

digital

on

Prepaid

The easiest way to enjoy digital TV



Includes FREE live coverage of
The UEFA Champions League

More choice through your aerial.

digital
on

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 6 of ONdigital's exciting digital channels listed on page 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 your 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 6 exciting channels from ONdigital's Primary channel line-up listed on page 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.

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 ONdigital's superb new digital Teletext service, interactive games and, coming soon, our e-mail service.

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 booklet instore or ask your customer services assistant.

How to buy ONdigital Prepaid in 3 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 and start watching!

How to set up ONdigital Prepaid?

When you get home, simply plug in your ONdigital box, choose any 6 of the available ONdigital Primary channels, make a quick phone call to ONdigital...and straight away you're watching digital TV at its finest.



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



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.



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



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

either/or



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



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.



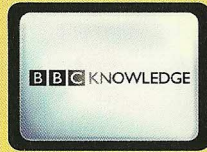
The BBC's vast news gathering resources bring live, uninterrupted coverage of key events as they happen, 24 hours a day.



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



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



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.)

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

† S2 in Scotland. TVYou in Northern Ireland.



Digital Teletext will provide quicker pages, text will be easier to read and the pictures and graphics more detailed. (Coming soon.)

ONdigital Prepaid includes FREE live coverage of The UEFA Champions League

Then choose any six of these great ONdigital Primary Channels:



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



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.



This cult music channel mixes an irreverent presentation with hits and videos from mainstream and underground music.



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

These two channels count as one



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



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.

These two channels count as one



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



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



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



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

These two channels count as one



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



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

These two channels count as one



The very best of contemporary dramas, plus quizzes, movies, comedies, documentaries and 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 over 50 hours of mouth-watering programmes every week.

Plus - you can receive these free bonus channels:



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



Regular specially commissioned programmes and events including dramas, entertainment, comedy and music.

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 per month extra

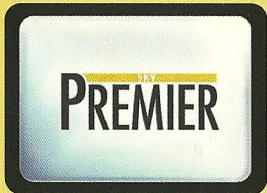
Any one Sky Premium channel – £11 per month extra

Any two Sky Premium channels – £15 per month extra

Any three Sky Premium channels – £18 per month extra

FilmFour – £5.99 per month extra

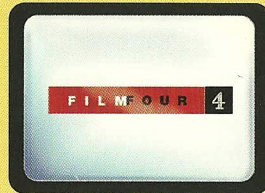
Premium Channels:



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

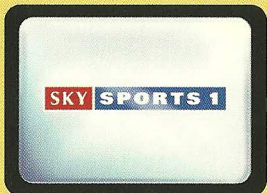


A potent cocktail of action, comedy, romance and cutting-edge independent cinema – pure movies with attitude.

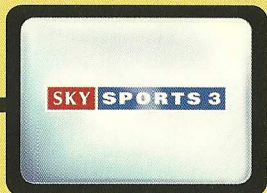


The best in modern independent cinema from the UK, Europe and the US every night from 6pm.

These two channels count as one



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



A bonus channel when you choose Sky Sports 1.

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 rate of £40. Please refer to Important Information on the back cover.

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?

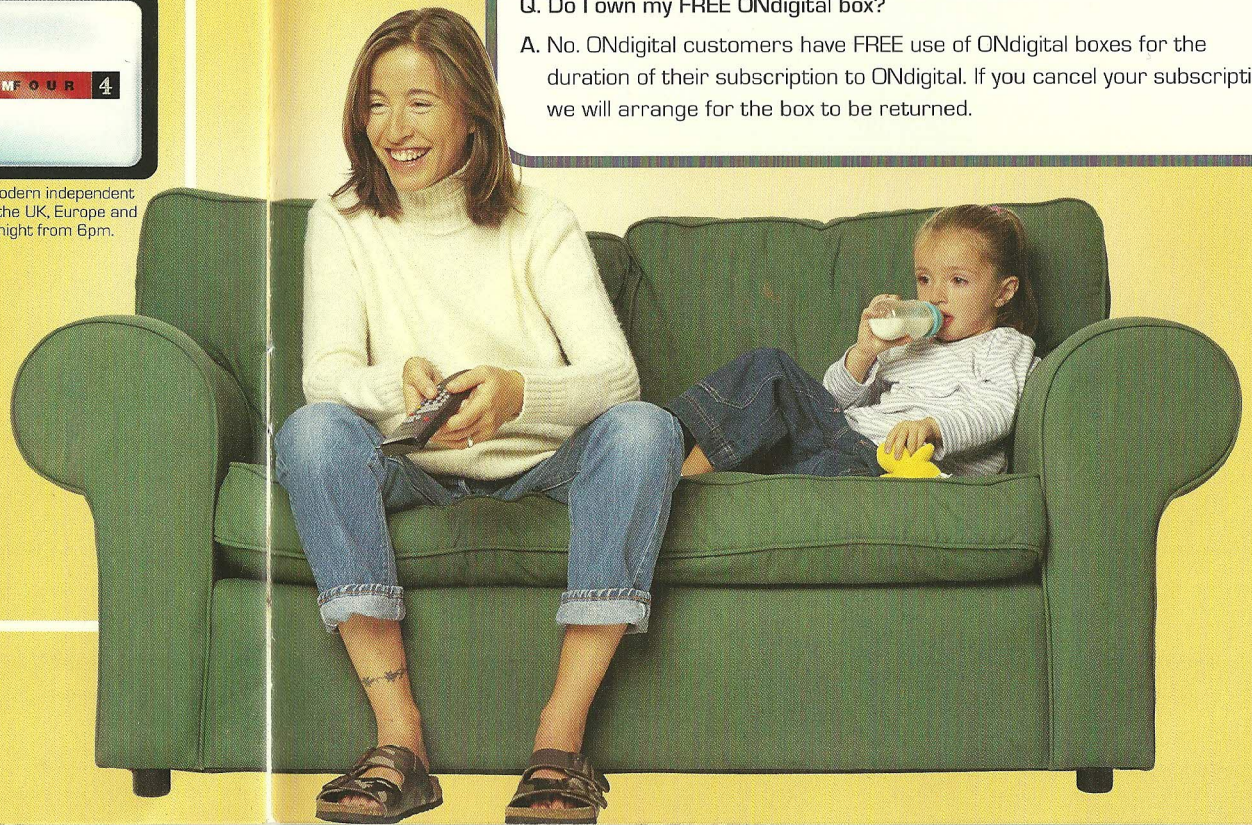
A. If you need more information about ONdigital Prepaid, call ONdigital Customer Services FREE on 0808 100 0101.

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 of £40 may be payable. 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. 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. Information correct at time of going to press. For further details, please call ONdigital free on 0800 100 0101 or write to ONdigital Customer Service, PO Box 4, Plymouth PL1 3XU.

www.ondigital.co.uk

ONdigital, 346 Queenstown Road, London SW8 4DG.

More choice through your aerial.

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