

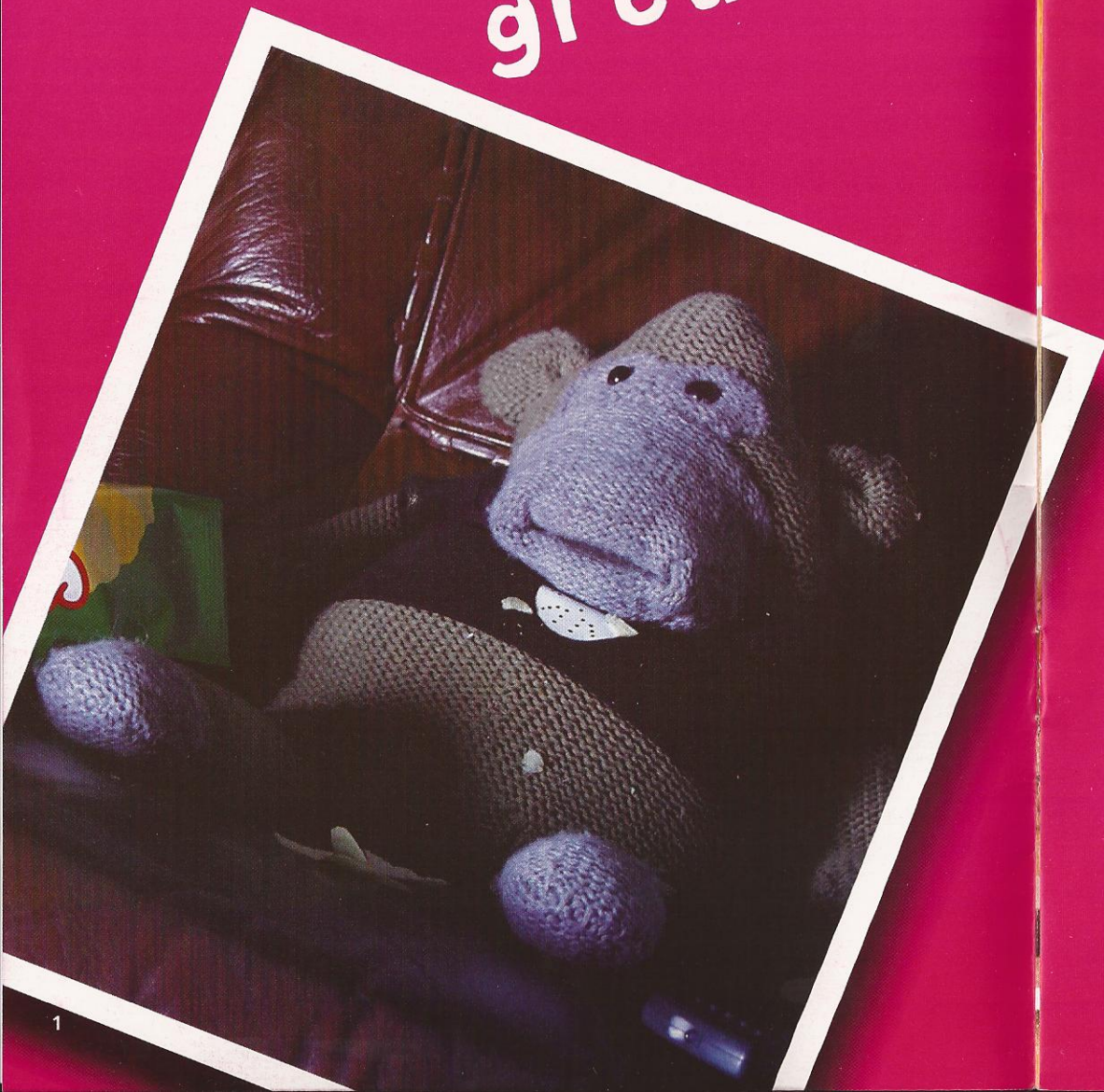
**"ITV Digital**  
**Great entertainment**  
**and very simple**  
**(like my friend Al)"**



**itv**  
**DIGITAL**



It's never been  
easier to enjoy  
so much  
great TV



**If you think that getting digital TV has to be complicated, we've got some good news for you.**

We offer you easy access to up to 50 of the best channels available, including E4, Discovery Channel, Paramount Comedy Channel, FilmFour, MTV and Cartoon Network, to name but a few.

