

**SAY A
BIG HELLO
TO ITV
DIGITAL**

prepaid



WELCOME



As you may know, ITV Digital is the new name for ONdigital.

By getting together with ITV, we are able to offer you an even better choice of channels and services. Just for starters, we can bring you the ITV Sport channel, which makes ITV Digital the new home of football.

ITV Digital is a great way to get digital television. We could bring you up to 50 of the best channels available, including E4, Cartoon Network, MTV and FilmFour to name but a few. And that's not all.

ITV Active lets you surf the internet through your TV, send emails all over the world, and even do your weekly shopping at Tesco.com.

Best of all, there's no need for a dish on the side of your house, because ITV Digital arrives through a normal aerial.

We aim to make digital television as easy and enjoyable as possible.

All you have to do is take home Prepaid or Prepaid Plus today, and you could be at home watching today.

All the channels you could ever want




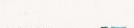















At ITV Digital we want to give you the best channels you've ever seen.

So we offer you the choice of up to 50 great quality channels, showing the best new films, top sport and the most talked-about TV such as brand new Friends on E4, The Simpsons on Sky One and every match in the UEFA Champions League on the new ITV Sport Channel.

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>Great graphics and information, from today's news headlines to share prices in Japan. Quick and easy to find your way around.</p>	 <p>All your traditional favourites, now utterly transformed by digital technology. (Not available on satellite.)</p>	 <p>A channel for England and Wales with a different view - younger and fresher. (Not available on satellite.) Available in England and Wales.</p>	 <p>Northern Ireland's digital terrestrial channel. (Not available on satellite.) Available in Northern Ireland.</p>	 <p>More sport, more dramas, more entertainment and a whole lot more choice. (Not available on satellite.) Available in Scotland.</p>	 <p>It's alternative, edgy, risky and innovative.</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 ITV channels whilst keeping the TV picture permanently in view.</p>	 <p>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</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>FourText gives programme details and times for the current and following day for Channel 4 and FilmFour.</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>	<p>* BBC services are provided free-to-view as part of the BBC licence fee.</p>	

Primary channels:

 <p>A very popular channel, featuring favourites like The Simpsons.</p>	 <p>The UK's only music and comedy channel, featuring current sounds and the best in cult comedy.</p>	 <p>The very best of British comedy and drama.</p>	 <p>Inspirational ideas for gardens, homes, travel and food all courtesy of your favourite personalities.</p>	 <p>Stimulating factual entertainment, from documentaries to science and natural history.</p>	 <p>From golden greats to contemporary classics, all uncut and uninterrupted, there's something for everyone. Great films without paying a premium.</p>	<p>These two channels count as one</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 showing brand new series of Friends, ER, Ally McBeal and new UK shows.</p>	 <p>For toonastic entertainment catch Cartoon Network, the 24 hour a day animation channel. Toon in to family favourites like Tom and Jerry and Scooby-Doo.</p>	 <p>The world's most famous music channel, playing the biggest hits, the biggest stars and exclusives that count.</p>	 <p>Top class international sport with a focus on British achievement and at home and abroad.</p>
<p>These two channels count as one</p>  <p>TV to tempt your taste buds on Europe's only food channel.</p>		 <p>Fresh and involving - the ultimate women's magazine on TV.</p>	 <p>Fast cars, bikes and women - the channel for men who like all the action.</p>	 <p>Hit comedies, dramas and soaps from around the world.</p>	 <p>Adventure and entertainment for children designed to enlighten kids about the world around them.</p>	 <p>A channel dedicated to aviation, space, mankind, adventure and our world.</p>	<p>These two channels count as one</p>  <p>A channel devoted to your wellbeing, from Boots and Granada.</p>					

Premium channels:

 <p>A premier film and entertainment channel. It offers some of the best in quality film and entertainment.</p>	 <p>A 24 hour contemporary movie channel. The place for people to chill out and escape to.</p>	 <p>FilmFour brings you top British films and other influential and provocative films.</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>You get Sky Sports 3 free when you choose either Sky Sports 1 and/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>Interactive games for all the family.</p>	 <p>An interactive TV guide and a whole lot more.</p>	 <p>Your choice of pay-per-view entertainment and sport. Formerly ONrequest.</p>	 <p>Internet access through your TV.</p>	 <p>Live pay-per-view matches from the FA Barclaycard Premiership and Nationwide Football League. Also available as part of a package.</p>
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There's no such thing as too much football...

