

Pick up ONdigital and start watching tonight.

FREE ONdigital box
while you subscribe to ONdigital.



Isn't it time you switched ON?

on^{digital}

So what exactly is digital TV?

Digital TV is simply a new way of getting better TV. It means you can enjoy crystal clear pictures, sharper sound and many more channels, all on your existing television. And for the first time, you can get all of this through an ordinary TV aerial.

At ONdigital, we've put together an amazing line up of channels that add up to some of the best entertainment television has to offer. You'll find there's something for everyone, from the latest blockbuster movies and popular sit-coms to top sporting action including coverage of all UEFA Champions League matches.

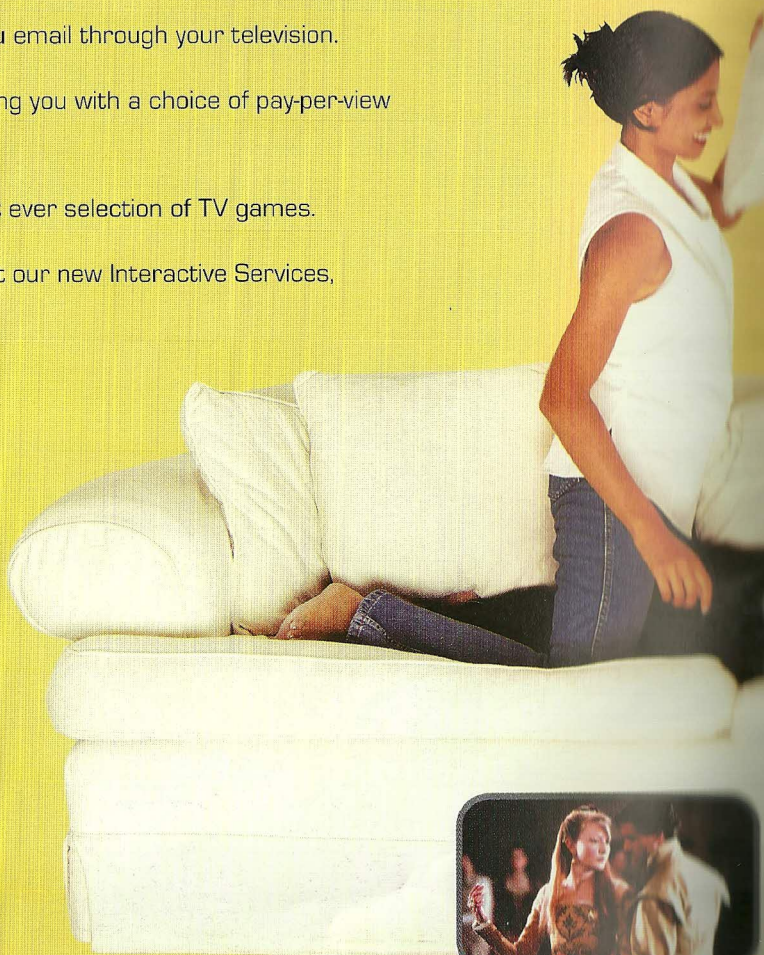
You'll also find we're launching new Interactive Services...

ONmail – bringing you email through your television.

ONrequest – providing you with a choice of pay-per-view entertainment.

ONgames – our best ever selection of TV games.

To discover more about our new Interactive Services, turn to pages 8-10.



Elizabeth courtesy of FilmFour

Pick up ONdigital and you could start watching tonight.

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.

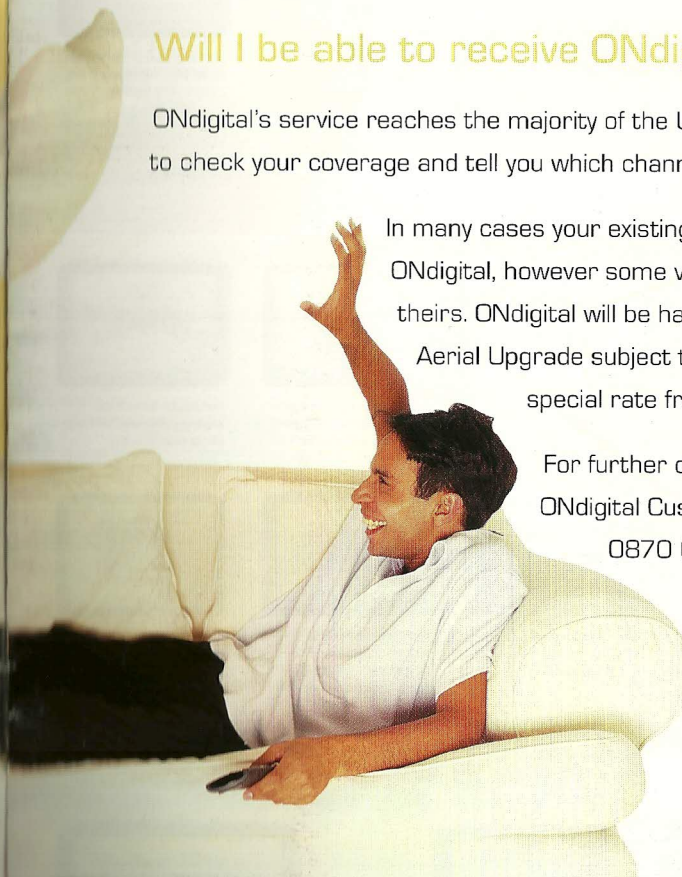
With ONdigital, all you need is a set-top box which plugs into your TV or video. The box comes with clear instructions so it's simple to set-up, and it normally takes less than 20 minutes. It's the convenient choice – you can use the box in any room that has an aerial cable and even take your box with you if you move home.

