

# FREE ONdigital box

while you subscribe to ONdigital.

More choice through your aerial.

on digital



## So what exactly is digital television?

Digital television is simply a better way of watching TV.

You can look forward to pin-sharp pictures and great quality sound. But best of all, there's a whole new world of exciting channels to choose from - with far more of the programmes you really want to watch.

And now thanks to ONdigital, you can be sure getting digital television is refreshingly simple and affordable.

## No dish. No cable. Simply an aerial.

ONdigital is really simple to switch on and use because it comes through a normal TV aerial. So you don't need a dish or cable.

All you do need is an ONdigital box that sits on top of your TV and plugs into the back of the set.

## Everything you need for peace of mind

Choose ONdigital and we'll give you everything you need to enjoy the world of digital TV.

Your monthly subscription includes a FREE set-top box with remote control for as long as you subscribe to ONdigital - plus your choice of quality channels, access to your favourite programmes in superb digital quality, and plenty more besides.



## Worry-free viewing

The ONdigital Helpline will help you with any queries or questions you may have quickly and courteously. Just call our Customer Support team on **0870 600 9696**, open 7 days a week, 8am-11pm.

And if your ONdigital box should develop a fault, we'll promptly replace it free of charge.

## Will my aerial pick up ONdigital?

YES! In the majority of cases, your existing TV aerial will be ideal.

Some viewers may need an upgrade to their existing aerial. Subject to our terms and conditions, ONdigital will be happy to arrange for a Standard Aerial Upgrade by qualified engineers, if required, for a special rate of £40.

Call the ONdigital Customer Support team for further details on **0870 600 9696**.

## Coverage

Already, ONdigital reaches the majority of the UK population. This coverage will rapidly increase over the next 18 months. Ask your retailer to check your coverage and tell you which channels you will be able to receive.

Now read on to discover more about the great ONdigital services your monthly subscription will give you...



## Let your TV make your life simpler

With ONdigital you also get our ONscreen Guide. Fast and easy to use, your guide shows you what's on now and what programmes are to follow, all without interrupting your viewing.

ONdigital subscribers can already play interactive games on their TV.

And soon ONdigital will offer you a range of Pay-per-View programmes. With an optional keyboard, ONdigital customers will even be able to send and receive e-mail through their TV set.

## What channels will I be able to watch?

Receiving digital TV through an aerial is the best way of seeing your favourite channels in digital as well as a wide selection of new ones. That's because digital ITV and the new ITV2 are **not** available on satellite.

You'll also be able to receive BBC ONE, BBC TWO, Channel 4 and Channel 5 in digital quality. Plus other new 'Free-to-View' channels, including BBC NEWS 24 and BBC CHOICE.

On top of these you can receive a choice of other great channels from key broadcasters as well as Digital Teletext (coming soon).

To make things simple, we've grouped the channels you can watch under three headings: Free-to-View, Primary and Premium.

## Free-to-View channels

BBC ONE, BBC TWO, ITV, Channel 4, Channel 5 and Digital Teletext are known as 'Free-to-View' channels. If you receive digital TV through an aerial you can watch them in digital at no extra cost. There are other exciting new Free-to-View channels to watch including ITV2, BBC CHOICE and BBC NEWS 24. All BBC digital services are available as part of the licence fee.

## ONdigital Primary channels

ONdigital lets you view a wide variety of Primary channels which you pay for by subscription. These offer lots for all the family, including documentaries, films, sports and cartoons. Choose any six or go for all of ONdigital's Primary channels - the choice is yours, and the amount you pay depends on the number you take. You also get First ONdigital and Shop! as free bonuses.

## UEFA Champions League

ONdigital viewers can look forward to live coverage of the UEFA Champions League from this Autumn. Free to all ONdigital customers who take six or more Primary channels for the '99/2000 season (subject to coverage), the world's most thrilling club competition is not to be missed.

