.

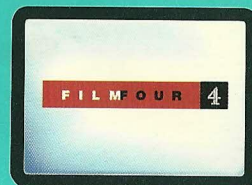
There's plenty in store for sports fans, too. With ONdigital you can be sure of seeing great live sports including FA Carling Premier League football, Cricket World Cup, and lots more.



Recently-released box office hits, blockbusters and award-winning movies – all this plus Barry Norman.



Action, comedy and cutting-edge independent cinema – pure movies with attitude.



Top British films, premieres of FilmFour Productions, independent American cinema and the most influential and provocative films from the rest of the world.

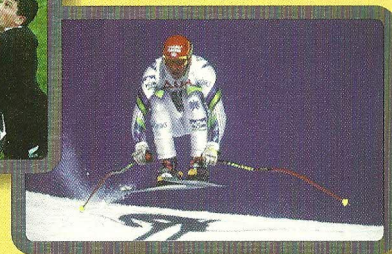
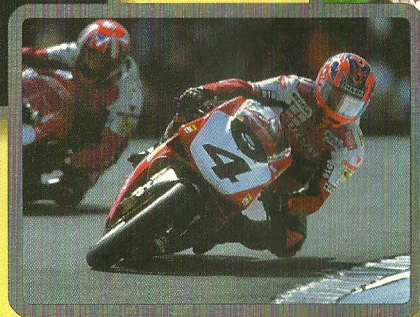
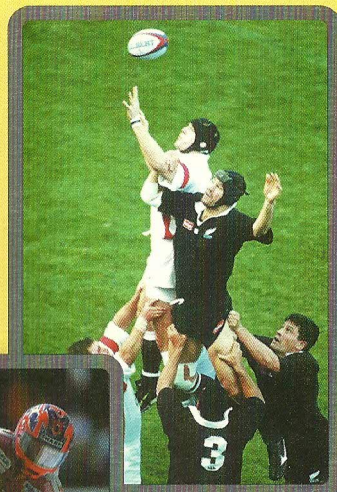
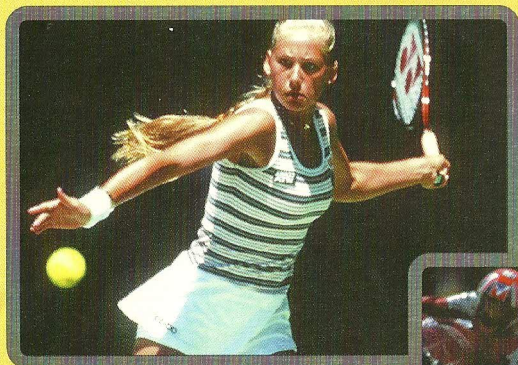


The best live sport and in-depth sporting analysis, plus Premier League Football.



More sport from around the world. You get this free when you choose Sky Sports 1.

What if I want to change my mind?

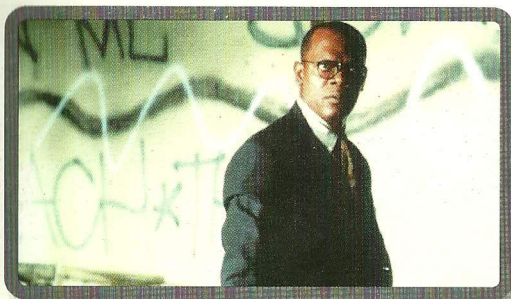


That's easy,
and it won't
cost you a
penny

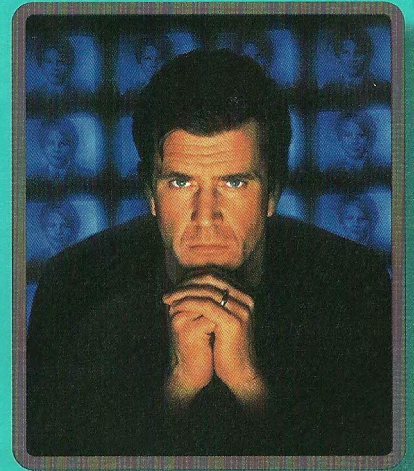
One of the best things about ONdigital is that it allows you to pick and mix your choice of primary channels and then choose your premium channels.

You can change your choice of channels free of charge, or add more channels at any time. We just ask you to keep them for a minimum of 30 days.

Sounds simple, but then that's the idea.



Sounds great, but how
much will I have to pay
for all this?



Picture courtesy of Sky Premier.

A lot less than you probably thought

For a start, you won't have to buy a set-top box. We'll provide it free for as long as you subscribe to ONdigital. Have all the primary channels for £11.99 a month, any six for £9.99 a month or just your favourite one for only £6.99 a month.

To help make your choice easier, we'll give you all the primary channels for the price of six for your first three months with us.

That's **£9.99** per month, instead of **£11.99**.

After you've subscribed to your primary channels, you can select as many premium channels as you want:

FILMFOUR – £5.99 a month

1 SKY CHANNEL – £11 a month

2 SKY CHANNELS – £15 a month

3 SKY CHANNELS – £18 a month

SKY SPORTS 1 includes SKY SPORTS 3 as a bonus channel

Now that won't break the bank, will it?

How do I start viewing?

Plug in phone up sit back



You don't need cable, a satellite dish or even a new TV set to get your ONdigital channels. While you subscribe to ONdigital you'll have a free set-top box which plugs into your TV, or TV and video. Follow the step by step instructions and everything should be wired up and ready to go in no more than 20 minutes.

You get a smart card with your set-top box. Put the card into its slot, give our Customer Services a call, and that's it. You're on.

What do I do next?

Get one of these, free

You'll get your free set-top box for as long as you subscribe to ONdigital. To subscribe simply decide which channels you'd like to see, then call us on 0808 100 0101. We'll arrange with you a suitable time for the box to be delivered.

If you prefer, you can call into your local electrical retailer and take your box away with you today.

You can use our website at www.ondigital.co.uk to check the reception in your area, and to cost out any combination of channels that you're thinking of choosing.



Get connected. Call for your free set-top box now

The sooner you become an ONdigital subscriber, the sooner you can have more choice through your aerial. So call us now on 0808 100 0101 or visit your local electrical retailer today. We look forward to welcoming you to ONdigital.

Set-top box available for hire from ONdigital at no charge for as long as ONdigital subscription maintained. Minimum subscription is £6.99 per month for 12 months. Subject to status. Subscription amount may vary in accordance with the ONdigital subscription contract. Standard Aerial Upgrade fee from £40 may be payable if required. Not available to non-domestic customers (pubs, clubs, etc.). Customers must be 18 years or over. Programmes and channels are subject to alterations and may vary according to coverage in your area. Please check coverage and availability with your retailer. Reception may depend on the type and condition of existing aerial installation. Set-top box must be returned or will be collected by ONdigital if subscription

contract terminates. Credit/debit card details may be taken as security. One set-top box per subscription. Information correct at time of going to press. For further details, please call ONdigital free on 0808 100 0101 or write to ONdigital Customer Service, PO BOX 4, Plymouth, PL1 3XU.

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Evita – Sky Premier, James & The Giant Peach and Mars Attacks – Sky MovieMax.

CM 0070 ▲



digital
on

More choice through your aerial