

Prepaid & Pay monthly

# ITV Digital

Great entertainment  
and very simple

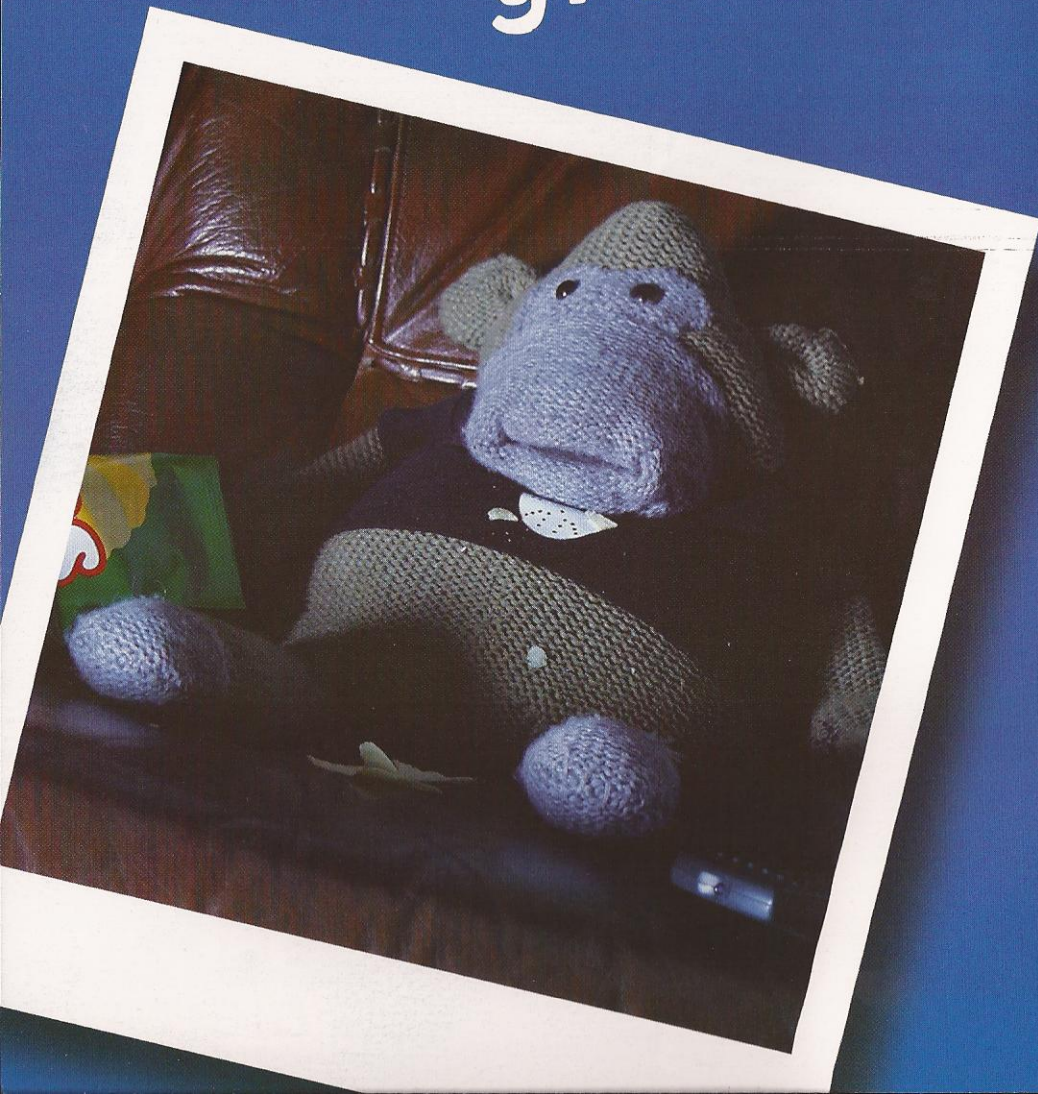
(like my friend Al)



**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 all your favourite channels including E4 (featuring new series of Friends and ER), 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 (such as Who Wants To Be A Millionaire on ITV2), 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.