## ONdigital Premium channels

For a little extra each month you can watch FilmFour or the Sky Premium channels - Sky Premier, Sky MovieMax, and Sky Sports 1 (with Sky Sports 3 as a bonus channel). So you can catch everything from the latest blockbusters to all the live televised Premier League soccer action.





## Pick and mix the Primary channels you want

Some television companies only offer set packages that include channels you don't want. Worse still, you have to pay for the channels you never view.

So it's good to know that ONdigital lets you choose your own Primary channels.

ONdigital is the **only** service which gives you this freedom of choice.

You can also change your choice of channels free of charge. We just ask that you keep them for a minimum of 30 days.

## A great choice of channels

Unless you opt for the Basic Entry Choice you can choose any six or take all of our Primary channels.

That's in addition to two bonus services: First ONdigital (our special showcase service featuring first screenings of major dramas, entertainment, comedy, music and exclusive sporting occasions) and Shop!, a new shopping channel from Granada and Littlewoods.

Then simply add and pay for the Premium channels you want.

As an introductory offer you can choose to receive all ONdigital Primary channels for the price of six for the first three months.

Then, you simply pick those you want to receive to create your very own line up.



## Free-to-View channels

All ONdigital customers have access to Free-to-View channels at no extra cost.



The programmes you know and love in digital quality with more widescreen broadcasts.



The programmes you know and love in digital quality with more widescreen broadcasts.



The BBC's first new general channel since BBC TWO. Scotland, Wales and Northern Ireland each have their own version.



The BBC's vast news gathering resources bring live, uninterrupted coverage of key events as they happen, 24 hours a day.



An integrated television and programming internet service that gives you the knowledge you want in a new and involving way. Look out for the summer launch.



A complete parliamentary service providing factual information on the issues that shape the way we live. (Audio only.)



Great graphics and information, from today's news headlines to shareprices in Japan. Quick and easy to find your way around. (Coming soon.)



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



New from ITV. A contemporary mix of sport, drama, music, factual programmes and entertainment for a younger audience.



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

You will only be able to receive one of these channels.



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



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



Digital Teletext will provide quicker pages, text will be easier to read and the pictures and graphics more detailed. (Coming soon.)

Remember – whilst ONdigital viewers can enjoy digital ITV & ITV2 and Digital Teletext, these services are **not** available for satellite TV subscribers.

\*The BBC brings you these as part of the licence fee.

†Not available in Scotland and Northern Ireland.

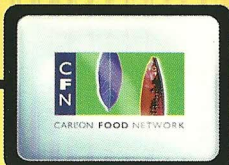


## ONdigital Primary channels

These two channels count as one choice



The very best of contemporary dramas, plus quizzes, movies, comedies, documentaries and sporting and music events. High quality, both acquired and home grown.



Europe's only dedicated food channel, bringing you the world's finest chefs, food experts and celebrities, serving over 50 hours of mouth-watering programmes every week.

These two channels count as one choice



The very best of children's programming: dramas, documentaries, educational series, puppet shows and animation. Wide appeal from tots to teens.



Wide range of factual programmes. Natural history, human interest, health, medicine, fitness, business, finance, travel, food. Also leisure, fashion, DIY, gardening, music, art.

These two channels count as one choice



The channel for inspiration, escape and entertainment, with the focus on homes, antiques, gardening, travel and cookery.



The best of the BBC's factual entertainment about real people, nature, history, science, travel and adventure.



The No.1 for family entertainment, featuring Friends, the Uncovered series, ER and award-winning Dream Team.



The passion, drama and excitement of sport at its highest level: live action from some of the biggest events in the world.



24 hours of high quality choice ranging from vintage 30s titles to contemporary classics. Includes the world's brightest film-making talent.



The only 24-hour all cartoon channel. All time favourites include Tom & Jerry, The Flintstones and Bugs Bunny, plus new toons like Cow and Chicken and Johnny Bravo.



