

Isn't it time
you switched
ON?



January 2001

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.

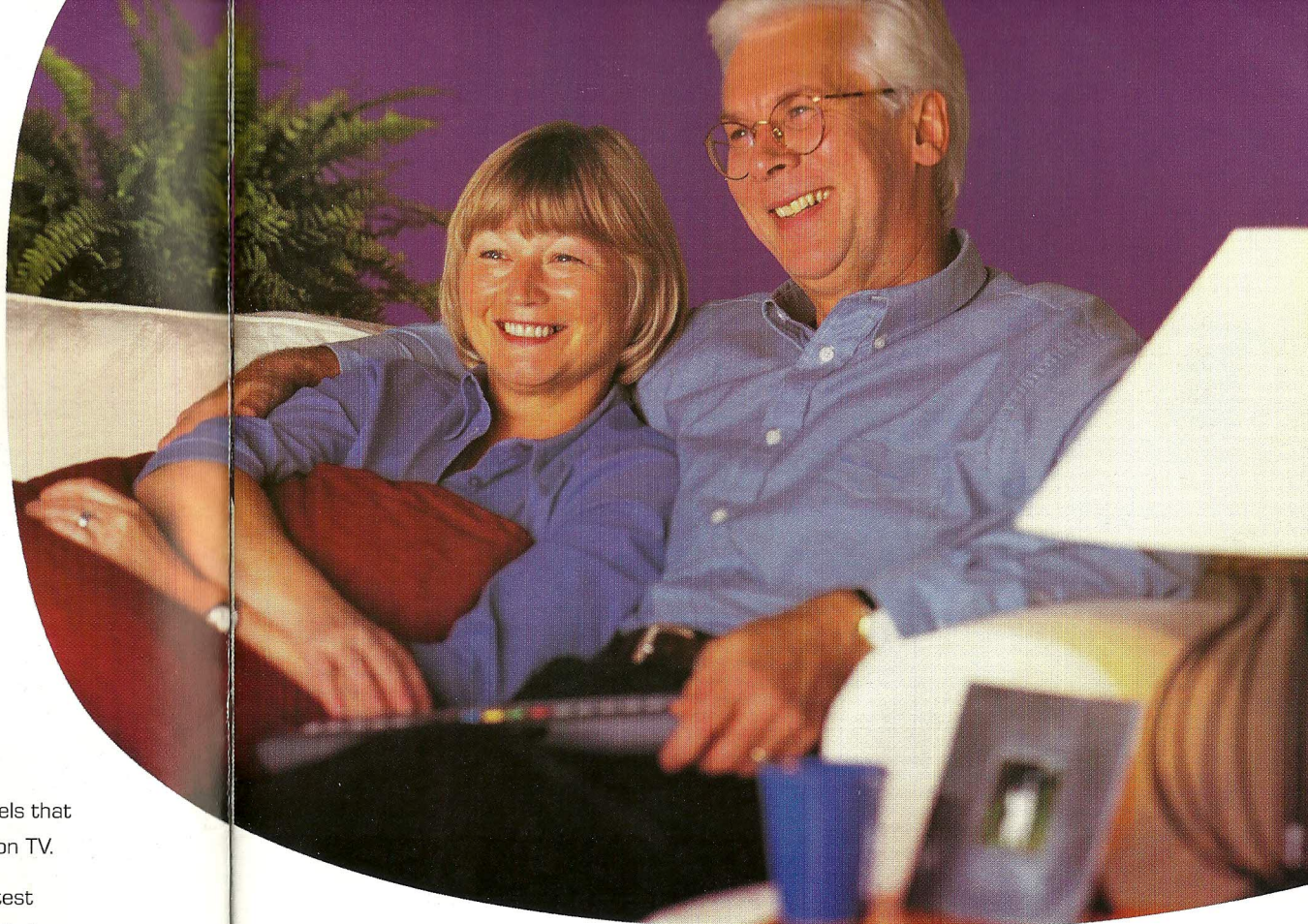
There's something for everyone, from the latest blockbuster movies to top sporting action including coverage of every game in the UEFA Champions League.

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 – Internet access through your TV
- ONgames – interactive games
- ONrequest – pay-per-view service
- ONview – a TV guide and a whole lot more

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



An entertaining mix of programmes including drama, news, journalism, documentaries, comedy and entertainment.



Diverse programming on subjects which captivate, inspire and stimulate, as well as original comedy with a real edge.



