

Isn't it time  
you switched  
**ON?**





Digital TV is a new way of getting better TV. It means you can enjoy clearer pictures, sharper sound and many more channels, all through your existing television.

Better still, digital technology now enables you to use your TV in ways you've never used it before to access a world of new services such as the Internet, games and shopping from home.

## So what is digital TV?

## What can ONdigital offer me?

We've put together a quality line-up of channels that adds up to some of the best entertainment on TV.

There's something for everyone, from the latest blockbuster movies to top sporting action including coverage of every game in the UEFA Champions League.

But there's more to ONdigital than quality viewing alone.

We have an exciting range of additional services to help you make the most of digital television, including:

- ONnet – FULL Internet access through your TV
- ONgames – interactive games
- ONrequest – our Pay-per-View service
- ONoffer – shopping from the comfort of your sofa.

To discover more about these additional services, turn to page 7.



## Why choose ONdigital?

ONdigital is the easiest way to enjoy digital TV.

The beauty of ONdigital is that it comes through an ordinary TV aerial. So you don't need anyone to come and put up a satellite dish or bury a cable in your garden.

In most cases your existing TV aerial will be ideal to receive ONdigital, however some viewers may need an aerial upgrade. ONdigital will be happy to arrange for a Standard Aerial Upgrade subject to our terms and conditions for a special rate of just £40.



## Free-To-View Channels – available without subscription



A rich and diverse mix of entertainment including live news, compulsive drama, new comedy and powerful documentaries.



Diverse, innovative and contemporary programming on specialist subjects which captivate, inspire and stimulate.



BBC Choice is the BBC's entertainment channel for digital viewers. A mix of witty, irreverent and original programmes.



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



BBC Knowledge is the BBC's factual channel for digital viewers, with insightful and stimulating content, both on-screen and on-line.



BBC Parliament brings live, uninterrupted, immediate coverage of the House of Commons. Democracy In Action. (Audio only.)



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



You know what's on. But the quality of the picture and sound may come as a surprise. Not available on satellite.



From ITV, a mix of drama, entertainment, music, and sport, including coverage of UEFA Champions League. Not available on satellite.



The quality programmes you'd expect, but with widescreen pictures and CD sound.



Home-grown programming for Wales, 12 hours a day.



S4C2 is a bilingual service, broadcasting live debates from the National Assembly for Wales whenever the Assembly is in session.



Popular mainstream viewing with entertainment, new comedy, drama and films plus sport and documentaries.



Digital Teletext provides quicker pages, text that is easier to read and more detailed pictures and graphics.



TeleG provides an hour of Gaelic programmes every day, including cartoons, documentaries, religious services and music shows.



The High Street on your TV screen. Do your shopping from your sofa with this free-to-view channel.



With the launch of the ITN News Channel you can enjoy the latest news from home and abroad as it breaks each morning, broadcasting from 5.30am to 9am.



TV Travel Shop has exclusive holiday offers from all the major tour operators. Daily from 6am to 12noon on weekdays and 6am to 10am on weekends.



Simply Money is the channel devoted to keeping your life simple. Broadcasting from 7am to 10am each day, it offers viewers information and advice on consumer and personal finance issues.

\*The BBC brings you these for free as part of the licence fee – Parliament – audio only. †S2 available in Scotland and TVU available in Northern Ireland. ††S4C and S4C2 only available in Wales. ‡TeleG only available in Scotland.

## ONdigital Primary Channels



One of the UK's most popular channels, featuring the latest Simpsons and Dream Team.



For adults as well as children. The only 24-hour all-cartoon channel.



The UK and Ireland version of the world-famous 24-hour youth entertainment channel.



Live sports for all – football, motorsport, tennis, rugby, cycling, athletics – from home and abroad.



The UK's only music and comedy channel.



A quality selection of popular British comedy and drama.



Gardens, homes, cookery and travel... your channel for inspiration. Available Mon to Weds.

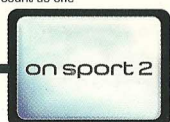


Real people, nature, history, science and adventure – the BBC at its factual best. Available Thurs to Sun.

These two channels count as one



From Hollywood blockbusters to British classics, great movies throughout the day.



Exclusive live coverage of UEFA Champions League matches on Tuesday evenings.



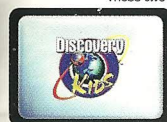
Fresh and involving – the up to the minute women's magazine on TV.



Fast cars, bikes and women – the channel for men who like all the action.



The home of the hits – comedies, dramas and soaps from around the world.



Entertainment to enlighten and inform kids about the world around them.



Adventure programming on a channel devoted to everything we've ever made to fly.



TV to tempt your tastebuds on Europe's only 24 hour food channel.

These two channels count as one

## Premium Channels



Recently-released box office hits, blockbusters, award-winning movies and originally produced films.