# All your favourite channels

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

## Free-To-View Channels

<p>An entertaining mix of programmes including drama, news, journalism, documentaries, comedy and entertainment.*</p>	<p>Diverse programming on subjects which captivate, inspire and stimulate, as well as original comedy with a real edge.*</p>	<p>A refreshing mix of witty and irreverent original programmes and unexpected theme nights that you won't see anywhere else.*</p>	<p>Round the clock news from the BBC, with headlines every 15 minutes and live coverage of events as they happen around the world.*</p>	<p>BBC Knowledge with its stimulating mix of factual content takes you further into the topics that really interest you.*</p>	<p>BBC Parliament brings live, uninterrupted coverage of the House of Commons and 'recorded as live' coverage of the House of Lords. Audio only.*</p>
<p>Press Text while watching any BBC channel for BBCi - the interactive service giving you the very best in news, sport, weather, entertainment, education and more.**</p>	<p>All your traditional favourites, now utterly transformed by digital technology.</p>	<p>The younger alternative with great entertainment &amp; extensions of the best ITV1 shows. Available in England, Scotland &amp; Wales.</p>	<p>The younger alternative with great entertainment &amp; extensions of the best ITV1 shows. Available in N.Ireland.</p>	<p>Its edgy, it's risky, it's innovative. Channel 4 offers an alternative to the mainstream, placing a premium on originality and diversity.</p>	<p>FourText gives programme details and times for the current and following day for Channel 4 and FilmFour.**</p>
<p>A lively terrestrial channel with better UK-wide coverage than ever before.</p>	<p>Clearer text, web-style graphics, faster, easier... it's definitely not the teletext you know.**</p>	<p>Offers up-to-date information and programme listings for ITV1 and ITV2 whilst keeping the TV picture permanently in view.**</p>	<p>With the ITN News Channel you can witness the latest news from home and abroad as it breaks each morning. From 5.30am-9.00am.</p>	<p>The high street on your TV. Shop from your sofa with this Channel. Not available in Wales.</p>	<p>TV Travel Shop has exclusive holiday offers from all the major tour operators.</p>
<p>Tele8 provides an hour of Gaelic programmes every day, including cartoons, documentaries, religious services and music shows. Only available in Scotland.</p>	<p>Home grown programming for Wales, 12 hours a day. Only available in Wales.</p>	<p>S4C2 is a bi-lingual service showing live debates from the National Assembly for Wales whenever it is in session. Only available in Wales.</p>			

## Pay-Per-View Channels

<p>Catch some of Hollywood's latest blockbusters months before they are available on subscription movie channels - just pay as you go.</p>	<p>Live pay-per-view matches from the FA Barclaycard Premiership. Also available as part of a package.</p>	<p>Adult programmes and movies from 10 pm every night. Just pay for what you watch.</p>
--	--	---

## Additional Services

<p>An interactive information service offering a TV listings guide, UEFA Champions League news, competitions and loads more.</p>	<p>Enjoy a new kind of TV with the latest interactive services: surf the web, shop, email and soon play along with your favourite TV shows.</p>
--	---

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.

## Primary Channels

<p>A very popular entertainment channel for all the family, packed with favourites like The Simpsons, award winning drama and loads more.</p>	<p>The UK's only music and comedy channel, featuring current sounds and the best in cut comedy.</p>	<p>The very best of British comedy and drama. It's TV you want to see again and again.</p>	<p>Inspirational ideas for gardens, homes, travel and food all courtesy of your favourite personalities.</p>	<p>Stimulating factual entertainment, from natural history to crime and crises.</p>	<p>Showing a wider range of films than any other film channel, Caron Cinema has something for everyone. Great films without paying a premium.</p>
<p>Nickelodeon is stacked with wicked cartoons and the coolest live action, comedy and drama.</p>	<p>Comedy is Paramount. The only channel dedicated to bringing you outstanding comedy from both sides of the Atlantic.</p>	<p>The entertainment channel from Channel 4, bringing you the best entertainment from the UK, US and the rest of the world.</p>	<p>For toonistic entertainment catch Cartoon Network, the 24 hour a day animation channel. Toon into brand new cartoons and family favourites.</p>	<p>The number one music channel bringing you the biggest hits and exclusives that count.</p>	<p>Top class international sport with a focus on British achievement at home and abroad.</p>
<p>Factual entertainment for enquiring minds encompassing adventure, science and technology, nature, history and exploration.</p>	<p>Hit programming from both sides of the Atlantic including drama, comedy, soaps, action and adventure.</p>	<p>Men &amp; Motors, with its fast cars, fast bikes and fast women, is certain to get viewers hot under the bonnet.</p>			

