

on<sup>digital</sup> prepaid and  
on<sup>digital</sup> prepaid plus

# Free Kicks

Enjoy  
Sky Sports  
1, 2 & 3  
free for  
2 months

when you buy ONdigital Prepaid  
or Prepaid Plus.

**SKY SPORTS 1**

**SKY SPORTS 2**

**SKY SPORTS 3**

Final whistle on this offer, 1st April 2001



Image courtesy of Allsport

on<sup>digital</sup>

More matches than anyone\*

OD<sup>on football</sup>



Enjoy Sky Sports  
1, 2 & 3 **free**  
for 2 months

ONdigital has always had plenty to offer sports fans. But now we've gone sports mad!

That's because if you buy ONdigital Prepaid or Prepaid Plus on or before April 1st 2001, you could receive Sky Sports 1,2 & 3 **free** for 2 months.

Do you **really** want to miss these matches – or have you missed some of them already?

FA Cup 5th Round	Sky Sports 2	Feb 18	Arsenal v Chelsea
Worthington Cup Final	Sky Sports 2	Feb 25	B'ham City v Liverpool
Six Nations Rugby	Sky Sports 2	March 3	England v Scotland
Third Test Cricket	Sky Sports 2	March 14	Sri Lanka v England
World Cup Qualifier	Sky Sports 2	March 24	England v Finland
World Cup Qualifier	Sky Sports 1	March 24	Scotland v Belgium
FA Carling Premiership	Sky Sports 1	March 31	Liverpool v Man Utd

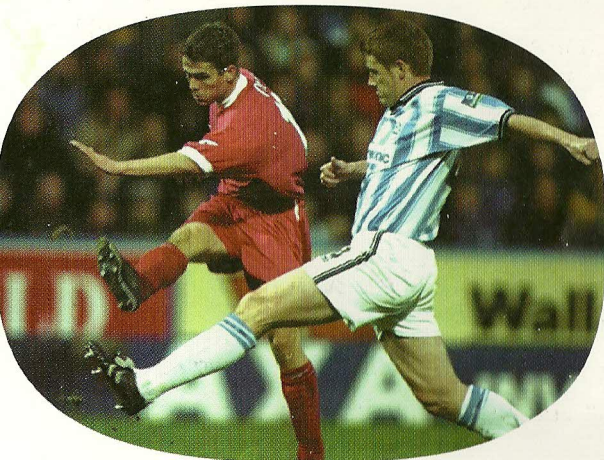


Image courtesy of Allsport

As an ONdigital Prepaid or Prepaid Plus customer you will receive any 6 available Primary channels prepaid for 12 months.

Plus, **free** live coverage of UEFA Champions League 2000/2001.

All delivered through a normal aerial, with no need for a dish or cable and with clearer pictures and sharper sound than ever before.

How to get  
Sky Sports  
1, 2 & 3 **free**  
for 2 months

To enjoy top football action from the Premier League and FA Cup, not to mention top rugby, golf, cricket and tennis all you have to do is follow these three simple steps:

- 1 Check your home's coverage with your ONdigital retailer.
- 2 Complete an ONdigital Prepaid customer agreement in store and make a single one off payment for Prepaid or Prepaid Plus.
- 3 When you get home, call ONdigital and quote promotion code **SS4**, provide your credit card or direct debit details and we'll do the rest.

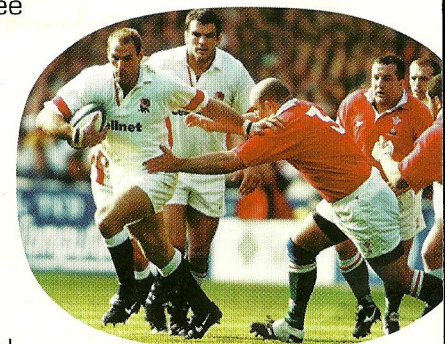


Image courtesy of Allsport

As an ONdigital customer you could enjoy the latest in entertainment and cutting edge interactive services.