ITV Digital is the new home of football, bringing you more football than you'll find anywhere else.

Because fans love all sorts of teams – we bring you action from all levels of the beautiful game, including the Nationwide Football League, FA Barclaycard Premiership and the UEFA Champions League.

ITV Digital – the new home of football

ITV Digital is the only place you can be sure to see the new ITV Sport Channel with coverage of every match in the UEFA Champions League and together with Sky Sports 1, 2 and 3 you could see all the action from these competitions:

UEFA Champions League

FA Barclaycard Premiership

Nationwide Football League Division 1

Nationwide Football League Division 2

Nationwide Football League Division 3

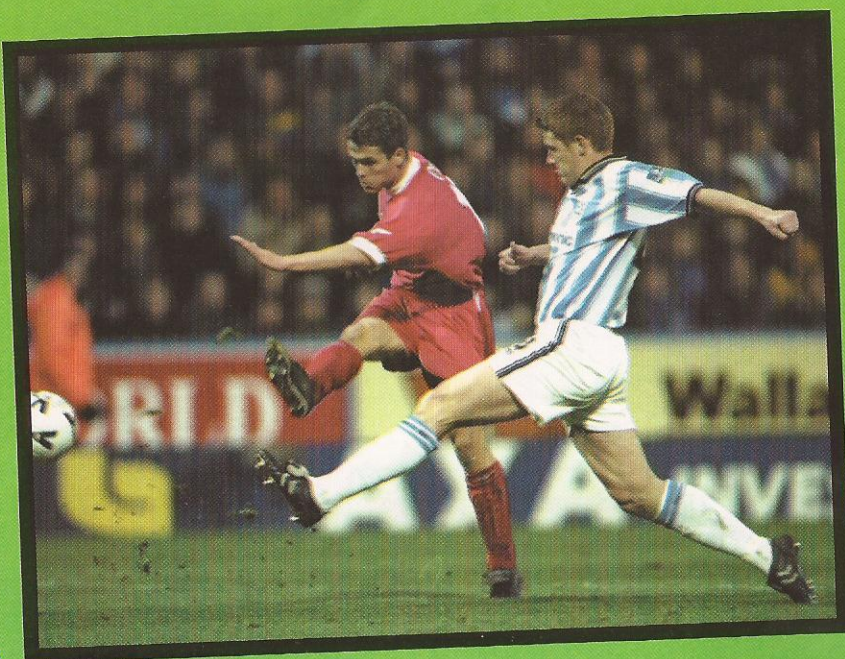
Worthington Cup

AXA FA Cup

International Matches

Bank of Scotland Scottish Premier League

Tennents Scottish Cup



...or too many big movies



If you fancy getting up close to some of the world's biggest stars, ITV Digital brings you more than 700 movies every month. All of them with amazing sound and picture, and quite a few in widescreen.

Sky Premier and Sky MovieMax bring you some of the most well-known and well-loved movies like Runaway Bride and American Pie, with some slightly edgier stuff on FilmFour and film classics on Carlton Cinema.

So whether you're a movie buff with a thing for Casablanca, or you just want to see

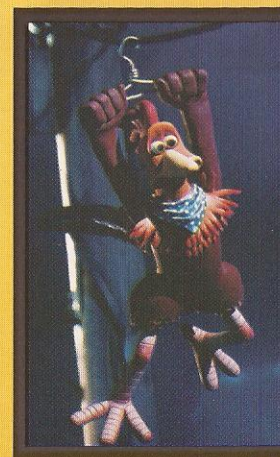
Hollywood's biggest and best, like Sixth Sense with Bruce Willis, we've got loads of movies you can handle.