Best of all, we give you all this through a normal TV aerial. So there's no dish, no cable and no fuss.

You just plug an ITV Digital box into both your aerial socket and TV, and all these channels could be yours. You really could be watching today, and what's more the ITV Digital box is free while you subscribe.

And because it's digital, you'll find that the picture and sound quality are better than anything you've seen before.

As if all that wasn't enough, we also offer interactive services that let you get more out of your favourite programmes, and if you like, you could even access the internet through your TV with ITV Active. That means surfing websites across the worldwide web, sending emails across the globe and even doing your weekly shopping online.

Take a few minutes to read about our services now, and you just may decide to sign-up to ITV Digital right away.



# Up to 50 channels to choose from

There's no such thing as too much telly, when you're talking about quality channels like these.

Below, you'll find our complete channel line-up. It's divided into free-to-view channels which cost nothing for ITV Digital customers, Primary channels, which bring you a wide choice of comedy, cartoons, dramas and documentaries, and Premium channels, which bring you the latest and best in movies and sport.

So whether you're a sports fan or movie buff, soap addict or shopaholic, news hound or simply looking for a good laugh, you'll find it all right here on ITV Digital.

You might find it useful to look at the kind of selections other people have made, so you'll find a few ideas overleaf.

## Free-to-view channels:



An entertaining mix of programmes including drama, news, journalism, documentaries, comedy and entertainment.



Diverse programming on subjects which captivate, inspire and stimulate, as well as original comedy with a real edge.



A refreshing mix of witty and irreverent original programmes and unexpected theme nights that you won't see anywhere else.



Round the clock news from the BBC, with headlines every 15 minutes and live coverage of events as they happen around the world.



BBC Knowledge with its stimulating mix of factual content takes you further into the topics that really interest you.



BBC Parliament brings live uninterrupted coverage of the House of Commons and 'recorded as live' coverage of the House of Lords. Audio only.



Great graphics and information from today's news headlines to share prices in Japan. Quick and easy to find your way around.



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



A channel for England and Wales with a different view - younger and fresher. (Not available on satellite.) Available in England, Scotland and Wales.



Northern Ireland's digital terrestrial channel. (Not available on satellite.) Available in Northern Ireland.



It's alternative, edgy, risky and innovative.



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



Clearer text, web-style graphics, faster, easier. It's definitely not the teletext you know.



Offers up-to-date information and programme listings for TV channels whilst keeping the TV picture permanently in view.



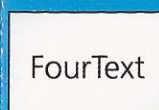
With the launch of the ITN News Channel you can enjoy the latest news from home and abroad as it breaks each morning. From 5.30am-9.00am.



The high street on your TV. Shop from your sofa with this channel. Not available in Wales.



TV Travel Shop has exclusive holiday offers from all the major tour operators.



FourText gives programme details and times for the current and following day for Channel 4 and FilmFour.



Tele8 provides an hour of Gaelic programmes every day, including cartoons, documentaries, religious services and music shows. Only available in Scotland.



Home-grown programming for Wales. 12 hours a day. Only available in Wales.



S4C-2 is a bilingual service showing live debates from the National Assembly for Wales whenever it is in session. Only available in Wales.

\* BBC services are provided free-to-view as part of the BBC licence fee.

## Primary channels:



A very popular channel, featuring favourites like The Simpsons.



The UK's only music and comedy channel, featuring current sounds and the best in cult comedy.



The very best of British comedy and drama.



Inspirational ideas for gardens, homes, travel and food all courtesy of your favourite personalities.



Stimulating factual entertainment, from documentaries to science and natural history.



From golden greats to contemporary classics, all uncut and uninterrupted, there's something for everyone. Great films without paying a premium.