## Premium Channels

<p>A premier film and entertainment channel. It offers some of the best in quality film and entertainment.</p>	<p>Action, action and more action. Sci-Fi, thrillers, martial arts, comedies. A 24 hour contemporary movie channel.</p>	<p>Over 120 different films every month including the best of British, quality Hollywood and controversial classics.</p>	<p>British live sport. In-depth sporting analysis. A wide range of sport-related programmes including Premier League Football.</p>	<p>Sporting action including live coverage of international cricket test matches, rugby union, golf and the dramas of the FA Cup.</p>	<p>Live action ranging from American Football through to WWF wrestling. You get Sky Sports 3 free when you choose either Sky Sports 1 or Sky Sports 2.</p>
<p>Exclusive action from the UEFA Champions League, Nationwide Football League and Worthington Cup featuring more than 130 top quality matches per season.*</p>	<p>Adult entertainment from midnight to 4am, 7 nights a week.</p>	<p>Adult entertainment every night of the week from 12am to 5.30am. Initial one off payment of £12. Not available in Wales. Minimum 12 month term.</p>			

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



# 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.

## football

Love football more than anything else in the world? Us too. That's why of the competitions that count – from the UEFA Champions League and



+

ITV Digital brings you live football action, with coverage FA Barclaycard Premiership to Nationwide Football League Division 3.



=

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

## entertainment

Pleasing everybody all the time is what we do best, as well as all of our available Primary channels, so



+

Our entertainment selection includes the ITV Sport Channel and FilmFour, you can make sure there's something to entertain all the family.



=

Pay monthly for this selection  
**£26.98**  
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 football, tennis, cricket, rugby, skiing, surfing, truck-racing, rallying, cycling and



+

got all the sport you can handle, probably tiddly-winks too.



=

Pay monthly for this selection  
**£41.99**  
Includes up to 15 free-to-view channels

## movies

Everyone loves a good movie. So we give you over 700 a month with channels Carlton Cinema to the latest blockbusters on Sky Premier and cult classics on



+

like these. From all-time faves on FilmFour, we bring you everything but the popcorn.



=

Pay monthly for this selection  
**£37.99**  
Includes up to 15 free-to-view channels



# Welcome to the new home of football

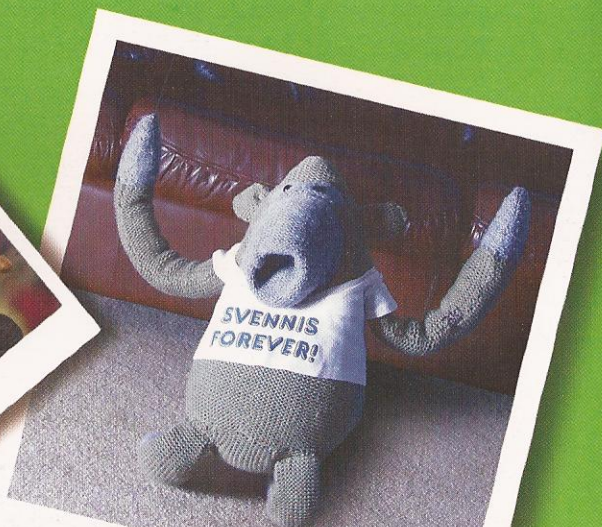
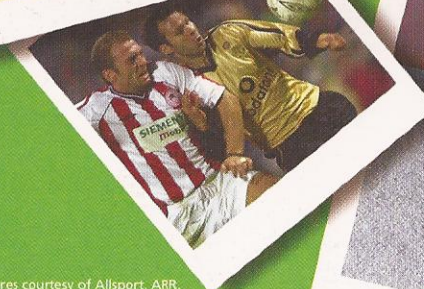
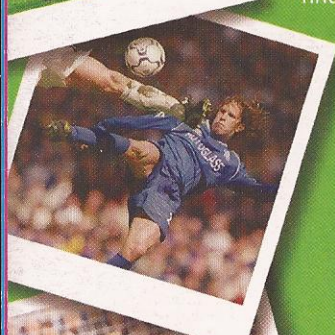
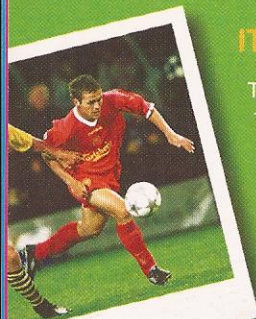
## ITV Digital really is the new home of football.

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 FA Barclaycard 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 Divisions 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 on Sky Premier and Sky MovieMax, through to all-time classics on Carlton Cinema.

