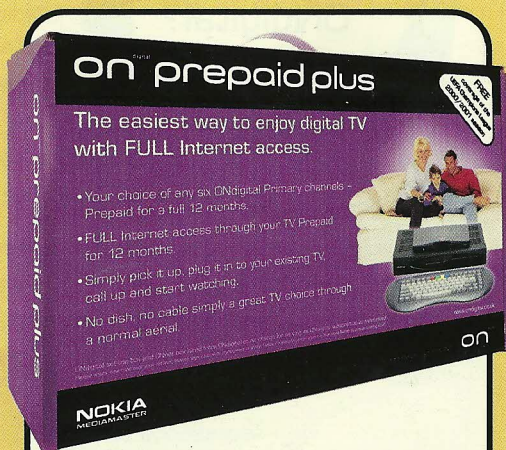


on^{digital} prepaid and on^{digital} prepaid plus

The easiest way to enjoy digital TV



**ONdigital Prepaid now with
FREE ONmail Starter Pack**



**ONdigital Prepaid Plus with
ONnet - FULL Internet
access through your TV.**

**Includes FREE live coverage of the
2000/2001 UEFA Champions League**

So what is digital TV?

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

Better still, digital technology now enables you to use your TV in ways you've never used it before to access exciting new services like the Internet, email, games and shopping from home.

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.

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 television.

You'll find there's something for everyone, from the latest blockbuster movies to top sporting action including coverage of every game in the 2000/2001 UEFA Champions League.

But there's far 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 FULL Internet access through your TV, email through your TV and games.

To discover more about these Additional Services, turn to page 11.



ONdigital Prepaid and Prepaid Plus are two exciting ways of receiving ONdigital. Now let's look a little more closely at each.

What is ONdigital Prepaid?

ONdigital Prepaid, which now includes a FREE ONmail Starter Pack, is the easy way to enjoy the world of ONdigital. For a single one-off payment, you can choose any six available ONdigital Primary channels prepaid for 12 months and receive a FREE ONmail Starter Pack.

ONmail is the fun way to stay in touch with family and friends.

- ONmail lets you communicate with anyone with an email address, anywhere in the world all from the comfort of your armchair
- Use email while watching TV
- With 5 ONmail accounts per ONdigital box, every member of the family can have their own private email account
- The ONmail Starter Pack is FREE with ONdigital Prepaid (telephone charges not included)

How do I get ONmail?

You can request your FREE ONmail Starter Pack, which includes the special ONmail keyboard, when you call ONdigital to choose your six available Primary channels. Delivery of the ONmail Starter Pack is direct to your door.



on mail Email through your television

ONdigital Prepaid Plus is the easy way to enjoy the world of ONdigital with ONnet - the exciting new service that gives you FULL Internet access through your TV. For a single one-off payment, you can choose any six available ONdigital Primary channels plus access to ONnet - prepaid for 12 months.

What is ONdigital Prepaid Plus?

on net FULL Internet access through your TV

Unlike others that only give you access to a handful of sites, ONnet lets you explore the whole of the Internet through your TV.

- Access to ONnet is prepaid for 12 months

with ONdigital Prepaid Plus. All you pay is the cost of telephone calls*

- FREE ONnet box and remote keyboard while you subscribe to ONdigital
- Use the Internet without the need for a PC
- Watch TV while you use the Internet
- Sleek ONnet box is the size of a paperback book
- Comes complete with remote keyboard
- Unique ONnet home page helps you find what you're looking for on the Internet
- ONmail+, our new email service, lets you send video stills and audio clips to any email address in the world
- Full Parental Control for added peace of mind



* For BT customer calls cost just 2p per minute peak and 1p per minute off-peak and at weekends.

Why choose ONdigital Prepaid or Prepaid Plus?

It's simple: Just a single payment – no direct debits, no complicated forms.

It's easy: Digital TV through a normal aerial – no dish, no cable.

It's a free box: FREE ONdigital box for as long as you subscribe to ONdigital.

It's UEFA Champions League: Exclusive action from the 2000/2001 UEFA Champions League for FREE as an ONdigital Prepaid customer.

It's quick: Simply plug in and you could be watching digital TV within minutes. No waiting for installers to call.

It's great choice: Choose any six exciting channels from ONdigital's available Primary channel line-up listed on pages 9-10.

It's all your favourites: FREE access to all the Free-To-View channels you know and love (BBC ONE*, BBC TWO*, ITV, Channel 4 and Channel 5) in superb digital quality, plus all the new digital channels including BBC CHOICE* and ITV2.

It's flexible: Add extra Primary channels or our special Premium channels to your line up at any time for an additional payment.

It's extra: As well as digital TV you could access the following Additional Services

- **on games** – interactive games
- **on request** – our Pay-per-View service
- **on offer** – shopping from the comfort of your sofa
- **on mail** – email through your TV
- **on net** – FULL Internet access through your TV

It's a gift! ONdigital Prepaid and Prepaid Plus make ideal gifts for the whole family.

*BBC services are provided free as part of the licence fee.

What does it cost?

What does ONdigital Prepaid and Prepaid Plus cost?