Nickelodeon is stocked with wicked cartoons and the coolest live action, comedy and drama.



Comedy is Paramount. The wicked cartoons and the coolest live action, comedy and drama.



The entertainment channel from Channel 4 showing brand new series of Friends, ER, Ally McBeal and new UK shows.

(These two channels count as one)



For toon-tastic entertainment catch Cartoon Network, the 24-hour a day animation channel. Tune in to family favourites like Tom and Jerry and Scooby-Doo.



The world's most famous music channel, playing the biggest hits, the biggest stars and exclusives that count.



Top class international sport with a focus on British achievement at home and abroad.



Factual entertainment for enquiring minds encompassing adventure, science and technology, nature, history and exploration.



Hit comedies, dramas and soaps from around the world.



Fresh and involving - the ultimate women's magazine on TV.

(These two channels count as one)



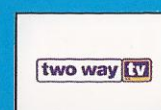
Fast cars, bikes and women on Europe's only food channel.



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



A channel devoted to your wellbeing, from Boots and Granada.



Two Way TV provides hours of amusement with fun and educational interactive games for all the family. With regular updates and new games, the fun never stops.



An interactive information service offering a TV listings guide, programme highlights, news, customer information, competitions and loads more.



The internet and more through your TV. ITV Active lets you explore millions of websites and email family and friends all without the need for a PC.

## Additional services:

## Premium channels:



A premier film and entertainment channel. It offers some of the best in quality film and entertainment.



A 24-hour contemporary movie channel. The place for people to chill out and escape to.



FilmFour brings you top British films and other influential and provocative films.



British live sport. In-depth sporting analysis. A wide range of sport-related programmes including Premier League Football.



Sporting action including live coverage of international cricket test matches, rugby union, golf and the dramas of the FA Cup.



You get Sky Sports 3 free when you choose either Sky Sports 1 and/or Sky Sports 2.



Exclusive action from the UEFA Champions League, Nationwide Football League and Worthington Cup featuring more than 130 top quality matches per season. ITV Sport Channel is currently unavailable on DTT in Northern Ireland.



Adult entertainment from midnight to 4am, 7 nights a week.



Adult entertainment every night of the week from 12am to 5.30am. Initial one off payment of £12. Not available in Wales. Minimum 12 months term.



Live pay-per-view matches from the FA Barclays Premiership. Also available as part of a package.



Your first choice for great movies. ITV Select brings you some of Hollywood's biggest blockbusters on a pay-per-view basis to make sure you never miss out.



Adult programmes and movies. Just pay for what you watch.



**Can't decide? Here are our suggestions...**

We'd hate to think that all this choice was starting to get confusing. So here are four examples of the kind of choices other people have made.

## entertainment

Please everybody all the time is what we do best. Our entertainment selection includes the ITV Sport Channel and FilmFour, as well as all of our available Primary channels, so you can make sure there's something to entertain all the family.

Channel	Monthly Cost	
one	£14.00	
PLAY UK		
UK Gold		
UK Style		
UK Horizons		
CE CAIXION CINEMA		
Freeview		
4		
Cartoon Network		
Red Bull TV		
British Eurosport	£6.99	
Discovery		
plus		
men		
breeze		
Taste		
wellbeing		
itv sport		£5.99
channel 4		

Total Monthly Cost: £26.98

Includes up to 15 free-to-view channels

football

Love football more than anything else in the world? Us too. That's why ITV Digital brings you live football action, with coverage of the competitions that count - from the UEFA Champions League and FA Barclaycard Premiership to Nationwide Division 3.

Pay monthly for this selection  
**£23.99**  
 includes up to 15 free-to-view channels

# sport

Add this great all-round sports package to the available Primary channels, so you've got all the sport you can handle, football, tennis, cricket, rugby, skiing, surfing, truck-racing, rallying, cycling and probably tiddly-winks too.