ITV Select*

Your first choice for great movies

To make sure you never miss out on some of Hollywood's biggest blockbusters, ITV Select brings them to you on a pay-per-view basis.

We've made ordering easy. With just a few clicks on your remote control, we can bring the movies to you with widescreen and surround sound on selected films – so you can avoid the hassle of going to the video shop.



With five ITV Select channels† and a choice of start times, there's always something you want to see starting soon, such as MI:2, the biggest global box office hit of 2000 starring Tom Cruise; and Chicken Run, brought to you from the creators of Wallace and Gromit.

ITV Digital really does bring you what you want, when you want it.

* Formerly ONrequest.

† Limited service available in Wales – see channel 50 for details.

How do I get ITV Digital?

With Prepaid or Prepaid Plus –
it's entirely up to you.



Prepaid

If you would like to make a one-off payment and take home 12 months worth of digital telly, Prepaid may well be the option for you.

When you buy Prepaid, we will loan you an ITV Digital box free for 12 months, which includes up to 15 free-to-view channels and your choice of any six available Primary channels including Sky One, E4, Cartoon Network and MTV.

The ITV Digital box is really easy to set up once you get it home, and if you're having any trouble, you can always call us for help.



Prepaid Plus

Prepaid Plus works in exactly the same way as Prepaid. When you buy Prepaid Plus, we will loan you an ITV Digital box free for 12 months which includes up to 15 free-to-view channels and your choice of any six available Primary channels.

With Prepaid Plus, however, we also loan you an ITV Active box and keyboard free for 12 months, which allows you to browse the internet through your TV. It also lets you send and receive emails worldwide – but more of that later.

Whichever option you choose, you'll find everything surprisingly quick and easy to set up.

Just plug it in, switch on and you're away. With no waiting for an installer, and no need for a satellite dish on the side of your house.

Only pay for the channels you actually want to watch

With Prepaid and Prepaid Plus you could make a one-off payment and watch up to 15 free-to-view channels plus any six available Primary channels for a full 12 months.