ONdigital Prepaid – for a single one off payment you can choose any six available ONdigital Primary channels and receive a FREE ONmail Starter Pack.* Add more channels for an extra monthly subscription.

ONdigital Prepaid Plus – for a single one off payment you can choose any six available ONdigital Primary channels and access ONnet – FULL Internet access through your TV, prepaid for 12 months.* Add more channels for an extra monthly subscription.

*Telephone charges not included.



How to buy

How to buy ONdigital Prepaid and Prepaid Plus

1. Check your home's coverage at your nearest ONdigital retailer. If ONdigital Prepaid or Prepaid Plus is a gift, check the postcode of the person you are giving it to.
2. Fill in the simple form with your retailer.
3. Pay for your ONdigital box, take it home, set it up and start watching!

How to set up

How to set up ONdigital Prepaid

When you get home, simply plug in your ONdigital box and choose any six of the available ONdigital Primary channels. Make a quick phone call to ONdigital, order your FREE ONmail Starter Pack and straight away you could be watching digital TV at its finest.

Your ONmail Starter Pack will be delivered direct to your home, simply connect your ONdigital box to a telephone socket and you'll be able to email anyone with an email address anywhere in the world.

How to set up ONdigital Prepaid Plus

When you get home, simply plug in your ONdigital box and choose any six of the available ONdigital Primary channels. Then, connect your ONnet box to a telephone socket and using the remote keyboard you can explore the whole of the Internet through your TV.

How to add extra channels

How to add extra channels to your line up

Adding extra channels is easy. Use the details provided in your ONdigital Prepaid or Prepaid Plus box to select your new channels, then call ONdigital Customer Services on 0870 600 8686.
















How much will it cost to upgrade?

For a little extra each month you can watch even more channels. So you can catch everything from the latest blockbusters to live Premiership football.

All Primary channels	- £ 2.00 per month extra
Any one Sky Premium channel	- £11.00 per month extra
Any two Sky Premium channels	- £15.00 per month extra
Any three Sky Premium channels	- £18.00 per month extra
Any four Sky Premium channels	- £20.00 per month extra
FilmFour	- £ 5.99 per month extra



ONdigital Prepaid and Prepaid Plus give you access to these Free-To-View channels

 <p>A rich and diverse mix of entertainment including live news, compulsive drama, new comedy and powerful documentaries.</p>	 <p>Diverse, innovative and contemporary programming on specialist subjects which captivate, inspire and stimulate.</p>	 <p>BBC Choice is the BBC's entertainment channel for digital viewers. A mix of witty, irreverent and original programmes.</p>	 <p>24 hour news from the BBC with headlines every 15 minutes and live coverage of events as they happen around the world.</p>	 <p>BBC Knowledge is the BBC's factual channel for digital viewers, with insightful and stimulating content, both on-screen and on-line.</p>	 <p>BBC Parliament brings live, uninterrupted, unmediated coverage of the House of Commons. Democracy In Action. (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>You know what's on. But the quality of the picture and sound may come as a surprise. Not available on satellite.</p>	 <p>From ITV, a mix of drama, entertainment, music, and sport, including coverage of UEFA Champions League. Not available on satellite.</p>	 <p>The quality programmes you'd expect, but with widescreen pictures and CD sound.</p>
 <p>Home-grown programming for Wales, 12 hours a day.</p>	 <p>S4C2 is a bi-lingual service, broadcasting live debates from the National Assembly for Wales whenever the Assembly is in session.</p>	 <p>Popular mainstream viewing with entertainment, new comedy, drama and films plus sport and documentaries.</p>	 <p>Digital Teletext provides quicker pages, text that is easier to read and more detailed pictures and graphics.</p>	 <p>Tele8 provides an hour of Gaelic programmes every day, including cartoons, documentaries, religious services and music shows.</p>	 <p>The High Street on your TV screen. Do your shopping from your sofa with this free-to-view channel.</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, broadcasting from 5.30am to 9am.</p>	 <p>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.</p>	 <p>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.</p>	

*The BBC brings you these for free as part of the licence fee - Parliament - audio only, ‡S4C and S4C2 only available in Wales, †S4C and S4C2 only available in Wales, †S4C and S4C2 only available in Wales, †S4C and S4C2 only available in Wales, †S4C and S4C2 only available in Wales.

The choose any six of these great ONdigital Primary channels

 <p>One of the UK's most popular channels, featuring the latest Simpsons and Dream Team.</p>	 <p>For adults as well as children. The only 24-hour all-cartoon channel.</p>	 <p>The UK and Ireland version of the world-famous 24-hour youth entertainment channel.</p>	 <p>Live sports for all - football, motorsport, tennis, rugby, cycling, athletics - from home and abroad.</p>	 <p>The UK's only music and comedy channel.</p>	 <p>A quality selection of popular British comedy and drama.</p>	 <p>Gardens, homes, cookery and travel... your channel for inspiration. Available Mon to Weds.</p>
 <p>From Hollywood blockbusters to British classics, great movies throughout the day.</p>	 <p>Exclusive live coverage of UEFA Champions League matches on Tuesday evenings.</p>	 <p>Fresh and involving - the up to the minute women's magazine on TV.</p>	 <p>Fast cars, bikes and women - the channel for men who like all the action.</p>	 <p>The home of the hits - comedies, dramas and soaps from around the world.</p>	 <p>Entertainment to enlighten and inform kids about the world around them.</p>	 <p>Adventure programming on a channel devoted to everything we've ever made to fly.</p>

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

Plus...