- Over 50 fantastic channels of amazing entertainment including Sky One, MTV, UK Gold, Nickelodeon and E4
- Internet access to millions of websites through your existing TV
- Over 700 movies a month with channels such as Sky Premier and FilmFour
- Your choice of pay-per-view entertainment with ONrequest
- Flexibility to choose the channels you want to watch

ONdigital  
offers more  
than just sport!



## 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 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.

When you subscribe to ONdigital, you will receive all the 'free-to-view' channels such as BBC ONE through to Channel 5, together with channels that satellite viewers simply can't receive, like ITV digital and ITV2.

You can also choose from the ONdigital Primary channel selection, which includes MTV, Nickelodeon, Paramount, E4 and Sky One, to name but a few.

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 Internet access through your TV, email through your TV and interactive games.





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.



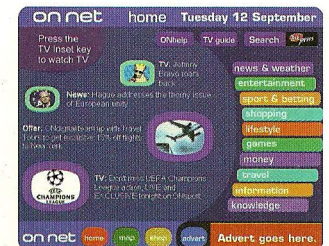
## on mail Email through your television

ONdigital Prepaid Plus is the easy way to enjoy the world of ONdigital with ONnet – the exciting new service that gives you 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.

## on net Internet access through your TV

Unlike others that only give you access to a handful of sites, ONnet lets you explore millions of websites 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
- 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
- Parental Control for added peace of mind

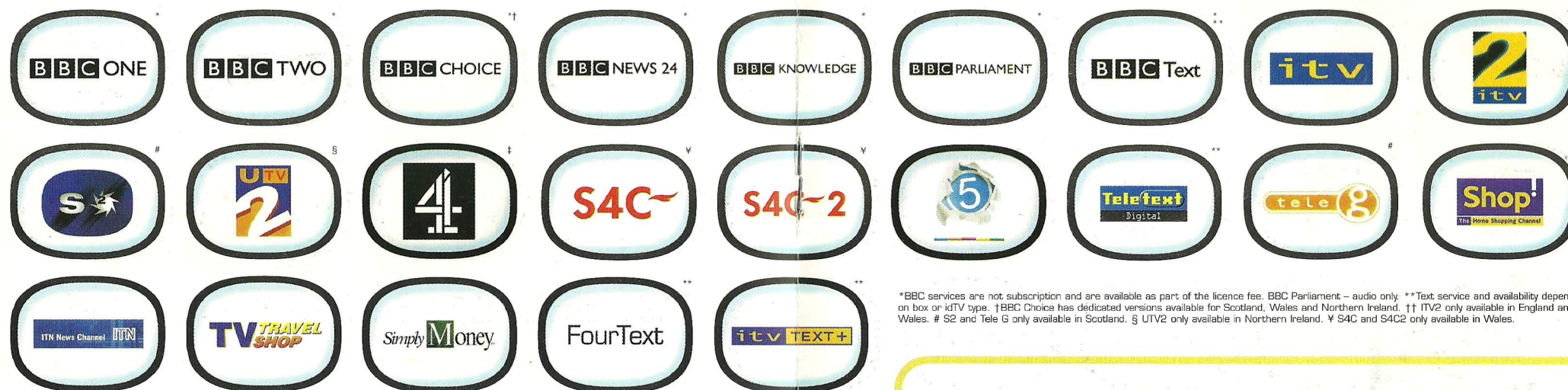


\* For BT customers calls cost just 2p per minute peak and 1p per minute off-peak and at weekends.