A potent cocktail of action, comedy, romance and cutting-edge independent cinema – pure movies with attitude.



The best in modern independent cinema from the UK, Europe and the US every night from 6pm.



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



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



A bonus channel when you choose Sky Sports 1 and/or Sky Sports 2.

The Adult Channel and Television X: The Fantasy Channel are also available. Please contact ONdigital for more information.

## Bonus Primary channel:



Top sporting action from around the world including live and exclusive coverage of the 2000/2001 UEFA Champions League and Tennis Masters Series

## Additional Services:



Explore the whole of the Internet through your television – no need for a PC.



Your choice of pay-per-view entertainment. Watch some of the latest blockbuster movies as well as specially commissioned events.



Interactive games providing fun for all the family.



Bringing exclusive offers to ONdigital customers.



ONnet is an exciting new service from ONdigital that lets ONdigital customers use the Internet through their TV.

ONnet gives you the freedom to explore the whole of the Internet, unlike other restricted services that only give access to a handful of sites. It even lets you watch TV while you use the Internet to make sure you never miss a second of your favourite programmes.

Access to ONnet costs just £5 per month (plus local call rate charges). The ONnet box and keyboard are both free for as long as you subscribe to ONdigital.

**on net**  
FULL Internet  
access through  
your TV

**FREE**  
ONnet box  
and Keyboard  
while you subscribe

### The affordable way to use the Internet

ONnet makes accessing the Internet affordable. You don't need to buy a new PC. Your ONnet box and remote keyboard are FREE while you subscribe to ONdigital and access to ONnet is only £5 per month. For BT customers calls cost 2p per minute peak and 1p per minute off-peak and at weekends.



### Easy to use

ONnet is a sleek box the size of a paperback book that plugs into your TV and ONdigital box. Then just connect it up to a telephone socket, and use the remote keyboard to explore the Internet.

As you'd expect from ONdigital, ONnet makes life easy. It's simple to set up, simple to use and features the ONnet home page to help you find your way around the Internet.

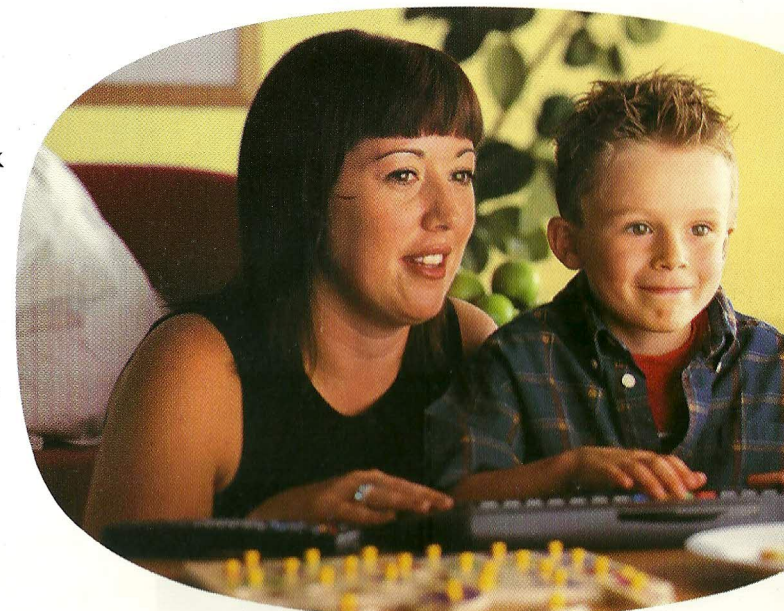


### Emails with a difference

ONmail+, our new email service, lets you email anyone with an email address, anywhere in the world. You can even send emails complete with video stills and audio clips. And with 5 email accounts per ONnet box, every member of the family can have their own email address.

### From TV to Internet at a click

With ONnet you can surf the Internet and watch television at the same time with picture-in-picture viewing. So, while watching your favourite programme you can also head for the high street and start shopping ONnet!



### Safe surfing

If you have children you'll be pleased to know that ONnet comes with full parental control. This facility helps you to limit your children's access to the Internet and is easy to set up – just follow the simple steps in your ONnet user guide for peace of mind.



## Additional services

### on request

#### The Pay-per-View entertainment service

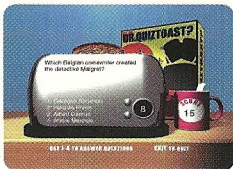
Available to all ONdigital customers, ONrequest is the new way to watch the first TV showings of some of the greatest new movies. You can watch the pick of the Box Office and, with selected performances in widescreen and surround sound, it brings the digital cinema to your living room.

You can see what's showing at any time without obligation and you can even have a free preview to help you select, order and watch at one of the convenient viewing times.

As well as premiering mainstream movies, there will soon be coverage of top sports and specially commissioned events.