ONdigital Prepaid includes FREE ONmail Starter Pack - email through your television



ONdigital Prepaid Plus includes ONnet - FULL Internet access prepaid for 12 months

For an extra cost you can also subscribe to ONdigital's Premium channels

 <p>Recently-released box office hits, blockbusters, award-winning movies and originally produced films.</p>	 <p>A potent cocktail of action, comedy, romance and cutting-edge independent cinema - pure movies with attitude.</p>	 <p>The best in modern independent cinema from the UK, Europe and the US every night from 6pm.</p>	 <p>The best of British live sport. In-depth sporting analysis. A wide range of sport-related programmes including Premier League Football.</p>	 <p>All the best sporting action including live coverage of international cricket test matches, rugby union, golf and the dramas of the FA Cup.</p>
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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.

Additional Services:

 <p>Your choice of pay-per-view entertainment. Watch some of the latest blockbuster movies as well as specially commissioned events.</p>	 <p>Interactive games providing fun for all the family.</p>	 <p>Bringing exclusive offers to ONdigital customers.</p>
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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 telephone. 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 FREE with ONdigital Prepaid and Prepaid Plus. For an additional cost each month you could subscribe to Sky Sports 1, 2 & 3 Premium channels and catch all the 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

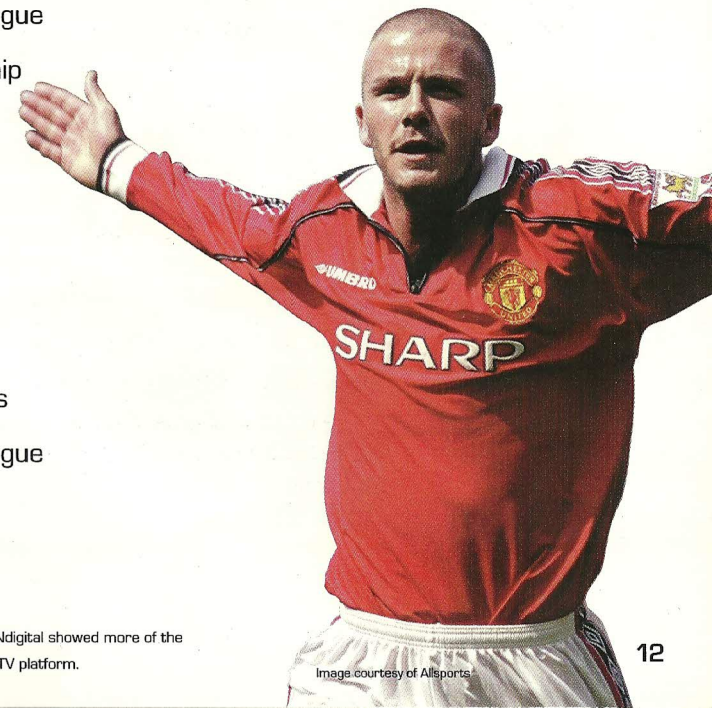
AXA FA Cup

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.

Image courtesy of Allsports

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 Prepaid or Prepaid Plus. So call in to your nearest ONdigital retailer and ask for ONdigital Prepaid or Prepaid Plus, the easiest way to enjoy digital TV.



Your questions answered

Q. Will my aerial receive ONdigital?

A. In the vast majority of cases, yes. However, some people may find they need an aerial upgrade. Subject to our terms and conditions, ONdigital will be happy to arrange for a Standard Aerial Upgrade if required for a special rate of £40.

Please refer to Important Information overleaf.

Q. Can I receive coverage of all ONdigital's channels?

A. ONdigital presently covers the majority of UK households, so most people will be able to receive ONdigital's channels. Please make sure you check your postcode for coverage.

Q. Where can I get more information?

A. If you need more information about ONdigital Prepaid or Prepaid Plus, call ONdigital Customer Services FREE on 0808 100 0101.

Q. What happens at the end of 12 months?

A. You can extend your ONdigital viewing for as long as you like by making a quick call to ONdigital Customer Services.

Q. Do I own my FREE ONdigital box?

A. No. ONdigital customers have FREE use of ONdigital boxes for the duration of their subscription to ONdigital. If you cancel your subscription, we will arrange with you for the box to be returned.

Q. How about my ONnet box and keyboard?

A. Again, ONdigital customers have FREE use of the ONnet box and keyboard for the duration of their subscription to ONdigital. If you cancel your subscription, we will arrange for the ONnet box and keyboard to be collected.

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 you set top box and/or ONnet box to a fixed telephone line will be necessary to use ONmail and/or ONnet services, local rate telephone call charges will apply. For further details please call ONdigital on 0808 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 345 Queenstown Road London SW8 4DG. Registered Number 3302715.