Will I be able to receive ONdigital?

ONdigital's service reaches the majority of the UK population. Ask your retailer to check your coverage and tell you which channels you will be able to receive.

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

For further details, please call the ONdigital Customer Support team on 0870 600 9696.



UEFA courtesy of Sky Sports



Cow and Chicken courtesy of Cartoon Network



Titanic courtesy of Sky Premier

Free-To-View Channels – available without subscription



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.



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 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.



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



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



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



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



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

*The BBC brings you these channels as part of the licence fee. †S2 available in Scotland.

TV-You available in Northern Ireland. ‡Channel 4 not available in Wales. ††S4C only available in Wales.

ONdigital Primary Channels



Great movies 24 hours a day, 7 days a week.



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



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.



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

These two channels count as one choice



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.



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



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

These two channels count as one choice



One of the UK's most popular channels, featuring the latest Friends, and ER.



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



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.

These two channels count as one choice

ONdigital Free Bonus Channels:



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



Top sporting action from around the world including live and exclusive coverage of the UEFA Champions League and German Bundesliga.

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 drames of the FA Cup.



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

Channel availability subject to coverage.

Interactive Services

Available now



The new way to send email through your television.



Interactive games providing fun for all the family.

Coming soon...



Your choice of pay-per-view entertainment.



Sounds great, but how much will I have to pay for all this?

A lot less than you probably thought.

For a start, you won't have to buy a set-top box. We'll provide it free for as long as you subscribe to ONdigital. And don't forget, you won't need a dish, cable or a new television.

For the Primary channels, simply choose the option that suits you best.

Option 1 – £11.99 a month

All of the Primary channels to add to your Free-To-View channels, plus UEFA Champions League football and Shop!

Option 2 – £9.99 a month

Your pick of six Primary channels to add to your Free-To-View channels, plus UEFA Champions League football and Shop!

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

Option 3 – £6.99 a month

Simply choose your favourite Primary channel. [This option does not include UEFA Champions League.]

For the Premium channels simply choose which channels you would like 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.

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.

on mail – email through your television

ONmail is the great new email service from ONdigital – it's the simple, fun way to stay in touch with family and friends.

With ONmail, you'll be able to communicate through your TV with anyone with an email address, anywhere in the world – and all without interrupting your viewing!

To use ONmail you just need to order your ONmail Starter Pack and when it arrives, connect your ONdigital box to a phone socket.

email for all the family

You can have up to five ONmail accounts per ONdigital box. Each has its own password protection, so every member of the family can have their own private email account.

Another useful feature is the special Reminder Service which reminds you of important dates – so you'll never forget that birthday or anniversary again.



What will it cost?

The ONmail Starter Pack, which includes the ONmail remote keyboard, costs just £30.

There is no monthly subscription and connection is FREE.

Every email message you send costs the same as a quick local call – wherever the destination. So now you can send messages all round the world without worrying about huge telephone bills!



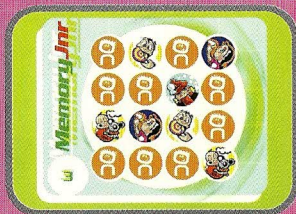
How do I order ONmail?

You can order an ONmail Starter Pack in-store when you join ONdigital. Then, when you have called ONdigital to activate your Viewing Card we will confirm your order and send you your ONmail Starter Pack.



on games – fun for all the family

A channel dedicated to fun and educational games, ONgames provides hours of amusement for every member of the family. There's plenty to keep all ages engrossed and with ONgames 2 launching shortly, the fun just never stops.



Coming soon...

on request – the pay-per-view entertainment service

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 stunning surround sound, it brings the digital cinema to your living room!

You can see what's showing at any time without obligation or commitment and you can even have a free preview to help you select, order and watch one of the convenient viewing times. And with no monthly subscription costs, you simply pay for what you watch.

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

ONrequest will be available to all ONdigital customers.

To find out more about any of ONdigital's Interactive Services ask your retailer today.

What if I want to change my choice of channels?

No problem. One of the best things about ONdigital is that it allows you to pick and mix the choice of Primary channels that's right for you.

You can change your choice of channels free of charge, or add more channels at any time. We just ask you to keep them for a minimum of 30 days. Just call us and we'll be happy to help.

When should I get ONdigital?

NOW!

At the moment the ONdigital box is free while you subscribe. By subscribing now you'll be able to enjoy this season's exciting new TV schedules that will keep you constantly entertained.

Don't forget, if you are thinking of buying a new TV, you may want to consider the new fully integrated digital televisions (the ones with the ONdigital set-top box technology built-in).

A new world of digital television could be yours, today. Simply ask your retailer to check you can receive ONdigital, choose your channels and sign-up today.



ONdigital Important Information

Access to Primary and Premium channels includes a service activation process. 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 a minimum period of 12 months. Subject to status, subscription amount may vary in accordance with the ONdigital subscription contract. 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. Picture quality and sound reproduction may be affected by the abilities of your television set. Reception may depend on the type and condition of existing aerial installation. Standard Aerial Upgrade fee from £40 will be payable if a Standard Aerial Upgrade is required. 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. One set-top box per subscription. For further details, please call ONdigital on 0808 100 0101 or write to ONdigital Customer Service, PO Box 4, Plymouth PL1 3XU. Telephone calls may be recorded or monitored for training purposes. Copyright ONdigital 2000. Registered Office 346 Queenstown Road, London SW8 4DG. Registered Number 3302715.

www.ondigital.co.uk

Isn't it time you switched ON?

