

Digital television
made simple.

digital
on

So what exactly is digital television?

Digital television is simply a better way of watching TV.

The pictures are pin sharp, the sound is crystal clear, and you can watch in cinema-style widescreen with the latest television sets.

But there's more to digital TV than great sound and pictures, because you also get more of the programmes you really want to watch.

And now thanks to ONdigital, you can be sure getting digital television is refreshingly simple and affordable.

No dish. No cable. Simply an aerial.

ONdigital is really simple to switch on and use because it comes through a normal TV aerial. So you don't need a dish or cable.

All you do need is an ONdigital box that sits on top of your TV and plugs into the back of the set, or a digital TV that has the technology built in.

You can even unplug your box from one television and plug it into another, so you can view digital TV wherever you are in the house.

Once you've bought your ONdigital box or digital TV and completed an application form, you simply switch on and enjoy.

Will my aerial pick up ONdigital?

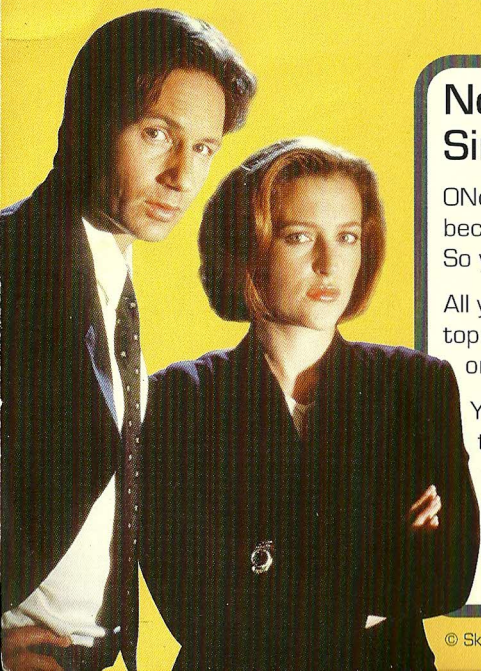
YES! In the majority of cases, your existing TV aerial will be ideal.

Some viewers may need an upgrade to their existing aerial. Subject to our terms and conditions, ONdigital will be happy to arrange for a Standard Aerial Upgrade if required. This includes the adjustment or replacement of most existing domestic aerials.

A free Standard Aerial Upgrade may not be available in every case, if for example your aerial system is particularly complex or is part of a shared system. Written terms and conditions are available on request.

Coverage

Already, ONdigital reaches the majority of the UK population. This coverage will rapidly increase over the next 18 months. Ask your retailer to check your coverage and tell you which channels you will be able to receive.





Let your TV make your life simpler

With ONdigital you also get our ONscreen Guide. Fast and easy to use, your guide shows you what's on now and what programmes are to follow, all without interrupting your viewing.

Soon ONdigital will offer you a range of pay per view programmes. And with an optional keyboard, ONdigital customers will be able to send and receive e-mail through their TV set.

You won't have to upgrade your ONdigital box to get all these services, so you can be sure it's a good long term investment.

What channels will I be able to watch?

Receiving digital TV through an aerial is the best way of seeing all your favourite channels in digital as well as a wide selection of new ones. That's because digital ITV and the new ITV2 are not available on satellite.

You'll also get BBC ONE, BBC TWO, Channel 4 and Channel 5 in digital quality. Plus other new 'free to view' channels, including BBC NEWS 24 and BBC CHOICE.

On top of these you can receive a choice of other great channels from key terrestrial broadcasters as well as Digital Teletext which is coming soon.

To make things simple, we've grouped the channels you can watch under three headings: free to view, primary and premium.