These had channels count as one

These had channels count as one

These two channels count as one

Free when you choose Sky Sports 1 and/or Sky Sports 2

Pay monthly for this selection

Includes up to 15 free-to-view channels

**£39.99**

**£14.00**

**£16.00**

**£3.00**

# movies

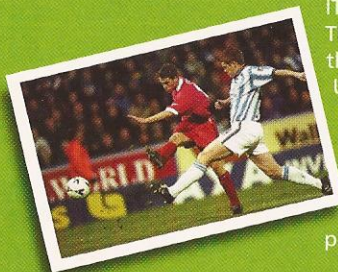
Everyone loves a good movie. So we give you over 700 a month with channels like these. From all-time faves on Carlton Cinema to the latest blockbusters on Sky Premier and cult classics on FilmFour, we bring you everything but the popcorn.

The diagram illustrates the cost breakdown of the £35.99 monthly fee:

- £14.00** for standard channels (including one, PLAY UK, UK Gold, UK Style, UK Horizons, CARON CINEMA, and others).
- £16.00** for the **PREMIER** add-on (including E4, E5, E6, E7, E8, E9, E10, E11, E12, E13, E14, E15, E16, E17, E18, E19, E20, E21, E22, E23, E24, E25, E26, E27, E28, E29, E30, E31, E32, E33, E34, E35, E36, E37, E38, E39, E40, E41, E42, E43, E44, E45, E46, E47, E48, E49, E50, E51, E52, E53, E54, E55, E56, E57, E58, E59, E60, E61, E62, E63, E64, E65, E66, E67, E68, E69, E70, E71, E72, E73, E74, E75, E76, E77, E78, E79, E80, E81, E82, E83, E84, E85, E86, E87, E88, E89, E90, E91, E92, E93, E94, E95, E96, E97, E98, E99, E100, E101, E102, E103, E104, E105, E106, E107, E108, E109, E110, E111, E112, E113, E114, E115, E116, E117, E118, E119, E120, E121, E122, E123, E124, E125, E126, E127, E128, E129, E130, E131, E132, E133, E134, E135, E136, E137, E138, E139, E140, E141, E142, E143, E144, E145, E146, E147, E148, E149, E150, E151, E152, E153, E154, E155, E156, E157, E158, E159, E160, E161, E162, E163, E164, E165, E166, E167, E168, E169, E170, E171, E172, E173, E174, E175, E176, E177, E178, E179, E180, E181, E182, E183, E184, E185, E186, E187, E188, E189, E190, E191, E192, E193, E194, E195, E196, E197, E198, E199, E200, E201, E202, E203, E204, E205, E206, E207, E208, E209, E210, E211, E212, E213, E214, E215, E216, E217, E218, E219, E220, E221, E222, E223, E224, E225, E226, E227, E228, E229, E230, E231, E232, E233, E234, E235, E236, E237, E238, E239, E240, E241, E242, E243, E244, E245, E246, E247, E248, E249, E250, E251, E252, E253, E254, E255, E256, E257, E258, E259, E260, E261, E262, E263, E264, E265, E266, E267, E268, E269, E270, E271, E272, E273, E274, E275, E276, E277, E278, E279, E280, E281, E282, E283, E284, E285, E286, E287, E288, E289, E290, E291, E292, E293, E294, E295, E296, E297, E298, E299, E300, E301, E302, E303, E304, E305, E306, E307, E308, E309, E310, E311, E312, E313, E314, E315, E316, E317, E318, E319, E320, E321, E322, E323, E324, E325, E326, E327, E328, E329, E330, E331, E332, E333, E334, E335, E336, E337, E338, E339, E340, E341, E342, E343, E344, E345, E346, E347, E348, E349, E350, E351, E352, E353, E354, E355, E356, E357, E358, E359, E360, E361, E362, E363, E364, E365, E366, E367, E368, E369, E370, E371, E372, E373, E374, E375, E376, E377, E378, E379, E380, E381, E382, E383, E384, E385, E386, E387, E388, E389, E390, E391, E392, E393, E394, E395, E396, E397, E398, E399, E400, E401, E402, E403, E404, E405, E406, E407, E408, E409, E410, E411, E412, E413, E414, E415, E416, E417, E418, E419, E420, E421, E422, E423, E424, E425, E426, E427, E428, E429, E430, E431, E432, E433, E434, E435, E436, E437, E438, E439, E440, E441, E442, E443, E444, E445, E446, E447, E448, E449, E450, E451, E452, E453, E454, E455, E456, E457, E458, E459, E460, E461, E462, E463, E464, E465, E466, E467, E468, E469, E470, E471, E472, E473, E474, E475, E476, E477, E478, E479, E480, E481, E482, E483, E484, E485, E486, E487, E488, E489, E490, E491, E492, E493, E494, E495, E496, E497, E498, E499, E500, E501, E502, E503, E504, E505, E506, E507, E508, E509, E510, E511, E512, E513, E514, E515, E516, E517, E518, E519, E520, E521, E522, E523, E524, E525, E526, E527, E528, E529, E530, E531, E532, E533, E534, E535, E536, E537, E538, E539, E540, E541, E542, E543, E544, E545, E546, E547, E548, E549, E550, E551, E552, E553, E554, E555, E556, E557, E558, E559, E560, E561, E562, E563, E564, E565, E566, E567, E568, E569, E570, E571, E572, E573, E574, E575, E576, E577, E578, E579, E580, E581, E582, E583, E584, E585, E586, E587, E588, E589, E590, E591, E592, E593, E594, E595, E596, E597, E598, E599, E600, E601, E602, E603, E604, E605, E606, E607, E608, E609, E610, E611, E612, E613, E614, E615, E616, E617, E618, E619, E620, E621, E622, E623, E624, E625, E626, E627, E628, E629, E630, E631, E632, E633, E634, E635, E636, E637, E638, E639, E640, E641, E642, E643, E644, E645, E646, E647, E648, E649, E650, E651, E652, E653, E654, E655, E656, E657, E658, E659, E660, E661, E662, E663, E664, E665, E666, E667, E668, E669, E670, E671, E672, E673, E674, E675, E676, E677, E678, E679, E680, E681, E682, E683, E684, E685, E686, E687, E688, E689, E690, E691, E692, E693, E694, E695, E696, E697, E698, E699, E700, E701, E702, E703, E704, E705, E706, E707, E708, E709, E710, E711, E712, E713, E714, E715, E716, E717, E718, E719, E720, E721, E722, E723, E724, E725, E726, E727, E728, E729, E730, E731, E732, E733, E734, E735, E736, E737, E738, E739, E740, E741, E742, E743, E744, E745, E746, E747, E748, E749, E750, E751, E752, E753, E754, E755, E756, E757, E758, E759, E760, E761, E762, E763, E764, E765, E766, E767, E768, E769, E770, E771, E772, E773, E774, E775, E776, E777, E778, E779, E780, E781, E782, E783, E784, E785, E786, E787, E788, E789, E790, E791, E792, E793, E794, E795, E796, E797, E798, E799, E800, E801, E802, E803, E804, E805, E806, E8



