

on^{digital} prepaid

The easiest way to enjoy digital TV



Includes FREE live coverage of
the UEFA Champions League

Isn't it time you switched ON?

on^{digital}

What is digital TV?

Digital TV is simply the best way to watch television. You can look forward to pin-sharp pictures and great quality sound. Best of all, there's a whole new world of exciting channels and services to choose from.

What is ONdigital?

ONdigital is the simple solution to multi-channel digital television. That's because it comes through a normal TV aerial so you don't need a dish or cable.

Introducing ONdigital Prepaid

ONdigital Prepaid is new from ONdigital. For a single one-off payment you can choose any six of ONdigital's exciting Primary digital channels listed on pages 4-5* - Prepaid for a whole 12 months. That makes it the easiest way to enjoy digital television.

Why choose ONdigital Prepaid?

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 UEFA Champions League for FREE as an ONdigital Prepaid customer.

It's quick: Simply plug in for digital TV within minutes. No waiting for installers to call.

It's great choice: Choose any six exciting channels from ONdigital's Primary channel line-up listed on pages 4-5*.

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 a modest additional payment.

It's extra: As well as digital TV you receive the new Digital Teletext service, interactive games and access to ONmail, our exciting new service bringing you email through your TV. See pages 6 - 7 for more details.

It's a gift! ONdigital Prepaid is the gift that everyone's sure to love.

*Some homes in certain areas may not be able to receive all ONdigital Primary channels. For more information, check our postcode coverage book in-store or ask your customer services assistant.

†ITV/ITV2 not available on satellite.

How to buy ONdigital Prepaid in three simple steps

1. Check your home's coverage at a retail outlet. If ONdigital Prepaid 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 ONdigital Prepaid?

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

How to add extra channels to your line up

Adding extra channels is easy. Use the details provided in your Prepaid 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 gives you access to these Free-To-View Channels:



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.

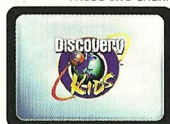
Then choose any six of these great ONdigital Primary Channels:



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.



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.



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.

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.

For an extra cost you can also subscribe to ONdigital's 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 dramas of the FA Cup.



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

ONdigital's Interactive Services:



Email through your television.



Interactive games providing fun for all the family.



Your choice of pay-per-view entertainment.

Available now

Coming soon

Channel availability subject to coverage. *See inside box for further details.

Interactive Services

on mail

– email through your television

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

With ONmail you'll be able to communicate with anyone with an email address, anywhere in the world, while watching TV at the same time!

email for all the family

You can have up to five ONmail accounts per ONdigital box. Each has its own password, 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.

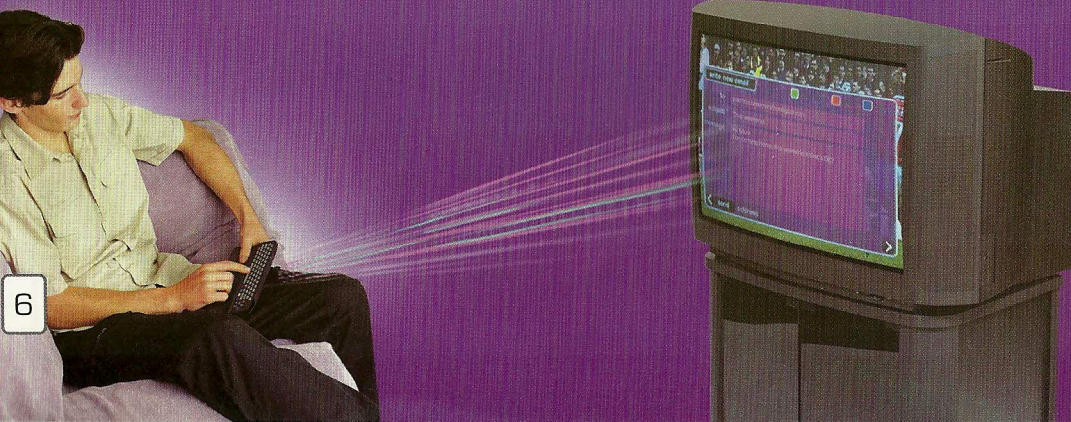
To use ONmail, simply order your ONmail Starter Pack and when it arrives, connect your ONdigital box to a phone socket.

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.

How do I join up to ONmail?

You can sign up to ONmail when you call ONdigital to choose your six Primary channels. Delivery of the ONmail Starter Pack is direct to your door.



ONgames – 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...

ONrequest – 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 and then just select, order and watch at 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.

These interactive services will be available to all ONdigital customers. Ask your retailer or call ONdigital Customer Services on 0808 100 0101 to find out more.



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 from £40. Please refer to Important Information below.

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, 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 for the box to be returned.

ONdigital Important Information

Set top box available for hire from ONdigital at no charge for as long as ONdigital subscription is maintained. Standard Aerial Upgrade fee from £40 will be payable if a Standard Aerial Upgrade is required. You must sign the ONdigital contract before acquiring this product. Subject to status. 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. Picture quality and sound reproduction may be affected by the abilities of your television set. 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. At the end of your Prepaid period you will pay our then current rates for the channels. We will write to you before the end of the Prepaid period to give you full details. Information correct at time of going to press. For further details, please call ONdigital free on 0808 100 0101 (calls may be recorded or monitored for training purposes) or write to ONdigital Customer Service, PO Box 4, Plymouth PL1 3XU.

www.ondigital.co.uk

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Isn't it time you switched ON?

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