### on games Fun for all the family

Two channels dedicated to fun and educational games for the whole family. ONgames provides hours of amusement, with plenty to keep all ages engrossed. With regular updates and new games, the fun never stops.



### on offer The home shopping service

ONoffer – shop for exclusive offers from the comfort of your living room.

ONoffer lets you browse a choice of great deals and special promotions from top brands – and order by phone. Just sit back, relax and wait for your purchase to be delivered to your door.

## More matches than anyone\*

If football is your passion, with ONdigital you can enjoy all the goals, all the drama and all the tension in the best line up of football action any fan could want.

### Top football action

Each week you'll find plenty to keep you on the edge of your seat, including every game of the 2000/2001 UEFA Champions League, action from the FA Carling Premiership and the biggest games of the AXA FA Cup. Just take a look at our line up. We're sure you'll agree it's a winner.

UEFA Champions League

FA Carling Premiership

Nationwide Division 1

Nationwide Division 2

Nationwide Division 3

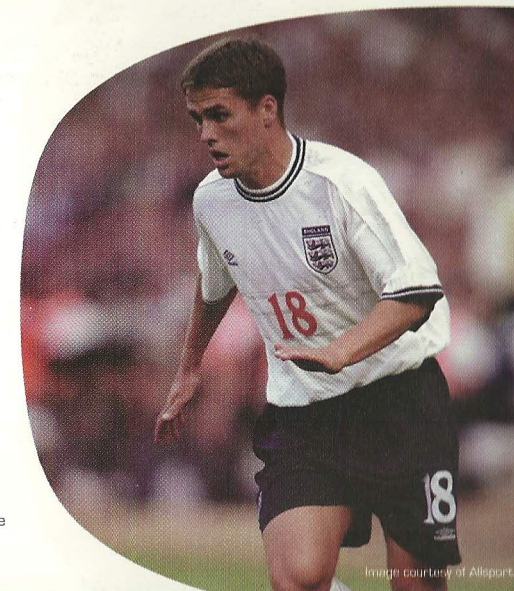
AXA FA Cup

Worthington Cup

International matches

Scottish Premier League

and many more...



\* In the 1999/2000 football season ONdigital showed more of the season's matches than any other UK TV platform.



## How to get ONdigital

There are two main ways to get ONdigital - with a FREE ONdigital box or through an Integrated Digital Television (idTV).

Or if you prefer, you can choose one of our Prepaid options - these are detailed in separate leaflets.

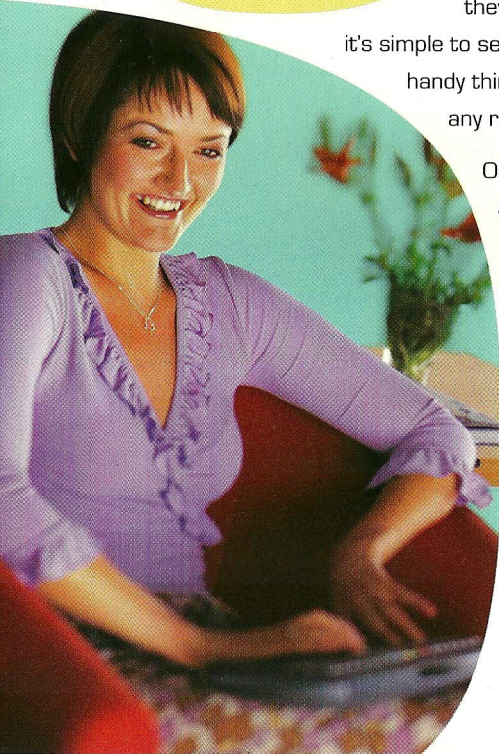
## Free ONdigital Box

All you need to receive ONdigital is an ONdigital set top box that plugs in to your TV.

The box is FREE to all ONdigital subscribers while they subscribe. It comes with clear instructions, so it's simple to set up (usually in less than 20 minutes). One of the handy things about ONdigital is that you can use the box in any room that has an aerial socket.

Once you have your free box you then simply pay a monthly subscription depending on your choice of channels and additional services. To find out more, turn to page 11.

You can also choose to take ONnet - FULL Internet access through your TV. Your ONnet box sits neatly on top of your ONdigital box and is FREE while you subscribe.



## idTV

**All idTVs are preloaded with any six available Primary channels for 12 months.**

idTVs come with ONdigital technology built in - so there's no need for a dish, cable or even a set top box. This makes ONdigital the natural choice for idTV owners, plus idTVs now come preloaded with your choice of six available ONdigital Primary channels for the first 12 months. You can also choose to take ONnet - FULL Internet access through your TV.

To receive ONdigital all you need is a Smartcard which slots into your TV. (Some televisions will also require a credit card-sized ONcam, supplied free of charge.) You will be sent this Smartcard together with your ONcam, if necessary, when you buy your idTV.