# Welcome to the new home of football

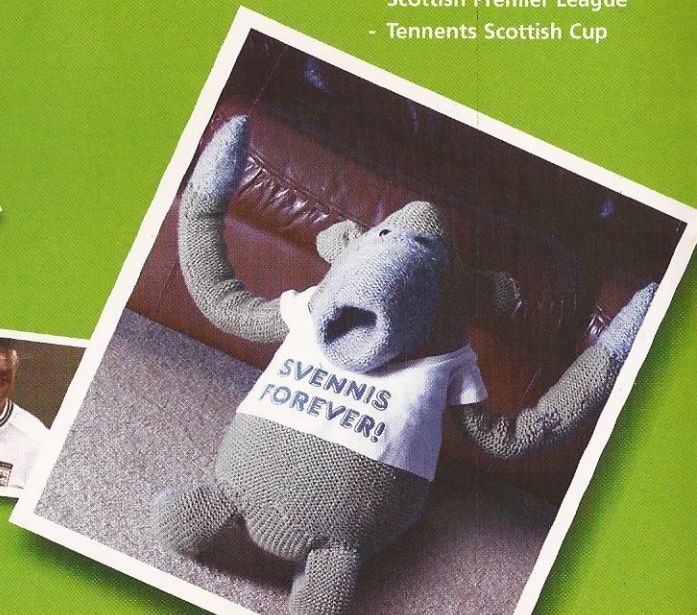


ITV Digital really is the new home of football. That's because we bring you every aspect of the beautiful game, from the glamour of the UEFA Champions League, to the excitement of the Premiership and the action from the Nationwide Football League.

