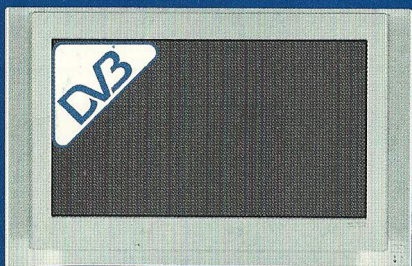
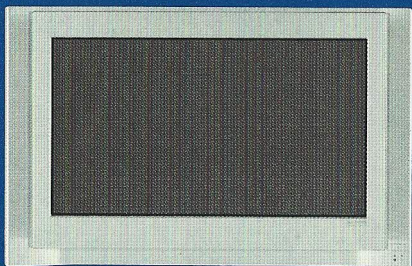


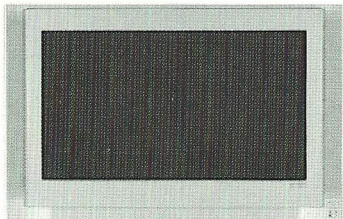
Only one of these is a
digital television



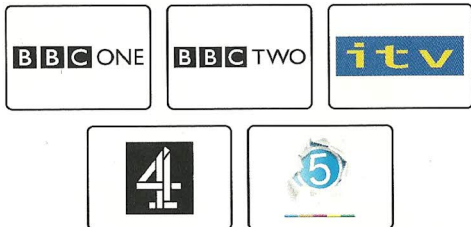
How do you
tell the difference?

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).
- Pay channels
 - Available from ONdigital **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 BBC ONE, BBC TWO, ITV, Channel 4 and Channel 5, they also let you receive up to 8 more top quality digital channels, absolutely free of charge.



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. 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.