A refreshing mix of witty and irreverent original programmes and unexpected theme nights that you won't see anywhere else.



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



BBC Knowledge with its stimulating mix of factual content takes you further into the topics that really interest you.



BBC Parliament brings live, uninterrupted coverage of the House of Commons and 'recorded as live' coverage of the House of Lords.



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



All your traditional favourites, now utterly transformed by digital technology. (Not available on satellite)



A channel for England and Wales with a different view – younger, fresher and sportier. (Not available on satellite)



Northern Ireland's digital terrestrial channel.



It's alternative, edgy, risky, innovative – and now Channel 4 has gone digital.



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



A lively terrestrial channel with better UK-wide coverage than ever before.



Clearer text, web-style graphics, faster, easier... it's definitely not the teletext you know.



The high street on your TV. Shop from your sofa with this channel.



With the launch of the ITN News Channel you can enjoy the latest news from home and abroad as it breaks each morning.



TV Travel Shop has exclusive holiday offers from all the major tour operators.



Simply Money offers viewers information and advice on all consumer and personal finance issues.



FourText gives programme details and times for the current and following day for Channel 4 and FilmFour.



Tele8 provides an hour of Gaelic programmes every day, including cartoons, documentaries, religious services and music shows.



*BBC services are not subscription and are available as part of the licence fee. BBC Parliament – audio only. **Text service and availability depends on box or iTV type. †BBC Choice has dedicated versions available for Scotland, Wales and Northern Ireland. ††S2 available in Scotland, UTV2 available in Northern Ireland. ‡Subscribers in Wales will normally receive S4C. Viewers in Scotland will normally receive TeleG. S4C and S4C2 are only available in Wales.



ONdigital Primary Channels



A very popular channel, featuring favourites like The Simpsons.



The UK's only music and comedy channel.



A quality selection of popular British comedy and drama.



Gardens, homes, cookery and travel to inspire you. Available Monday to Wednesday.



Interesting and informative – the BBC at its factual best. Available Thursday to Sunday.



Great movies, seven days a week.



Exclusive coverage of the UEFA Champions League matches 2000/2001.



Fresh and involving – the ultimate women's magazine on TV.



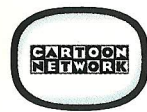
Fast cars, bikes and women – the channel for men who like all the action.



The new entertainment channel from Channel 4 showing brand new series of Friends, ER, Ally McBeal and new UK commissions.



Includes exclusive coverage of live UEFA Champions League matches 2000/2001 and the Tennis Masters Series.



A 24 hour cartoon channel for adults and children.



The world-famous 24 hour youth entertainment channel.



Live sport for all from home and around the world.



TV to tempt your taste buds on Europe's only food channel.



Nickelodeon is stacked with wicked cartoons and the coolest live action, comedy and drama.



Comedy is Paramount. The only channel dedicated to bringing you outstanding comedy from both sides of the Atlantic.



Hit comedies, dramas and soaps from around the world.



Adventure and entertainment for children designed to enlighten kids about the world around them.



A channel dedicated to aviation, space, mankind, adventure and our world.

Premium Channels



A premier film and entertainment channel. It offers the best in quality film and entertainment – guaranteed.



A 24 hour contemporary movie channel. The place for people to chill out and escape to.



FilmBox brings you top British films and other influential and provocative films.



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.



You get Sky Sports 3 free when you choose either Sky Sports 1 and/or Sky Sports 2.



Adult entertainment from midnight to 4am, seven nights a week.



Adult entertainment every night of the week from 12am to 5.30am. Not available in Wales. Minimum subscription of 12 months.

Additional Services



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



ONdigital Prepaid includes free ONmail Starter Pack – email through your television.



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.



An interactive information service offering a TV listings guide, UEFA Champions League news, competitions and loads more.

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.

**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.

on net
Internet
access through
your TV



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 shop on the Internet using ONnet.



Safe surfing

If you have children you'll be pleased to know that ONnet comes with 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 view A TV guide and a whole lot more

An interactive information service offering a TV listings guide, programme highlights, UEFA Champions League news, customer information, competitions and loads more.

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.

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.