Free to view channels

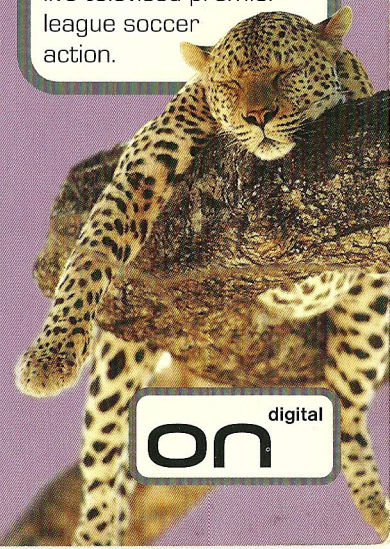
BBC ONE, BBC TWO, ITV, Channel 4, Channel 5 and Digital Teletext are known as 'free to view' channels. If you receive digital TV through an aerial you can watch them in digital at no extra cost. There are other exciting new 'free to view' channels to watch too - ITV2, BBC CHOICE and BBC NEWS 24. All BBC digital services are available as part of the licence fee.

ONdigital primary channels

You can also view a variety of primary channels which you pay for by subscription. These offer lots for all the family, including documentaries, films, sports and cartoons. Choose any six or go for all of ONdigital's primary channels - the choice is yours, and the amount you pay depends on the number you take. You also get First ONdigital and Shop! as free bonuses.

ONdigital premium channels

For a little extra each month you can watch FilmFour or the Sky premium channels - Sky Premier, Sky MovieMax, and Sky Sports 1 (with Sky Sports 3 as a bonus channel). So you can catch everything from the latest blockbusters to all the live televised premier league soccer action.



on^{digital}

Pick and mix – choose the channels you want to watch

Some television companies only offer set packages that include channels you don't want. Worse still, you have to pay for the channels you never view.

So it's good to know that ONdigital lets you choose the channels you want to watch. ONdigital is the only service which gives you this freedom of choice.

A great choice of channels

You can choose any six or take all of our primary channels.

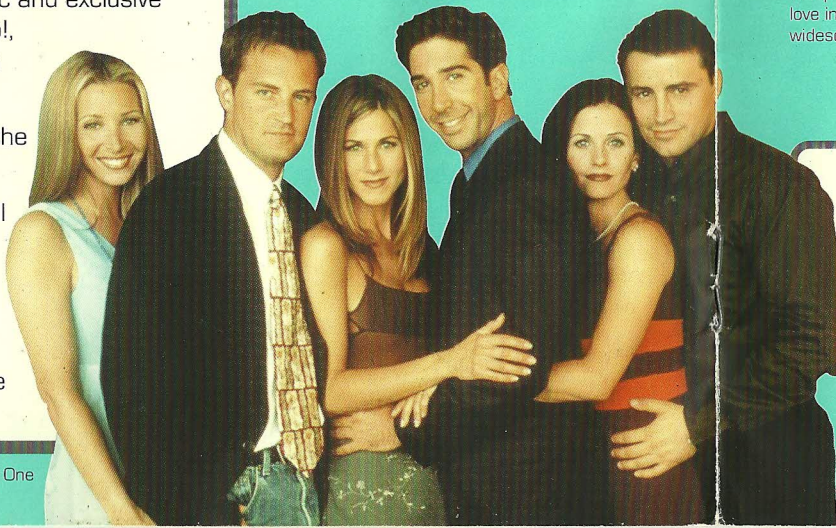
That's in addition to two bonus services: First ONdigital (our special showcase service featuring first screenings of major dramas, entertainment, comedy, music and exclusive sporting occasions) and Shop!, a new shopping channel from Granada and Littlewoods.

Then simply add and pay for the premium channels you want.

As an introductory offer you'll receive all ONdigital primary channels for the price of six for the first three months.

Then, you simply pick those you want to receive to create your very own line up.

You can also change your choice of channels free of charge. We just ask that you keep them for a minimum of 30 days.



© Sky One

Free to view channels - available without subscription:



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 contemporary mix of sport, drama, music, factual programmes and entertainment for a younger audience. Not available on satellite.

Not available in Scotland and Northern Ireland.



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 vast news gathering resources bring you live, uninterrupted coverage of important events as they happen, 24 hours a day.*



The BBC's first new general channel since BBC TWO. Scotland, Wales and Northern Ireland each have their own version.*



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



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



Digital Teletext will provide quicker pages, text will be easier to read and the pictures and graphics more detailed. It is not available on digital satellite.

