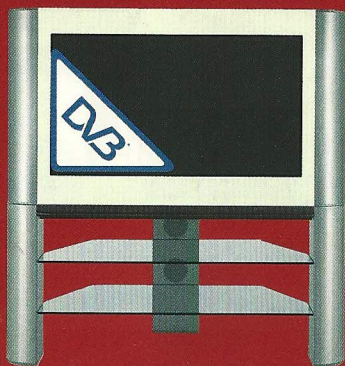
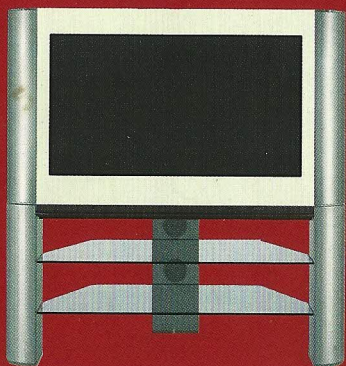


# DVB<sup>®</sup>

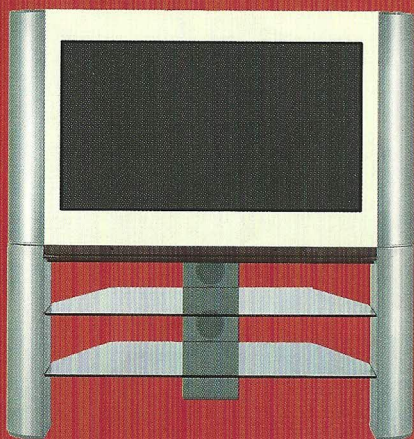
**Only one of these is  
a digital television**



**How do you tell the difference?**



this is an ordinary widescreen television



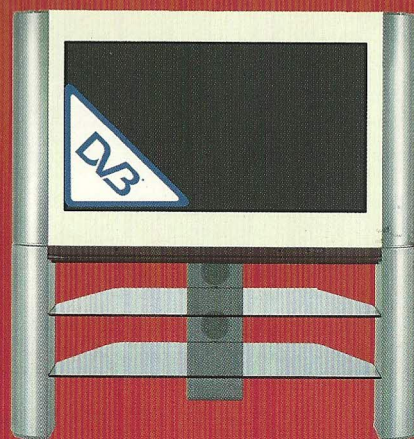
- Receives an analogue signal
- Not ready for analogue switch off
- Receives these free channels

BBC ONE BBC TWO **itv**



- 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\*

BBC ONE BBC TWO BBC CHOICE BBC NEWS 24

BBC KNOWLEDGE

**itv**



**TV TRAVEL SHOP**

**Shop!**  
The Home Shopping Channel

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

- Pay channels available from ONdigital without a set-top box
- All delivered through a normal TV aerial†





## 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 BBC ONE, BBC TWO, ITV, Channel 4 and Channel 5, they also let you receive up to 7 more top quality digital channels, absolutely free of charge.

BBC CHOICE

BBC NEWS 24

BBC KNOWLEDGE



TV TRAVEL  
SHOP



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 well.

So if you're thinking of 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

  
**boxclever**

†Digital services are available subject to coverage. 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.

This leaflet has been produced on behalf of Boxclever as a public information service in conjunction with ON Digital.

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Information correct at time of going to press April 2001. The DVB logo is a registered trademark

\*Services only apply in England.