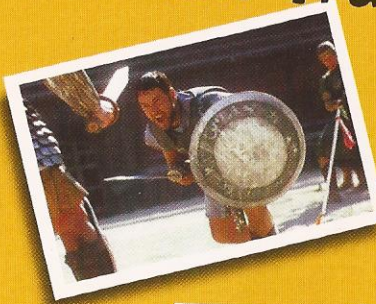
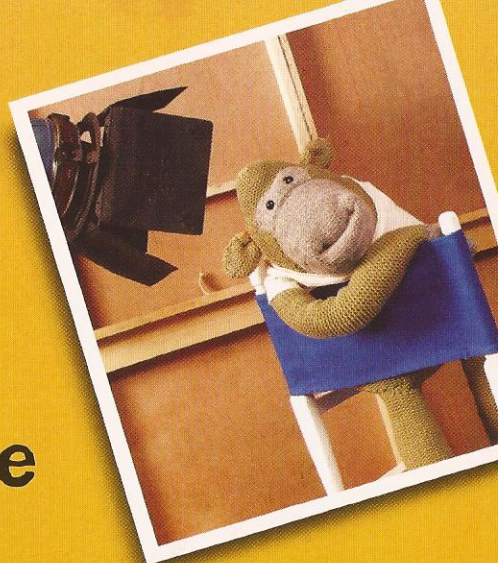
In between, there's top action from the cup competitions that matter, plus International football.

With the new ITV Sport Channel and Sky Sports 1, 2 and 3, you'll find coverage of all these competitions, including every single match in the UEFA Champions League 2001/2.

- UEFA Champions League
- FA Barclaycard Premiership
- Nationwide Football League Division 1, 2 and 3
- AXA FA Cup
- Worthington Cup
- International Matches
- Bank of Scotland Scottish Premier League
- Tennents Scottish Cup

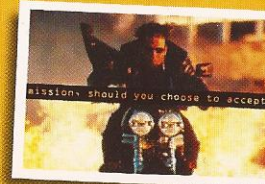


# Lights, camera and all the action you can handle



ITV Digital brings you more than 700 movies every month, ranging from the latest blockbusters like Gladiator and Mission Impossible II on Sky Premier and Sky MovieMax, through to all-time classics on Carlton Cinema.

You'll also find plenty of cult, less mainstream movies on FilmFour.



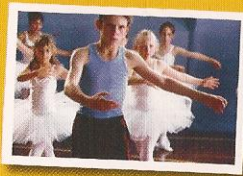
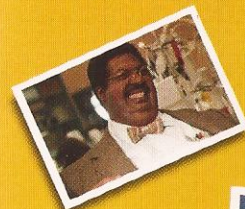
When you watch movies with ITV Digital, you get to enjoy digital quality picture and sound. Best of all, more and more of the movies you can see come with the option of widescreen format and surround sound.

## ITV Select - our pay-per-view service

Everyone wants to see the latest films first. So we also bring you ITV Select. This is our pay-per-view service, that lets you order the very latest releases using your remote control, to view at a choice of times to suit you.

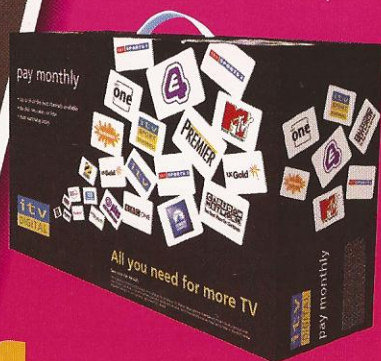
With 5 ITV Select channels and a choice of start times, there's always a great film starting soon.

