

ONdigital Customer Service Centre  
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www.ondigital.co.uk



More choice through your aerial



29th October 1999

Dear 

Welcome to ONdigital.

You've made the right choice. ONdigital is the simplest way to get more choice through your aerial.

And with our exciting channels, you now have even more great television to enjoy. The enclosed pack shows you how to find your way around, and get the best out of your new ONdigital service.

For a taste of what's on in the coming month, take a few moments to flick through the enclosed ONdigital TV Guide. Your Guide lists every ONdigital programme, channel by channel, day by day and you'll receive it every month.

If you'd like to change your choice of channels, nothing could be easier. Just call 0870 600 9696 and we'll take care of it. We just ask you to keep them for a minimum of 30 days. And, if you're a sports fanatic, or film buff, you won't want to miss any of the action on our premium channels from Sky and FilmFour.

Sky Sports 2 has recently been added to the ONdigital channel line up. If you have selected Sky Sports 2, rest assured that although it does not appear in your channel selection it will be included in your ONdigital package.

Like to win a fabulous new Philips digital camera?

We aim to make digital television easy and enjoyable for you, so please let us know if you think we can improve our services. You could help us now by filling in our enclosed questionnaire. It will only take a few moments and you could win a fabulous new Philips digital camera.

Any questions? Just call us on 0870 600 9696. We'll be happy to help.

Yours sincerely

A handwritten signature in black ink that reads 'Gabrielle Simcocks'.

Gabrielle Simcocks  
Director of Customer Marketing



# Free to view channels

ONdigital gives you access to all these free to view channels.



All your traditional favourites, now utterly transformed by digital technology. (Not available on satellite.)



A brand new channel for England and Wales with a different view – younger, fresher and sportier. (Not available on satellite.)<sup>††</sup>



It's alternative, edgy, risky, innovative – and now Channel 4 has gone digital.

either/or



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



All your favourites coming to you bigger and better than ever.\*



The originality and diversity you expect, now with more widescreen broadcasts.\*



Great graphics and information, from today's news headlines to share prices in Japan. Quick and easy to find your way around.\* (Coming soon.)



All the news you need 24 hours a day. News bulletins on the hour and headlines every 15 minutes.\*



A complete Parliamentary service providing factual information on the issues that shape the way we live (audio only).\*



An integrated television programming and internet service that lets you get the knowledge you want in a new and more involving way.\*



Gives you more of what you enjoy, the chance to catch up on programmes you have missed, extended coverage of music and sports and the inside information on your old favourites from BBC ONE and BBC TWO.\*<sup>†</sup>



A new and lively terrestrial channel with better UK-wide coverage than ever before.



Clearer text, web-style graphics, faster, easier... it's definitely not the Teletext you know. (Coming soon.)

## What it costs

After you've subscribed to your primary channels, you can select as many available premium channels as you want:

FILMFOUR – £5.99 a month

1 SKY CHANNEL – £11 a month

2 SKY CHANNELS – £15 a month

3 SKY CHANNELS – £18 a month

SKY SPORTS 1 includes SKY SPORTS 3 as a bonus channel

\* BBC Services are non subscription and are available as part of the licence fee.

<sup>†</sup> BBC Choice: dedicated versions available for Scotland, Wales and Northern Ireland.

<sup>††</sup> S2 available in Scotland, TV-You available in Northern Ireland.



# Primary channels

Sport, movies, cartoons... truly something for everyone.



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



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



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



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



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

These two channels count as one



Fresh and involving – the up to the minute women's magazine on TV.



Fast cars, bikes & women – the channel for men who like all the action.



Real life TV with lifestyle, wildlife, people, business, and travel.



Entertainment and education for children of all ages.



The home of the hits – comedies, dramas and soaps from around the world.

These two channels count as one



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



High quality drama series, comedies and quiz shows.

These two channels count as one



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



You and your home, gardens, travel and leisure, food and wine... your channel for inspiration.



A quality selection of popular British comedy and drama.

## Bonus Primary channels



The UK's only music and comedy channel.