How to get ONdigital

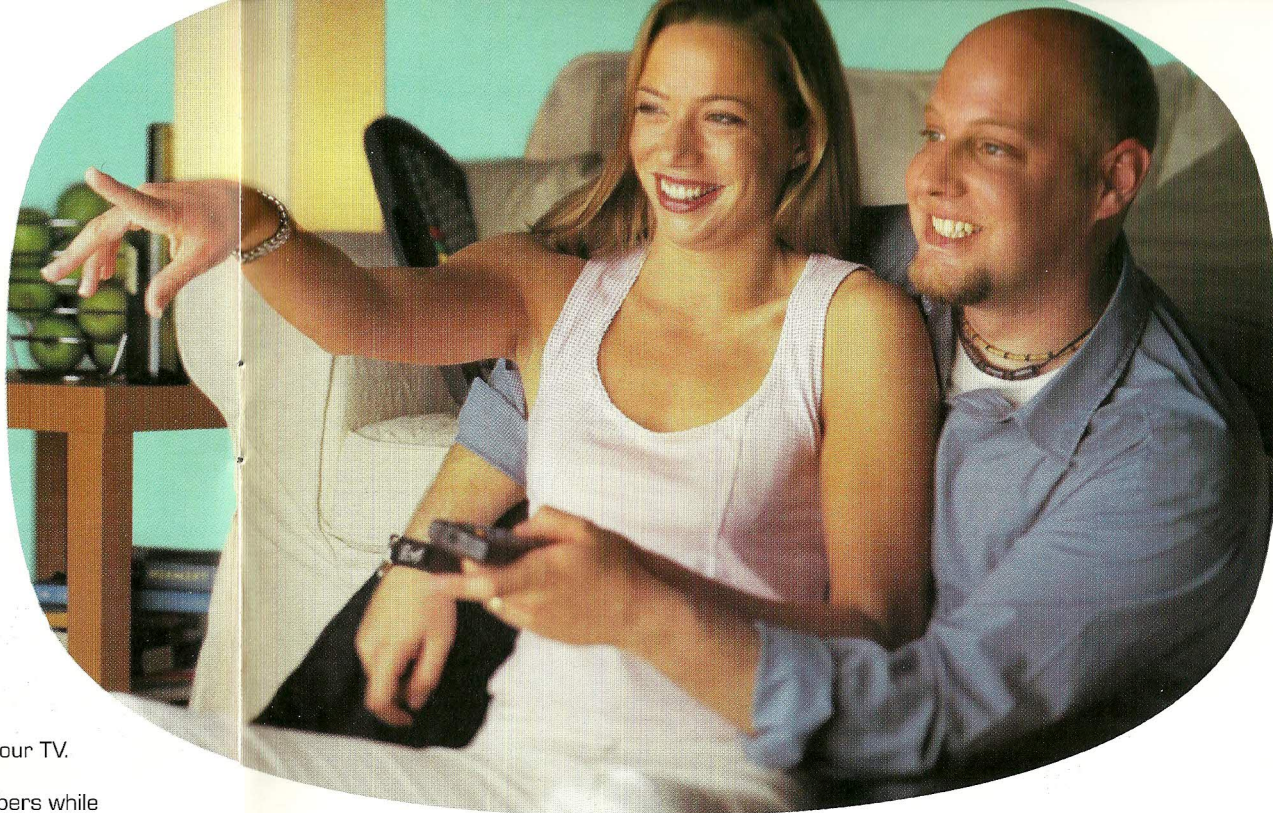
Free ONdigital box

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 – Internet access through your TV for just £5 extra per month (plus call charges). Your ONnet box sits neatly on top of your ONdigital box and is free while you subscribe.



idTV

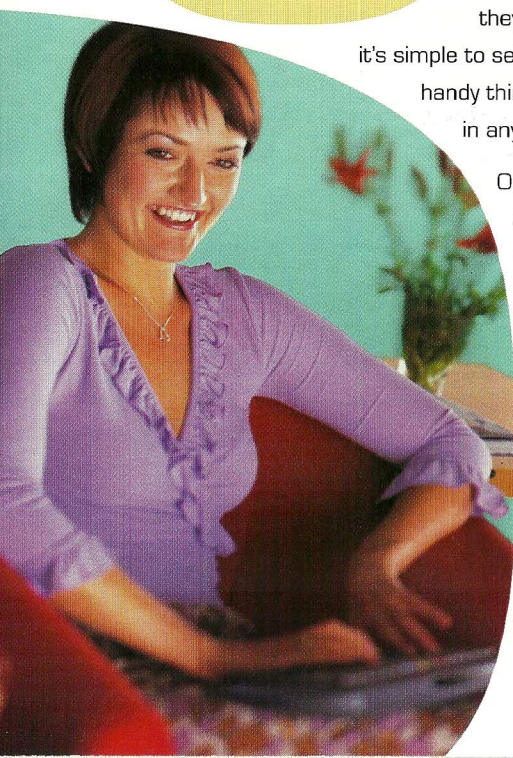
idTVs are preloaded with any six available Primary channels for 12 months.