That's why so many people saw Nutty Professor II, Shaft and Billy Elliot here first. So whatever you've missed at the cinema lately, chances are you'll be able to see it soon on ITV Select.





# So now you're sure you want it - how do you get **ITV Digital?**



## 1 Pay Monthly

Just sign up to ITV Digital in-store and take home a free ITV Digital box, that's on loan while you subscribe.

It's simplicity itself to set up and use. Just plug the box in to both your TV and aerial. There's no dish, no cable and no fuss.

You can even pay monthly, if you buy a digital TV. Simply sign up to ITV Digital in-store and enjoy our channels and services without a dish, cable or even a set top box. Look out for TVs bearing the DVB mark – the mark of a digital television.

A standard £25 connection fee applies.

## Now comes the fun bit - choosing your primary channels.

For the best in entertainment, comedy, cartoons, music and loads more choose your Primary channel option:

**Option 1 – Any 6 available Primary channels - £12 per month**  
Includes up to 15 free-to-view channels

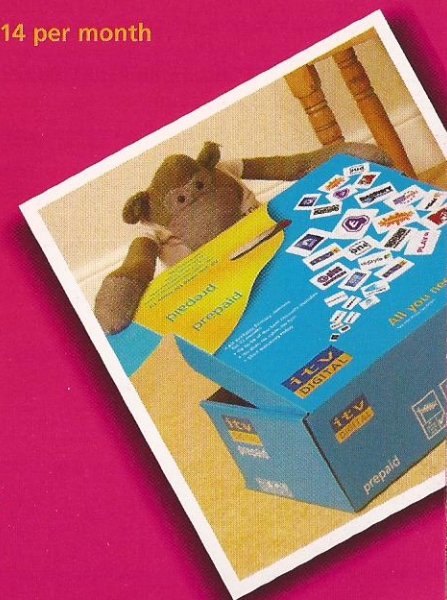
**Option 2 – All available Primary channels - £14 per month**  
Includes up to 15 free to view channels

## 2 Prepaid

When you buy ITV Digital Prepaid for a single, one-off payment, we will loan you an ITV Digital box free for 12 months.

Prepaid gives you access to up to 15 free-to-view channels and all available Primary channels from the list on pages 3 and 4. So you can sit back and enjoy a whole year's great digital TV viewing.

A standard £25 connection fee applies.



Now you've chosen pay monthly or prepaid,  
turn over to add your premium channels...



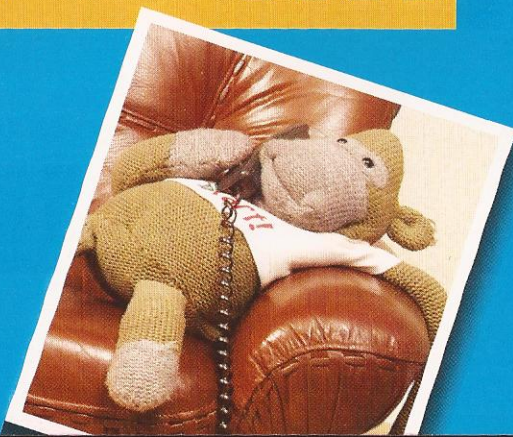
# want more movies and sport? simply add your premium channels

Even with all the available Primary channels, you may want a little more. So whether you're a big sports fan or a massive movie buff, you can also add any of these Premium channels whenever you wish.