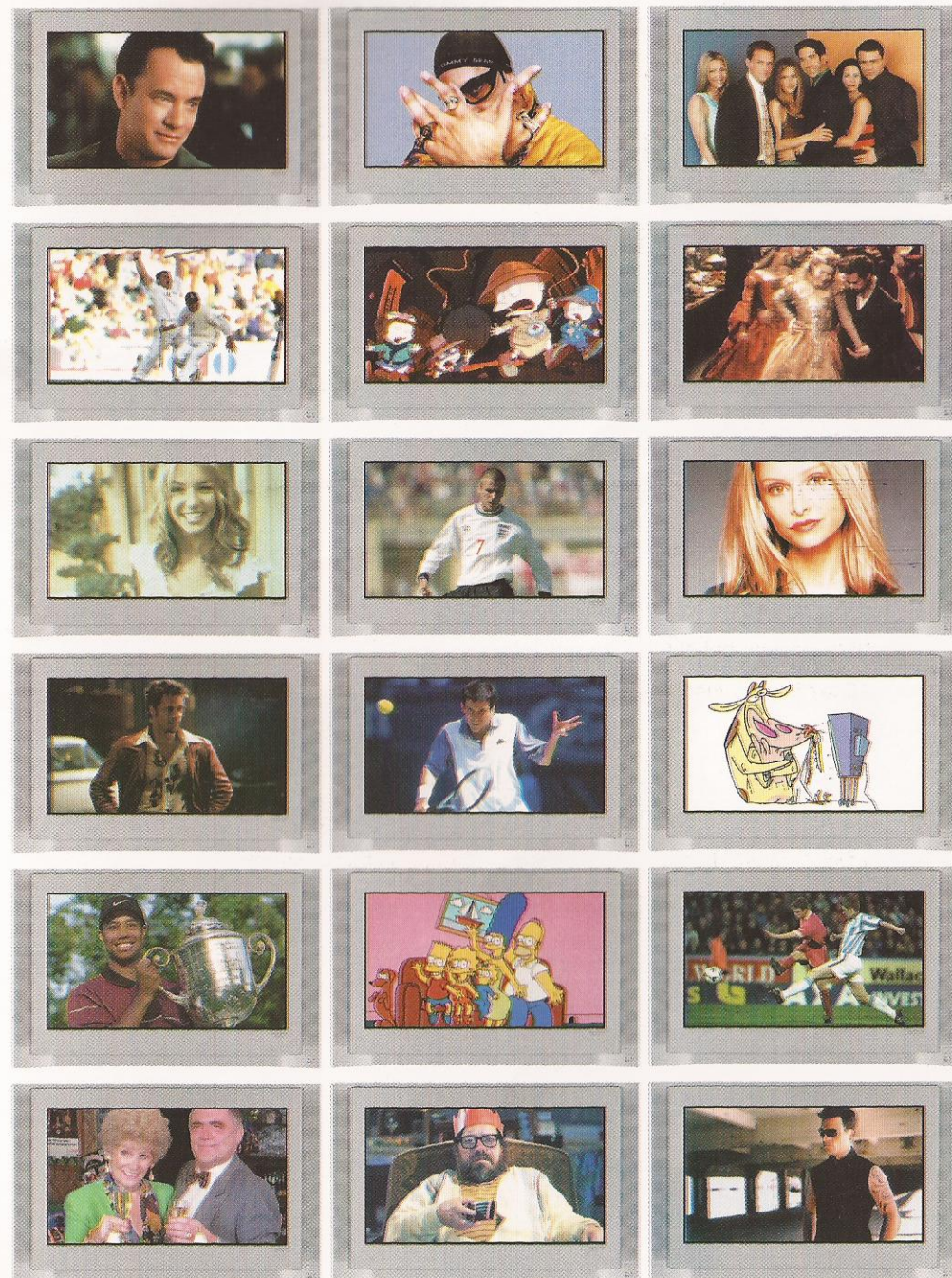
However if you want to see more dramas, soaps, movies or sport then this is when you become a kid in a sweet shop.

Even after you have started to enjoy Prepaid or Prepaid Plus, you could add all available Primary channels or any of our Premium channels for an extra cost each month – just give us a call any time you like.

Here are your options:

All available Primary channels	£3	extra per month
FilmFour	£5.99	extra per month
ITV Sport Channel	£6.99	extra per month
ITV Sport Channel and ITV Sport Select	£9.99	extra per month
1 Sky Premium channel	£12	extra per month
2 Sky Premium channels	£16	extra per month
3 Sky Premium channels	£19	extra per month
4 Sky Premium channels	£21	extra per month

Sky Sports 3 is free when you choose Sky Sports 1 or 2.



ITV Active



It's hard to avoid hearing about the internet these days, isn't it?

But actually making the most of it can be fairly tricky and expensive.

So we'd like to introduce you to ITV Active, which puts the internet on your TV, and means you don't have to fork out for an expensive PC as we'll loan you an ITV Active box and remote keyboard free of charge.

Once your ITV Active box is connected to your TV and telephone socket, you just press the WWW button on your free remote keyboard and the internet appears on your TV.

We've made it all really easy too: because the ITV Active home page can take you straight to all sorts of useful sites, letting you shop online at Tesco.com, browse for books at Waterstone's and order pizza online from Dominos.

If you want to, you can even watch telly while you surf the internet, so there's no need to miss a moment of Corrie. And who could say no to sending out for pizza while you're watching the big match on the ITV Sport Channel.



