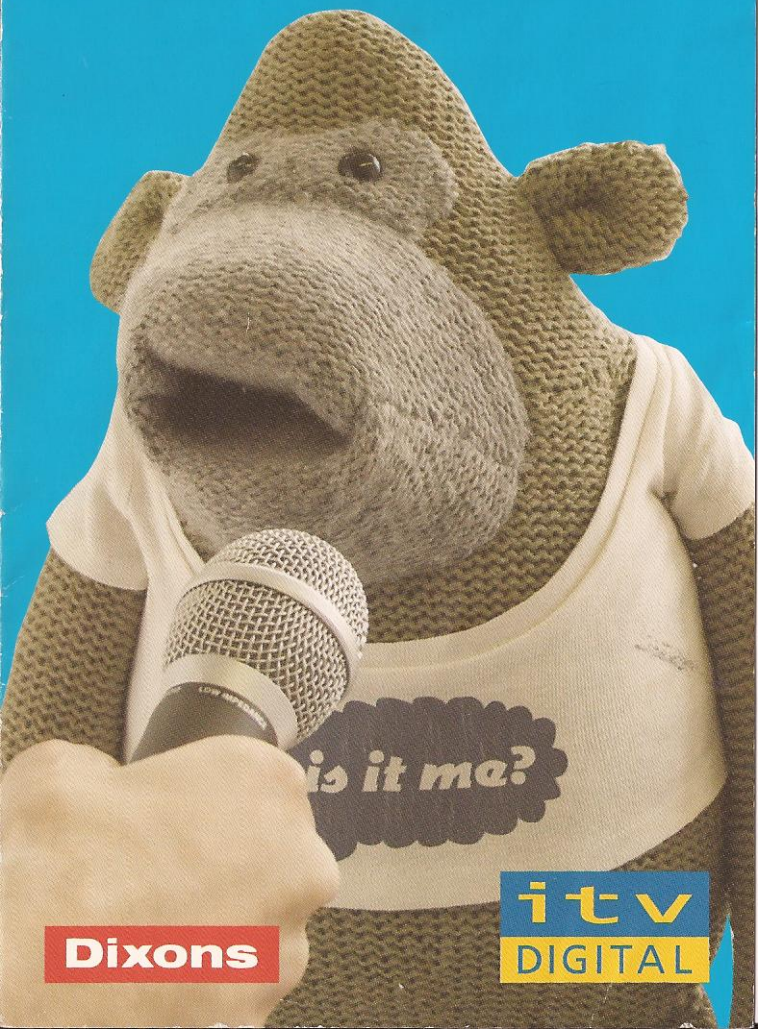


**"ITV Digital**  
**Great entertainment,**  
**and very simple**  
**(like my friend Al)"**



**Dixons**

**itv**  
**DIGITAL**



# ITV Digital - all you need for more TV

You just plug an ITV Digital box into both your aerial socket and TV and all these great channels could be yours. You really could be watching today and what's more the ITV Digital box is free while you subscribe. ITV Digital also gives you access to up to 15 free-to-view channels including BBC News 24 and ITV2.

Whether you're a sports fan or movie buff, soap addict or shopaholic, news hound or simply looking for new comedy, you'll find it all right here on ITV Digital. In fact, there's so much choice you might want to look at the kind of selections other people have made...

## entertainment

Pleasing 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 movies and sport to entertain all the family.

If the two channels count as one choice

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**£14.00**

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| <b>£6.99</b> | <b>£5.99</b> |

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**Pay monthly for this selection**  
**£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.

If the two channels count as one choice

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| <b>£6.99</b> | <b>£3.00</b> |

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**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, and you've got all the sport that you can handle - football, tennis, cricket, rugby, skiing, surfing, truck-racing, rallying, cycling and probably tiddly-winks too.

If the two channels count as one choice

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**Pay monthly for this selection**  
**£39.99**  
Includes up to 15 free-to-view channels

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

## movies

Everyone loves a good movie. So we give you up to 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.

If the two channels count as one choice

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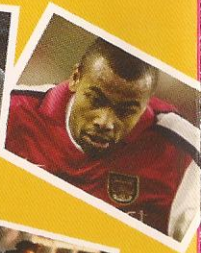
**Pay monthly for this selection**  
**£35.99**  
Includes up to 15 free-to-view channels

Sign up to ITV Digital and you could start watching today.

\* ITV Sport Channel is currently unavailable on DTT in Northern Ireland.

† ITV Sport Select pay-per-view services are available without subscription to the ITV Sport Channel.





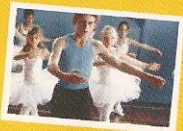
easy to  
use  
easy to  
choose

With ITV Digital, you could access up to 50 of the best channels available including E4, Discovery Channel, Sky One, ITV Sport Channel, FilmFour and Cartoon Network to name but a few.

As if all that wasn't enough, we also offer interactive services with ITV Active including internet access and email through your TV.\*

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

Want to find out more? Read on...



\*Call charges apply.

Images courtesy of: Coyote Ugly © 2000 Touchstone Pictures and Jerry Brickheimer Inc. ARR; Gladiator courtesy of Sky Premier; football image courtesy of Allsport; Mission Impossible 2 courtesy of Sky Premier; Friends courtesy of E4; Coronation Street courtesy of ITV; Bedazzled © Twentieth Century Fox ARR; Billy Elliot © 2000 Universal Studios ARR; The Simpsons courtesy of Sky One.

#### 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).

£25 connection fee applies. ITV Digital box and ITV Active box are provided on free loan while you subscribe. Minimum subscription term of 12 months applies.

Not available to non-domestic customers (pubs, clubs etc.). Separate commercial packages are available – contact ITV Digital for details. Subject to status. Channel hours may vary. Reception may depend on the type and condition of existing aerial installation. Standard Aerial Upgrade fee of £25 will be payable if required. See contract for Standard Aerial Upgrade policy. Standard Aerial Upgrade not available to Digital Television subscribers who do not enter into a 12 month minimum term ITV Digital Subscription Agreement. Some services are not available on certain types of digital television. ITV Digital and/ or ITV Active boxes must be returned or will be collected by ITV Digital if subscription contract terminates. ITV Active requires connection, when in use, to a fixed telephone line. Subscription £5 per month while you are also subscribing to ITV Digital. Call charges apply. Credit/debit card details may be taken as security. For further details, please call ITV Digital free on 0808 100 0101 (calls may be recorded) or write to ITV Digital Customer Service, PO Box 4, Plymouth PL1 3XU. © ITV Digital 2001. Registered Office ITV Digital plc, 346 Queenstown Road, London SW8 4DG. Registered Number 3302715.