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

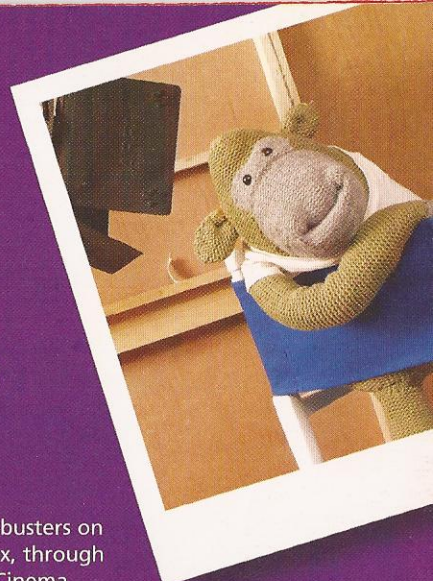
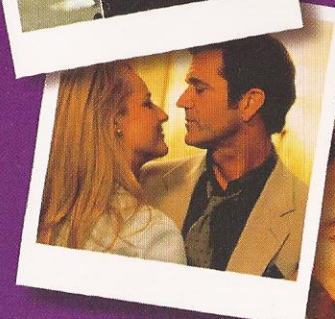
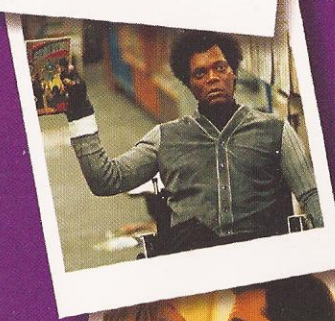
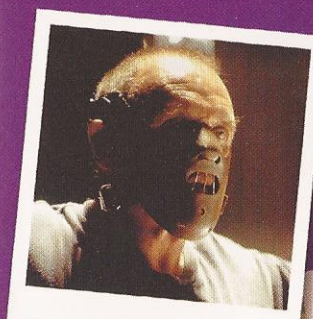
When you watch movies with ITV Digital, you get to enjoy digital quality picture and sound. Best of all, more and more of the movies you can see come with the option of widescreen format and surround sound.

## 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 Hannibal, Unbreakable, Chocolat and What Women Want 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 into both your TV and a normal 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.

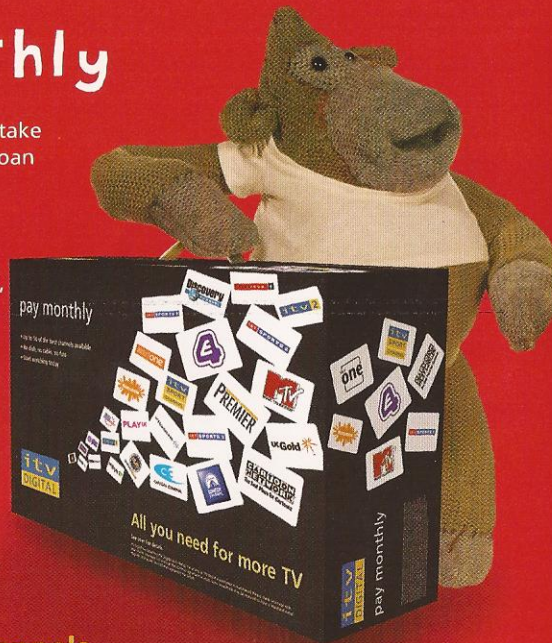
A standard £25 connection fee applies.

**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

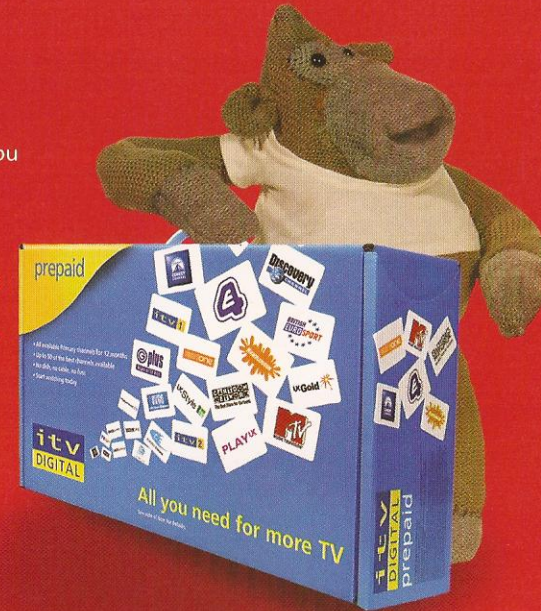


## 2 Prepaid

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>£23</b> extra per month	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Any 3 of these channels	<b>£21</b> extra per month	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Any 2 of these channels	<b>£18</b> extra per month	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any 1 of these channels	<b>£15</b> extra per month	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

These channels can only be added via  
ITV Digital's Customer Services Department.