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 at no extra cost. You can also choose to take ONnet – 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 CAM module, supplied free of charge.) You will be sent this Smartcard together with your CAM, 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 – £13.00 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 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 £3 per month extra you can also receive ALL available ONdigital Primary channels for the first 12 months.

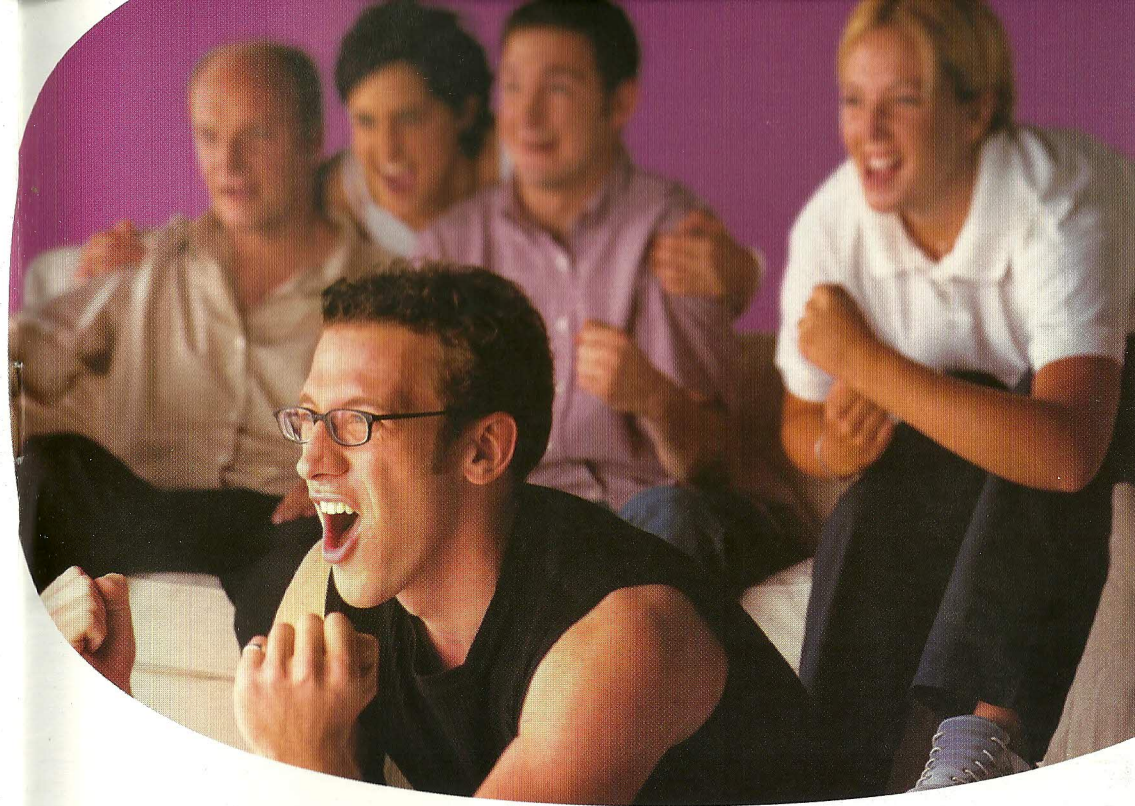
And you can also add any of our popular Premium channels for an extra charge. Simply contact ONdigital for further details.

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 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 free while you subscribe. Minimum term of 12 months applies for ONdigital and ONnet subscriptions. Not available to non-domestic customers (pubs, clubs etc). Subject to status. Please check availability with your retailer. Standard Aerial Upgrade fee of £40 will be payable if required. Programming and channels are subject to change. Channel hours may vary. Reception may depend on the type and condition of existing aerial installation. ONnet box must be connected to fixed phonenumber. Set top box must be returned or will be collected by ONdigital if subscription contract terminates. Credit/debit card details may be taken as security. For further details, please call ONdigital free on 0800 100 0101 (calls may be recorded) or write to ONdigital Customer Service, PO Box 4, Plymouth PL1 3XU. Information correct at time of going to press (12/00). ONdigital 2000. Registered Office ONdigital PLC 346 Queenstown Road London SW8 4DG. Registered Number 3302715.