Blockbuster movies, sports, events – see them first on First ONdigital.



Free, live coverage of UEFA Champions League.\*



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

\* Available when you choose more than one primary channel.

# Premium channels

Our premium movie channels bring you a choice of around 700 movies every month, from black & white classics right up to the latest blockbusters. Take your seat whenever you choose.

There's plenty in store for sports fans, too. With ONdigital you can be sure of seeing great live sport on our premium sports channels.



Recently-released box office hits, blockbusters and award-winning movies – all this plus Barry Norman.



Action, comedy and cutting-edge independent cinema – pure movies with attitude.



Top British films, premieres of FilmFour Productions, independent American cinema and the most influential and provocative films from the rest of the world.

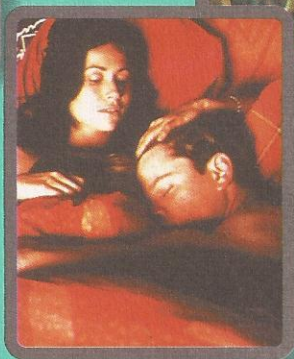
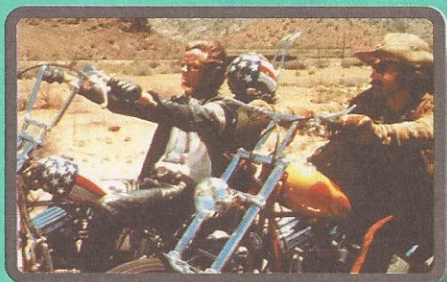
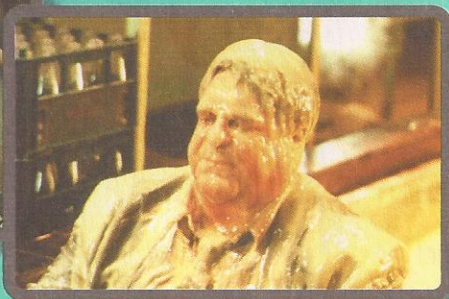
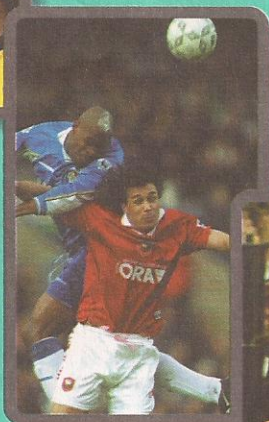
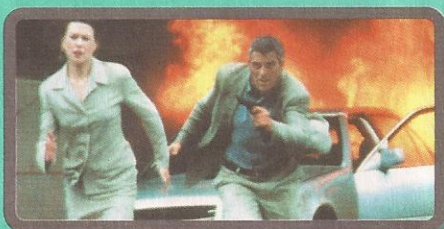


The best live sport and in-depth sporting analysis, plus Premier League Football.



More sport from around the world. You get this free when you choose Sky Sports 1.





#### Questionnaire Prize Draw Terms and Conditions

1. No purchase necessary. 2. There is one prize of a Philips Digital Camera. There is no cash alternative. 3. All completed questionnaires must be sent to ONdigital Customer Services, PO Box 4, Plymouth, PL1 3XU by pre-paid post and must be received by 31.01.00. 4. Entrants must be resident in the UK and over the age of 18. 5. Only one entry per person allowed. 6. Entry to the prize draw is free and must be on official draw coupons obtainable from ONdigital. All competition entries shall belong to ONdigital. 7. The draw will be made by an independent person and the winner will be the first entry drawn at random from all entries received by the closing date. The winner will be notified by post within 28 days of the closing date. 8. ONdigital is not responsible for entries lost, mislaid or damaged. 9. Agents, employees of ONdigital and their families are ineligible to enter. 10. The name and county of the prize winner will be made available after the closing date to those sending a stamped self-addressed envelope marked 'Results'. The Competition Department, ONdigital, 346 Queenstown Road, London, SW8 4DG. 11. The decision of ONdigital is final and no correspondence will be entered into.

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