The UK's only music and comedy channel. A mix of harmony and hilarity with lots of new programmes alongside special versions of BBC shows.



Quality British comedy and drama. From Shooting Stars and Only Fools and Horses to Hamish Macbeth and This Life. The kind of TV you want to see again and again.

These two channels count as one choice



The ultimate women's magazine on air, offering the freshest, most compulsive and involving TV.



The ultimate men's magazine on air, featuring the latest test cars, fast bikes and fast women.



"The home of the hits", offering the very best in classic television entertainment from Britain and America.



This cult music channel mixes an irreverent presentation with hits and videos from mainstream and underground music. Coming July 1st.

## ONdigital Premium channels

These two channels count as one choice



Recently-released box office hits, blockbusters, award-winning movies and originally produced films - plus Barry Norman's new film magazine show.



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



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



A bonus channel when you choose Sky Sports 1 (only where available).



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

## ONdigital Free Bonus channels



The High Street on your TV! For the biggest names and the best prices, turn on, sit back and Shop!



Regular specially commissioned programmes and events including dramas, entertainment, comedy and music.



## Will it cost me an arm and a leg?

No, because you choose the Primary channels you want to watch, plus you don't have the expense of buying an ONdigital box.

For the first three months you get all our Primary channels for the price of just six, so you can get to know them before you choose.

Then, after three months, you simply choose any six – or take all Primary channels and increase your subscription by just £2 a month. This offer is not available for those customers who choose the Basic Entry Choice.

## Your choice of ONdigital channels

- Any 6 Primary channels: £9.99 a month
- All Primary channels: £11.99 a month

Then, by paying a little extra, you can enjoy any or all of our Premium channels as well. Simply choose your Premium channels and add them to your selection.

- FilmFour: £5.99 a month extra
- Any 1 Sky Premier channel: £11.00 a month extra
- Any 2 Sky Premier channels: £15.00 a month extra
- All 3 Sky Premier channels: £18.00 a month extra

## Other options

### Channel Menu E

A small number of viewers may only be able to receive Channel Menu E. Your retailer will let you know if this applies to you. As you cannot receive six Primary channels, we give you a choice of Primary and Premium channels at a very special price.

Primary channels	Premium channels	£21.99 a month
Carlton Cinema	Sky Premier	
Cartoon Network	Sky Sports 1	
Sky One		
Eurosport		

Primary channels	Premium channels	£27.98 a month
Carlton Cinema	Sky Premier	
Cartoon Network	Sky Sports 1	
Sky One	FilmFour	
Eurosport		

### Basic Entry Choice

Basic Entry gives viewers a choice of one Primary channel, Shop! and First ONdigital plus the soon-to-arrive Pay-per-View services and access to e-mail for £6.99 a month. Add any Premium channels you like for a little extra when you activate your subscription.

## Joining ONdigital is simple

It's so simple, you can have ONdigital in your home today.

Just sign up at your nearest ONdigital retailer and choose your channels. Your retailer will then give you your ONdigital box, which you simply take home and plug in. Then just switch on, sit back and enjoy digital television at its finest.

Before you go ahead, the store assistant will check and confirm you're within the ONdigital coverage area.

Digital TV from ONdigital. It's the next step in television.



# ONdigital Important Information

Set top box available for hire from ONdigital at no charge for as long as ONdigital subscription maintained. Minimum subscription is £6.99 per month for 12 months. Subject to status. Subscription amount may vary in accordance with the ONdigital subscription contract. Standard Aerial Upgrade fee of £40 may be payable if required. Not available to non-domestic customers (pubs, clubs etc.). 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. Set-top box must be returned or will be collected by ONdigital if subscription contract terminates. Credit/debit cards may be taken as security. One set top box per subscription. Information correct at time of going to press.

For further details, please call ONdigital free on 0808 100 0101 or write to ONdigital Customer Service, PO Box 4, Plymouth PL1 3XU.

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