**£7.99**  
extra per month



**£7.99**  
extra per month  
Initial one-off payment of £12.  
Minimum 12 month term.  
Not available in Wales.



ITV Active

## Interactive Telly and the internet on your TV

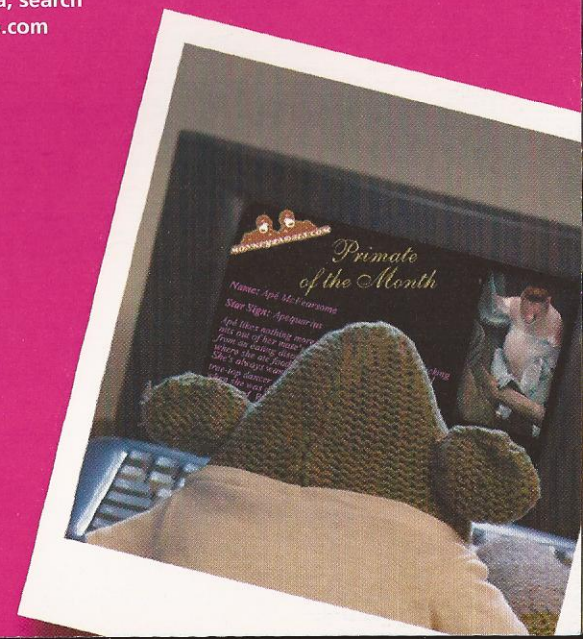
Whether you choose Pay Monthly, Prepaid or a Digital TV, you can also take  
advantage of the revolutionary ITV Active service, that puts the internet on  
your TV and even lets you interact with your favourite programmes.

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 while you  
subscribe, 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

- \* Email your family and friends from your sofa
- \* Play along with some of your favourite TV game shows, chat with screen  
stars, check your horoscope 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
- \* You can even watch TV while  
you surf the internet.



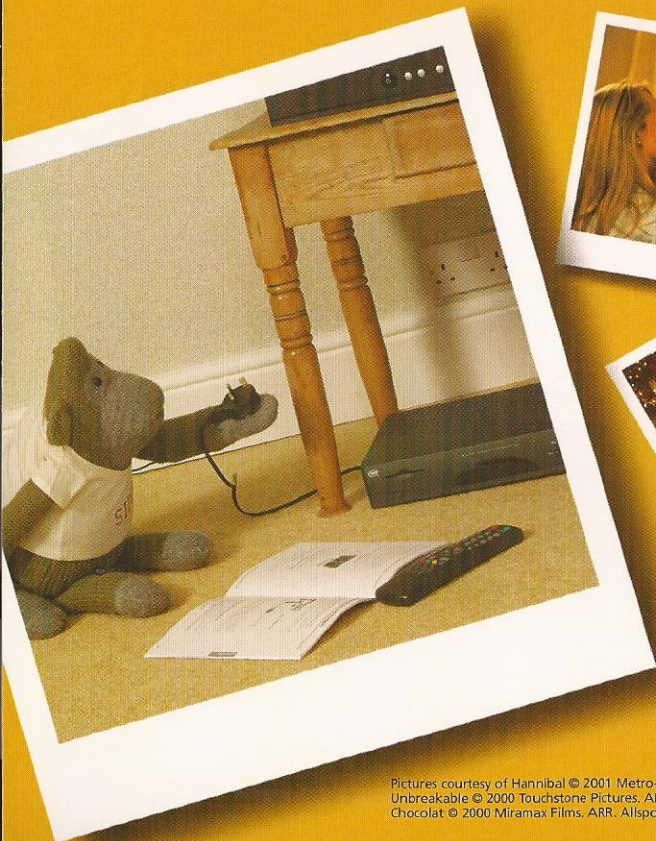


# it isn't rocket science - it's just great TV

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.



You could be watching today.

Pictures courtesy of Hannibal © 2001 Metro-Goldwyn-Mayer Pictures Inc. and Universal Studios. ARR. Unbreakable © 2000 Touchstone Pictures. ARR. What Women Want © 2000 Icon Film Distribution. ARR. Chocolat © 2000 Miramax Films. ARR. Allsport. ARR UK Gold. ARR Sky One. ARR. E4. ARR. MTV. ARR





**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 (12/01). £25 connection fee applies. ITV Digital box and/or 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 and terms. 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. 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 a fixed telephone line and call charges will be incurred. For further details, please call ITV Digital free on 0808 100 0101 or write to ITV Digital Customer Service, PO Box 4, Plymouth PL1 3XU.