Coming Soon.

*The BBC brings you these as part of the licence fee.

ONdigital Primary channels:



24 hours of high quality choice ranging from vintage 30's titles to contemporary classics. Includes the world's brightest film-making talent.



The very best of contemporary dramas, plus quizzes, movies, comedies, documentaries and selected sporting and music events. High quality, both acquired and home grown.



Europe's only dedicated food channel, bringing you the world's finest chefs, food experts and celebrities, serving up over 50 hours of mouth-watering programmes every week.



The ultimate men's magazine on air, featuring the latest fast cars, fast bikes and fast women.



The No.1 for family entertainment, featuring Friends, ER, the Uncovered series and award-winning Dream Team.



Quality British comedy and drama. From Shooting Stars and Only Fools and Horses to Hamish Macbeth and This Life. The kind of TV you want to see again and again.



The very best of children's programming: dramas, documentaries, educational series, puppet shows and animation. Wide appeal from tots to teens.



The only 24-hour all cartoon channel. All time favourites include Tom & Jerry, The Flintstones and Bugs Bunny, plus new toons like Cow and Chicken and Johnny Bravo.



Very wide range of factual programmes. Natural history, human interest, health, medicine, fitness, business, finance, travel, food. Also leisure, DIY, gardening, fashion, music, art.



The UK's only music and comedy channel. A combination of harmony and hilarity with lots of brand new programmes alongside special versions of BBC shows.



The channel for inspiration, escape and entertainment, with the focus on homes, antiques, gardening, travel and cookery.



The best of the BBC's factual entertainment about real people, nature, history, science, travel and adventure.



The passion, drama and excitement of sport at its highest level: live action from some of the biggest events in the world.



The ultimate women's magazine on air, offering the freshest, most compulsive and involving television.



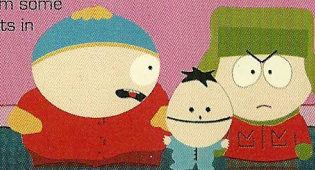
"The home of the hits", offering the very best in classic television entertainment from Britain and America.



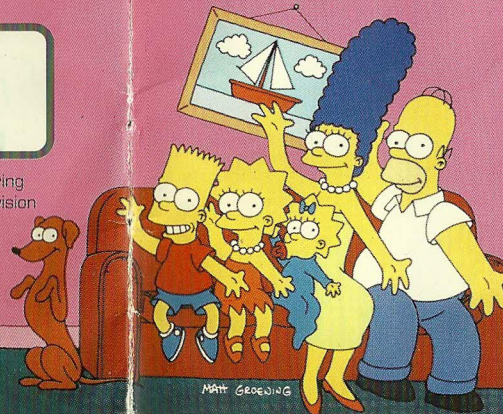
Bonus channel for subscribers The High Street on your TV! For the biggest names and the best prices, turn on, sit back and Shop!



Bonus showcase for subscribers Your bonus showcase series. Regular specially commissioned programmes and events including dramas, entertainment, comedy and music, as well as exclusive sports rights.



© Sky One



Matt Groening

© Sky One

The Simpsons. © and TM Twentieth Century Fox Film Corporation - All Rights Reserved.

ONdigital premium channels:

SKY SPORTS 1

The best of British live sport.
In-depth sporting analysis.
A wide range of sport-related
programmes including
Premier League Football.

SKY SPORTS 3

A bonus channel when you choose
Sky Sports 1.