## What is ONdigital Prepaid Plus?

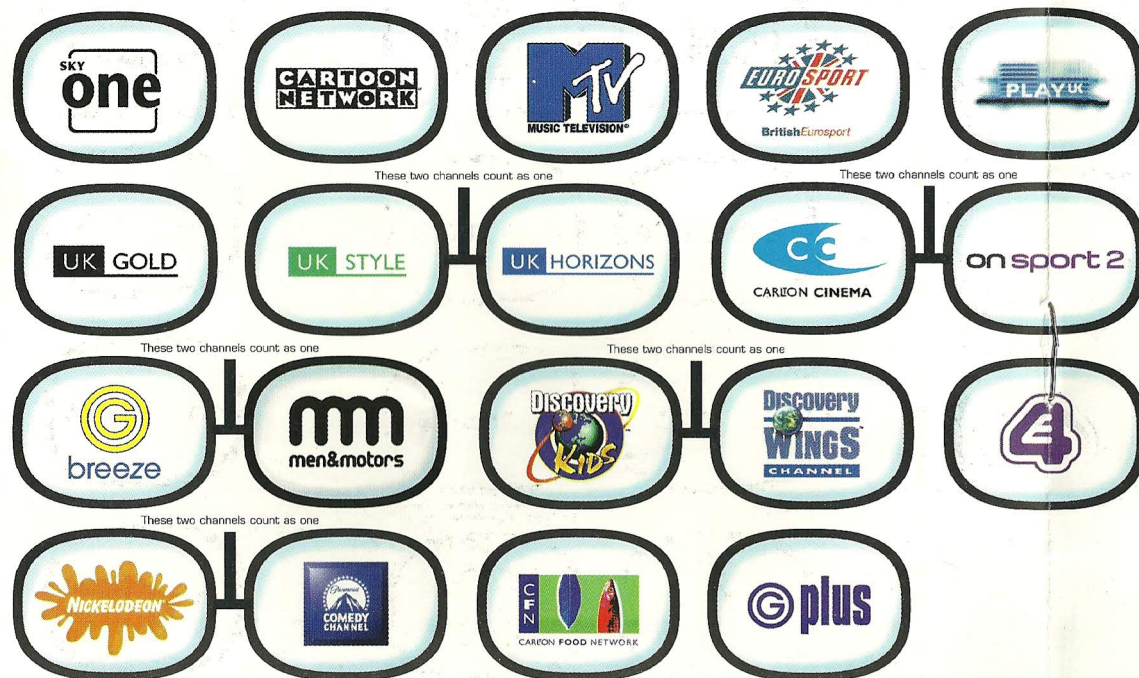


ONdigital Prepaid gives you access to these Free to View Channels:

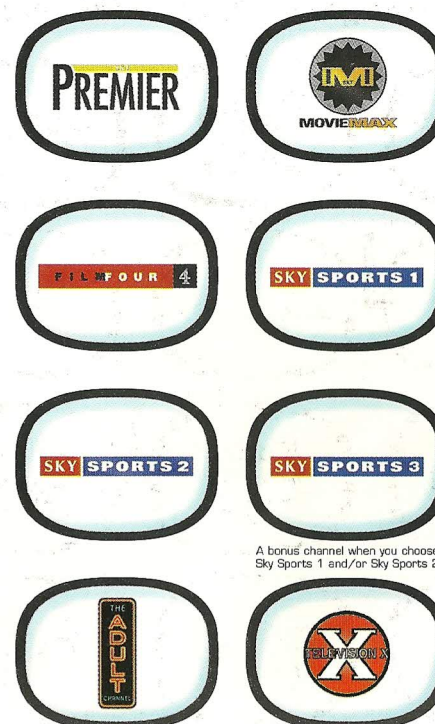


\*BBC services are not subscription and are available as part of the licence fee. BBC Parliament - audio only. \*\*Text service and availability depends on box or iTV type. †BBC Choice has dedicated versions available for Scotland, Wales and Northern Ireland. †† ITV2 only available in England and Wales. # S2 and Tele G only available in Scotland. § UTV2 only available in Northern Ireland. ¥ S4C and S4C2 only available in Wales.

Then choose any six of these great ONdigital Primary Channels:



For an extra cost you can also subscribe to any of these ONdigital Premium channels by direct debit or credit card:



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

Not available in Wales

Bonus Channel:



Additional Services:





## Why choose ONdigital Prepaid or Prepaid Plus?

**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 Sky Sports 1, 2 & 3:** Free for

2 months when you purchase ONdigital Prepaid or Prepaid Plus on or before 1st April 2001.