If you choose to take all available ONdigital Primary channels or our Premium channels, then you simply call ONdigital and pay a monthly subscription. To find out more, turn to page 13.



## How much will it cost?

To allow you more freedom of choice, there are two ways to receive ONdigital, a free ONdigital box or an idTV. Simply choose the option which suits you best.

### Free ONdigital box pricing

Free set top box for as long as you subscribe to ONdigital



**Introductory Offer** – For the first three months you can receive all of our available Primary channels for just £9.99 a month, so you can get to know them before you make your choice.

#### Option 1 – £11.99 a month

All available Primary channels to add to your Free-To-View channels, plus 2000/2001 UEFA Champions League football.

#### Option 2 – £9.99 a month

Your pick of six available Primary channels to add to your Free-To-View channels, plus 2000/2001 UEFA Champions League football.

#### Option 3 – £6.99 a month

Simply choose your favourite Primary channel. This option doesn't include UEFA Champions League.

#### Premium channels

Choose any of these Premium channels and add them to the cost of your Primary channel option.

FilmFour	- £5.99 a month
1 Sky Premium Channel	- £11 a month
2 Sky Premium Channels	- £15 a month
3 Sky Premium Channels	- £18 a month
4 Sky Premium Channels	- £20 a month

When you choose Sky Sports 1 or 2 as one of your Premium channels, you get Sky Sports 3 free.

### ONnet pricing

The ONnet box and keyboard are free while you subscribe to ONdigital and access to ONnet costs just £5 per month. Telephone charges are not included, however, if you are a BT customer calls cost just 2p per minute peak and 1p per minute off-peak and at weekends.

### How to Subscribe – for Free ONdigital box customers

1. Visit your nearest ONdigital retailer and ask to sign up to ONdigital.
2. Choose your channels from the selection on pages 3-4.
3. Select ONnet if you would like FULL Internet access through your TV.
4. Sign the Customer Agreement Form and pick up your FREE ONdigital box (and free ONnet box if you have selected ONnet).

Customers in limited coverage areas may only be able to receive certain ONdigital channels and will therefore be offered a selection of Primary and Premium channels at a special price. Your retailer will let you know if this applies to you, please ask for further details.





## How much will it cost?

idTVs are the easy way to access ONdigital – with no need for even a set top box.

### idTV pricing

Preloaded with six available ONdigital Primary channels for 12 months



If you sign up to ONdigital when buying an idTV, your idTV will come preloaded with your choice of any six available ONdigital Primary channels for the first 12 months. For just £2 per month you can also receive ALL available ONdigital Primary channels.

And you can also add any of our popular Premium channels for a little extra. Simply contact ONdigital for further details.

### ONnet pricing

The ONnet box and keyboard are free while you subscribe to ONdigital and access to ONnet costs just £5 per month. Telephone charges are not included, however, if you are a BT customer calls cost just 2p per minute peak and 1p per minute off-peak and at weekends.

### How to Buy – for idTV customers

1. Buy your idTV preloaded with any six available ONdigital Primary channels.
2. Select ONnet if you would like FULL Internet access through your TV.
3. Sign the Customer Agreement Form and pick up your free ONnet box if you have selected ONnet.
4. Call ONdigital if you wish to add extra channels.



## Your next step

With a quality selection of channels and a world of exciting additional services, there's never been a better time to subscribe to ONdigital.

So call in to your nearest ONdigital retailer soon. And ask for ONdigital, the digital service that lets you get the most from your TV.



**Standard Terms and Conditions for ONdigital and ONnet**

Set top box and accessories (which include a remote control) and ONnet box and accessories (which include an infra-red keyboard) available for hire from ONdigital at no charge for as long as ONdigital subscription is maintained. ONnet is only available to ONdigital programme subscribers. These offers are not available to non-domestic customers (pubs, clubs, etc.). Please contact ONdigital for details of our retail offers. Subscription is subject to status and terms. Customers must be 18 years or over. Programmes and channels are subject to alterations and may vary according to coverage in your area. Please check coverage and availability with your retailer. Reception may depend on the type and condition of existing aerial installation. Standard Aerial Upgrade fee of £40 will be payable if Standard Aerial Upgrade is required. Set top box and ONnet box and accessories must be returned or will be collected by ONdigital if subscription contract terminates. Credit / debit card details may be taken as security. Maximum of one set top box and one ONnet box per subscription. Separate terms and conditions apply for ONmail and ONnet. Connection of your ONnet box to a fixed telephone line will be necessary and local rate phone charges apply. For further details please call ONdigital on 0800 100 0101 or write to ONdigital Customer Service PO Box Plymouth PL1 3XU. Telephone calls may be recorded or monitored. © ONdigital 2000. Registered Office ONdigital PLC 346 Queenstown Road London SW8 4DG. Registered Number 3302715.