



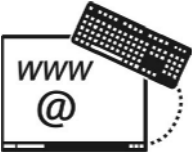


Show Card 1

<b>PICTURE AND SOUND QUALITY</b>	Picture Quality	Sound Quality
	Picture quality will either remain as it is now on your current TV; OR It will be similar to that of a cinema or DVD: a better quality, sharper picture.	Sound Quality will be the same as it is now on your current TV; OR It will have surround sound as in the cinema or home entertainment systems

<b>MOBILITY</b>		A mobile handset will be made available to your household with subscription cost included in the monthly cost. This mobile handset will allow you to view a package of 30 channels and will come with headphones for sound. These channels will be a mixture of entertainment, news & documentaries, sports, music and children's channels. In addition, this mobile service will provide local news and travel information.	
		Option 1: Urban areas	The TV handset will only pick up the channels in UK urban areas.
		Option 2: Anywhere	The channels will be available throughout the UK (including rural areas).

<b>INTERACTIVITY</b>		<p><b>Camera angles.</b> Selected programmes with choice of camera angle or choice of view, e.g. choice of tennis court at Wimbledon.</p>		<p><b>Voting.</b> Interactive connection suitable for voting, gambling, home shopping (e.g. Who Wants To Be A Millionaire quiz; Big Brother voting)</p>		<p><b>Gaming.</b> Capability to play online multi-player interactive games.</p>
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<b>PC SERVICES</b>		<p><b>Internet-type services</b> allow you to use the <b>internet</b> and <b>e-mail</b> using a digital TV set with a keyboard. Just like the remote control, the keyboard can be used from the comfort of your armchair. This means that you can access a wide range of services that are available on the internet including: news, information, banking, shopping, making reservations and entertainment.</p>
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## Show Card 2

### Analogue and Digital - Two Ways of Transmitting Information

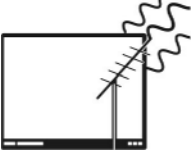
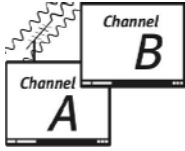
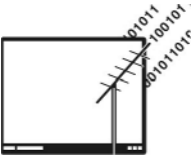
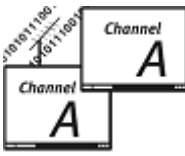

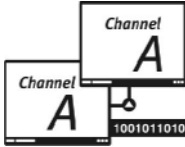
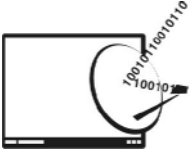
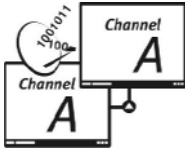
**Analogue signal**

The analogue way of transmitting information is similar to the way old LP records work.

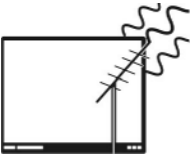
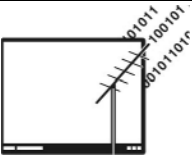


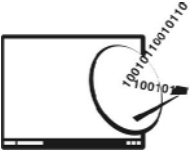
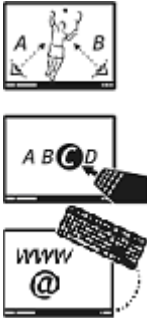
**Digital signal**

The digital way of transmitting information is similar to the way modern CDs (compact discs) work. Digital signals make more efficient use of the air waves, allowing more information to be sent on a given frequency.

**The table below shows the characteristics of each platform in terms of reception**

Signal	Reception	Multiple Set Capability	
 <p><b>Standard TV signal (analogue).</b> The analogue signal is transmitted through the air, by ground-based transmitters.</p>	<p>Reception quality the same as the present analogue reception for your house. Picture and sound quality as now.</p>		<p><b>Different channels.</b> Any <b>standard TV</b> can receive an analogue terrestrial signal, allowing different TV sets to watch different channels at the same time as long as each set is connected to an aerial.</p>
 <p><b>Digital terrestrial TV signal.</b> The digital signal is transmitted through the air, by ground-based transmitters.</p>	<p>Excellent reception: no static, distortion, or shadowing. Picture and sound quality the same as now.</p>		<p><b>Same channel.</b> A <b>digital terrestrial</b> connection is linked to one TV set. Different sets can show different channels by using integrated digital TVs, or connecting a set-top box to each analogue TV.</p>
 <p><b>Digital cable TV signal.</b> The signal is transmitted through a network of cables.</p>			<p><b>Same channel.</b> For <b>Cable</b> and <b>Satellite</b>, other sets can be connected to the main set, but will only be able to watch the same digital channel. Additional subscriptions can be purchased to enable different channels to be watched at the same time on separate TV sets.</p>
 <p><b>Digital satellite signal.</b> The signal is transmitted via a space satellite, and a satellite dish is needed to receive it.</p>			<p>On satellite, purchase of a Sky+ box will allow recording of one channel (without tapes) whilst watching another on the same TV set.</p>