ITV Active – the internet and more through your TV

- Surf millions of sites from your sofa, search for information and shop online
- You don't need a PC – just the free ITV Active box and keyboard while you subscribe
- Send and receive emails with ITV Active. It's even easy to send voice messages and home video grabs
- Costs just £5 per month, plus calls from 1p per minute off-peak and 2p per minute peak for BT customers
- Soon you'll be able to play along with your favourite TV game shows, chat with screen stars and even download mobile phone ring tones

ORDER THE ESSENTIALS ONLINE



First things first

So, that's us in a nutshell... well in a brochure. If we've convinced you and you want to sign up to ITV Digital, just speak to one of the staff and ask for Prepaid or, if you fancy exploring the world wide web through your TV, Prepaid Plus.

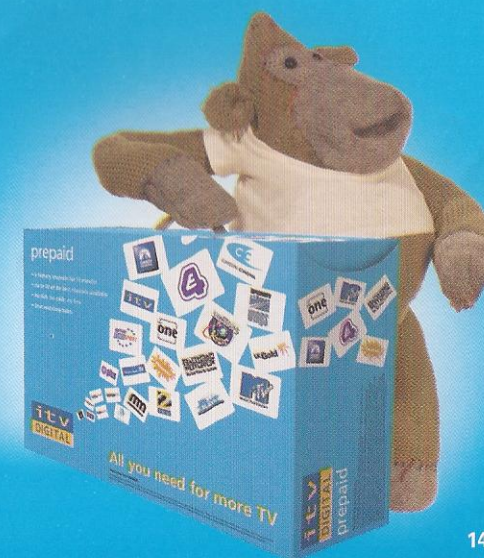
Whichever option you go with, you just know you're going to be watching better television in next to no time. And hassle free.

And now, the main points again...

If you've just flicked through this leaflet looking for a run down of all the main points, then this is what you're looking for.

- With Prepaid and Prepaid Plus simply make a one-off payment and enjoy any six available Primary channels prepaid for 12 months.
- There's no installation or dish needed – just connect your ITV Digital box to your existing TV and aerial.
- With Prepaid Plus, you can access millions of web sites and email family and friends all through your TV.
- There are up to 50 of the best channels available and we make it easy for you to pay for just the ones you want to watch.
- Prepaid and Prepaid Plus make great pressies for your family and friends.

At ITV Digital, we want to make watching TV more enjoyable and entertaining than ever before – not more complicated. So if there's anything at all we haven't made clear, just ask in-store or call us on 0808 100 0101 and we'll be pleased to explain.





Images courtesy of: You've Got Mail, Shakespeare in Love, Fight Club and Runaway Bride courtesy of Sky Premier; Ali G, Friends and Ally McBeal courtesy of E4; Cow and Chicken courtesy of Cartoon Network; Robbie Williams and Britney Spears courtesy of MTV; Coronation Street courtesy of ITV; all sports images courtesy of Allsport; The Simpsons courtesy of Sky One; Rugrats courtesy of Nickelodeon; Royle Family courtesy of UK Gold.

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 (07/01).

Prepaid and Prepaid Plus comprises 12 months' subscription to six of ITV Digital's available Primary channels. Prepaid Plus also adds 12 months' access to ITV Active's services (call charges will apply when using the service).

ITV Digital box and ITV Active box are provided on a free loan while you subscribe. Minimum terms of 12 months applies to ITV Digital and ITV Active subscriptions. Not available to non-domestic customers (pubs, clubs etc). Separate commercial packages are available – contact ITV Digital for details. Subject to status. Programming and channels are subject to change. Please check availability with your retailer. Channel hours may vary. Reception may depend on the type and condition of existing aerial installation. Standard Aerial Upgrade fee of £40 will be payable if required. ITV Active box must be connected to a fixed phone line and call charges will be incurred when using the service. ITV Digital box and ITV Active box must be returned or will be collected by ITV Digital if subscription contract terminates. 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. Information correct at time of going to press (07/01). © ITV Digital 2001. Registered Office ITV Digital PLC 346 Queenstown Road London SW8 4DG. Registered Number 3302715.