**It's UEFA Champions League:** Exclusive action from the 2000/2001 UEFA Champions League for free as an ONdigital Prepaid or Prepaid Plus 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 available channels from ONdigital's Primary channel line-up listed on pages 8-9.

**It's all your favourites:** Free access to the Free-To-View channels you know and love (BBC ONE\*, BBC TWO\*, ITV, Channel 4 and Channel 5) in superb digital quality, plus 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** – pay-per-view service
- **on view** – a TV guide and a whole lot more
- **on mail** – email through your TV
- **on net** – Internet access through your TV

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

## What does it cost?

### What do ONdigital Prepaid and Prepaid Plus cost?

**ONdigital Prepaid** – 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.\* 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 – Internet access through your TV, prepaid for 12 months.\* Add more channels for an extra monthly subscription.

\*Telephone charges not included.





## 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 available Primary channels	- £ 3.00 per month extra
Any one Sky Premium channel	- £12.00 per month extra
Any two Sky Premium channels	- £16.00 per month extra
Any three Sky Premium channels	- £19.00 per month extra
Any four Sky Premium channels	- £21.00 per month extra
FilmFour	- £ 5.99 per month extra

**Remember, until 1 April 2001 you can receive Sky Sports 1, 2 & 3 free for 2 months.**



## Additional Services

### on request

#### The pay-per-view entertainment service

Available to all ONdigital customers, ONrequest is the 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 is coverage of top sports and specially commissioned events.

### 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.

### 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.





## 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. ONdigital will be happy to arrange for a Standard Aerial Upgrade if required for a special rate of £40. Please refer to Standard Terms and Conditions 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.



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

**ONdigital Important Information** You must quote promotion code **SS4** to take advantage of this offer. This offer is only available to new residential monthly pay ONdigital programme subscribers who subscribe to at least 6 Primary Channels for the first 2 months of their subscription term and to new residential Prepaid, Prepaid Plus and Preloaded subscribers who provide ONdigital with authority to make charges to their credit card or bank account (by direct debit) if the customer chooses to subscribe to channels that have not been Prepaid and/or continues to receive the Sky Sports channels featured in this promotion following the end of the free provision promotional period. This offer is only available to customers in ONdigital predicted coverage menu areas A-D only. **The offer is not available** in conjunction with any other offer except that regular monthly pay customers will remain entitled to receive all available Primary channels for the price of 6 for the first 3 months of their 12 month Minimum subscription Term. **The offer comprises** 2 months' free subscription to Sky Sports 1 and/or Sky Sports 2 (where available) during the first 2 months of a 12 month minimum subscription to ONdigital, Sky Sports 3 (where available) will also be provided in addition to Sky Sports 1 and/or 2 during this period. ONdigital will not charge you for 2 months for Sky Sports 1 and/or Sky Sports 2 but will charge you for any other Premium channels you choose as if you are not receiving Sky Sports 1 and/or Sky Sports 2. All other channels will be charged at standard rates.

**At the end of the promotional period** ONdigital will charge you at its standard Primary and Premium channel rates for your choice of channels. ONdigital will write to you before the end of the promotional period to notify you of this and to inform you of ONdigital's current rates at that time. **This offer is made subject to** you being eligible to subscribe to ONdigital in accordance with ONdigital's standard terms and conditions – a copy of which is available on request from ONdigital. Offer subject to availability of Sky Sports 1 and Sky Sports 2 in your area. ONdigital reserves the right to withdraw the offer at any time prior to concluding a subscription agreement with you. At time of going to press this offer is available between 9th February and 1st April 2001.

**General subscription 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 a minimum period of 12 months (£9.99 with this promotion). 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. Reception may depend on the type and condition of existing aerial installation. Standard Aerial Upgrade policy applies, 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. Information correct at time of going to press (February 2001). 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 2001. Registered Office 346 Queenstown Road, London SW8 4DG, Registered Number 3602715.