MI
SKY
MOVIE MAX

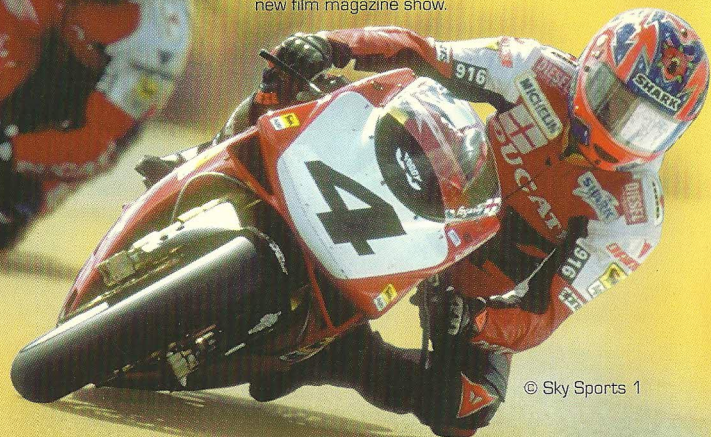
A potent cocktail of action,
comedy, romance and cutting-
edge independent cinema –
pure movies with attitude.

SKY
PREMIER

Recently-released box office hits,
blockbusters, award-winning
movies and originally produced
films – all this plus Barry Norman's
new film magazine show.

FILM FOUR 4

The best in modern
independent cinema from
the UK, Europe and the US
every night from 6pm.



© Sky Sports 1

Will it cost me an arm and a leg?

No, because you only pay for the channels you want to watch.
First, choose one of the following options:

- Any 6 primary channels: £7.99 a month
- All primary channels: £9.99 a month

Then, by paying a little extra, you can watch any or all of our premium channels as well. Simply choose which you want and add them to your selection.

- FilmFour: £ 6.00 a month extra
- Any 1 Sky premium channel: £11.00 a month extra
- Any 2 Sky premium channels: £15.00 a month extra
- All 3 Sky premium channels: £18.00 a month extra

For example, if you opted for six primary channels and Sky Premier, here's how it works:

Six primary channels: £ 7.99 a month
Sky Premier: £ 11.00 a month
TOTAL COST: £ 18.99 a month

Joining ONdigital is simple

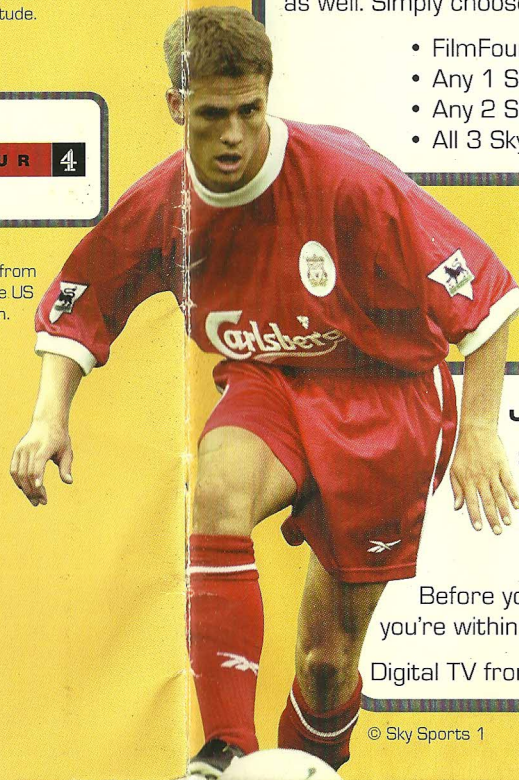
Simply sign up at your nearest ONdigital retailer, choose the channels you want to watch, buy your ONdigital box or integrated digital TV, take it home and plug it in. Then switch on, sit back and enjoy digital television at its finest.

Before you go ahead, the store assistant will check and confirm you're within the ONdigital coverage area.

Digital TV from ONdigital. It's the next step in television.

on
digital

© Sky Sports 1



ONdigital Important Information

All subscription payments are quoted monthly and are inclusive of VAT. Minimum subscription period is 12 months. Subject to status. A one-off connection fee of £20 is payable with the first subscription payment.

Availability of channels and terms of offer may vary according to coverage in your area.

Reception may depend on the type and condition of aerial installation. Other terms and conditions may apply.

If you have any questions, please call
ONdigital Customer Support free on:

0808 100 0101

on digital