Show Card 3

Signal	Pay per view	Interactivity	Text content
 <p>Standard TV (Analogue)</p>			<p><b>Ordinary text content.</b> Purely text-based news and information services such as those provided by Ceefax and Teletext.</p>
 <p>Digital Terrestrial</p>		<ul style="list-style-type: none"> <li>• Choice of view on news and sport</li> <li>• Limited game/quiz options</li> </ul>	
 <p>Digital Cable</p>	<p>Selected sporting events and recently released films can be viewed for a one off payment that is typically £5 per view.</p>	 <ul style="list-style-type: none"> <li>• Choice of camera angles / views</li> <li>• Interactive voting</li> <li>• E-mail and limited internet access; Interactive Games/quizzes</li> </ul>	<p><b>Digital text content.</b> Advanced teletext and programme-specific background information (for example BBCi). Contains hyperlinks that allow you to jump directly to an item of interest.</p>
 <p>Digital Satellite</p>	<p>Selected sporting events and recently released films can be viewed for a one off payment that is typically £5 per view.</p>	 <ul style="list-style-type: none"> <li>• Choice of camera angles / views</li> <li>• Interactive voting</li> <li>• E-mail and limited internet access; Interactive Games/quizzes; Gambling</li> </ul>	

## Show Card 4




The following table shows the types and numbers of channels included in each pack of channels. Examples of Entertainment channels include programmes such as drama, soaps, comedy, chat shows and films (not recently released). Examples of Lifestyle channels include programmes covering cooking, DIY, gardening and property.

Each pack contains different channels to the other packs and you will be offered combinations of several packs. For example, if Pack 2 and Pack 3 were offered as one option, you would receive 55 channels in total. Taking the entertainment channels as an example, in total you would receive 13 different entertainment channels. 4 entertainment channels would be from Pack 2 and 9 entertainment channels from Pack 3.

CHANNELS	 <i>Pack 1</i>	 <i>Pack 2</i>	 <i>Pack 3</i>	 <i>Pack 4</i>	 <i>Pack 5</i>	 <i>Pack 6</i>
	<b>5 channels:</b>	<b>25 channels:</b>	<b>30 channels:</b>	<b>40 channels:</b>	<b>50 channels:</b>	<b>50 channels:</b>
BBC1		4 Entertainment	9 Entertainment	12 Entertainment	24 Entertainment	17 Entertainment
BBC2		7 Lifestyle	6 Lifestyle	20 Lifestyle	14 Lifestyle	7 Lifestyle
ITV		5 News and Documentaries	6 News and Documentaries	5 News and Documentaries	4 News and Documentaries	10 News and Documentaries
Channel 4 / SC4		6 Music	3 Music	1 Music	0 Music	10 Music
Five		2 Kids	4 Kids	1 Kids	7 Kids	1 Kids
		1 Sport	2 Sport	1 Sport	1 Sport	5 Sport
<b>NO top sports events or recent release films</b>						

## Show Card 5

Premium channels and stand-alone channels can be purchased where available. For cable and satellite, premium and stand-alone channels can only be purchased if you purchase the basic subscription channels as well. The table below shows the premium channels available.

<b>PREMIUM CHANNELS</b>	 <b>Sports Pack:</b>	 <b>Movie Pack:</b>	 <b>Sports &amp; Movies:</b>
	5 Premium sports channels showing high profile sporting events.  Example channels: Sky Sports 1 ,2 & 3	15 Premium movie channels showing recently released and classic films.  Example channels: Sky Movies 1	5 Premium sports channels & 15 Premium movies channels  Example; Sky Sports & Sky Movies

Stand-alone channels are available at an additional cost of £5 or £10 per month each. The following table shows the types of stand alone channels that are available at each price level.

	Stand-alone channels £5		Stand-alone channels £10	
<b>STAND ALONE CHANNELS</b>	Alpha ETC Punjabi Arts World ARY Chelsea TV Disney Channel Film Four God Channel Music Choice Extra	MUTV PCNE Sony Entertainment Television Asia STAR News STAR Plus Zee TV	Playboy TV Television X The Adult Channel Zee Pack	B4U Movies Alpha Zee Pack NASN