			
<b>£6.99</b> extra per month	<b>£9.99</b> extra per month		<b>£5.99</b> extra per month

			
		<small>Sky Sports 3 is free when you choose Sky Sports 1 and/or 2</small>	<small>Sky Sports 3 is free when you choose Sky Sports 1 and/or 2</small>

All 4 of these channels	<b>£21 extra per month</b>	✓	✓	✓	✓
Any 3 of these channels	<b>£19 extra per month</b>	✓	✓	✓	
Any 2 of these channels	<b>£16 extra per month</b>	✓	✓		
Any 1 of these channels	<b>£12 extra per month</b>	✓			



\* ITV Sport Channel is currently unavailable on DTT in Northern Ireland.  
† ITV Sport Select pay-per-view services are also available without subscription to the ITV Sport Channel and £3 of this price is for Premiership pay-per-view matches

# ITV Active - Interactive TV and the internet on your TV

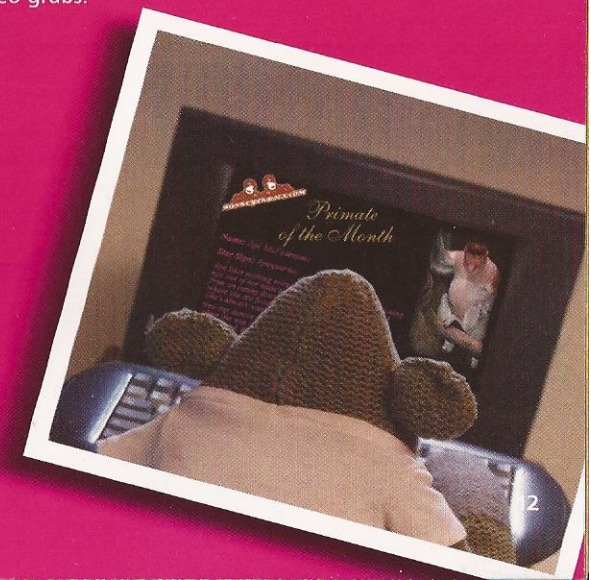
Whether you choose Pay Monthly, Prepaid, or your own Digital TV, you can also take advantage of the revolutionary ITV Active service, that puts the internet on your TV and even lets you interact with your favourite programmes.

ITV Active costs just £5 per month for ITV Digital customers, and because we loan you an ITV Active box and remote keyboard free of charge, there's no need to pay for an expensive PC\*.

You simply connect the ITV Active box to your TV and telephone socket, press the WWW button on the remote keyboard, and get ready to surf millions of websites.

## And that's not all

- Play along with your favourite TV game shows, chat with screen stars and even download mobile ring tones.
- Talk to other footy fans online - before, during and after the match.
- Surf millions of sites from your sofa, search for info and shop online with [tesco.com](http://tesco.com).
- Send and receive emails - it's even easy to send voice messages and home video grabs.
- You can even watch TV while you surf the internet.



\* Call charges apply.

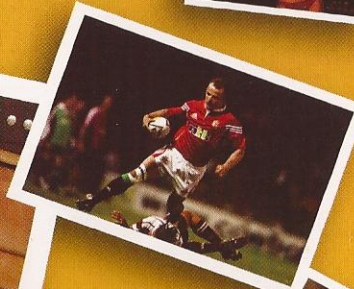
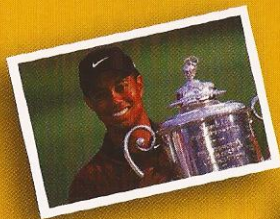


# it isn't rocket science - it's just great TV

Whatever kind of telly you're after, you're going to find it on ITV Digital. More than 700 movies every month. More football than you can possibly imagine. News, soaps, music, cartoons, comedy - it's all right here.

It's all really easy to get hold of too, because ITV Digital arrives through a normal aerial. So there's no need for a satellite dish, and in most cases, no waiting for an installer.

**Just take it home,  
plug it in and enjoy.**





Images courtesy of: Britney Spears and Robbie Williams courtesy of MTV, Coronation Street courtesy of ITV, The Simpsons courtesy of Sky One, Ally McBeal, All G and Friends courtesy of E4, Royle Family courtesy of PLAY UK, Tom & Jerry and Cow & Chicken courtesy of Cartoon Network, Chicken Run, Mission Impossible II and Gladiator courtesy of Sky Premier. All sports images courtesy of Allsport.

#### ITV Digital Important Information:

All programmes and channels are available subject to coverage and may be changed from time to time. Information correct at time of going to press (10/ 01).

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