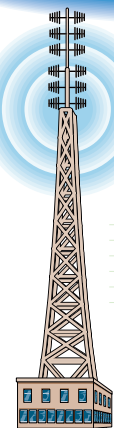


DIGITAL TELEVISION

The revolution will be televised

With U.S. and UK digital transmission to begin in November, couch potatoes should prepare themselves for a media revolution akin to the advent of colour television. In the UK, as many as 30 channels on terrestrial TV and 200 on satellite will be available in widescreen format with CD quality sound, offering a range of added features – but are they worth the investment?

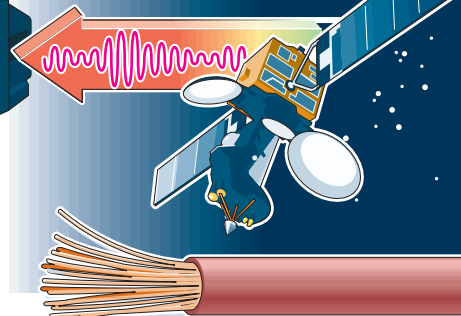
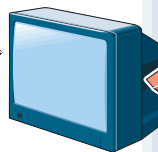
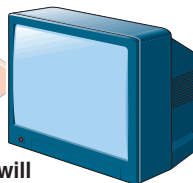


Carrier
Sound/
Vision

Existing analogue: Each channel comprises a high frequency carrier signal modulated by a vision signal using 8MHz bandwidth



Digital TV (DTV): Series of binary on-off signals. Up to 10 digital channels will be able to occupy the frequency previously occupied by one analogue channel



Current satellite and cable TV: Broadcasts are similarly restricted in bandwidth by analogue transmission

Digital terrestrial TV

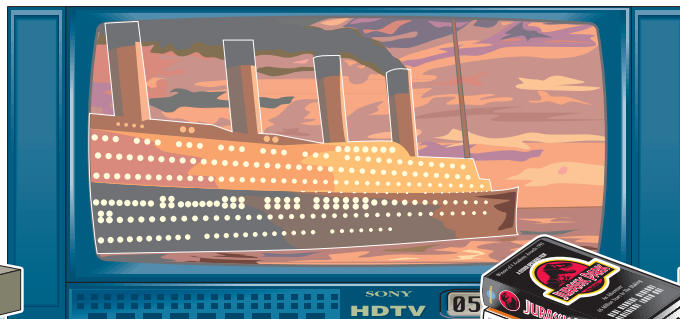
Set-top boxes – to decode digital signals
Price from £200

Old aerials may need to be replaced or realigned
Price from £30

On the receiving end

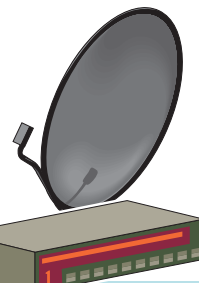
Buying a new digital wide-screen set – instead of using a set-top box – will be the recommended option: **Price from £3,000**

By Jan 2000 all new TVs in U.S. must also contain **V-chip** to block adult content



Digital satellite TV

Set-top boxes and new satellite dishes will be needed to receive new channels
Price from £300



Your Choice TV: Staggered starting times of TV shows

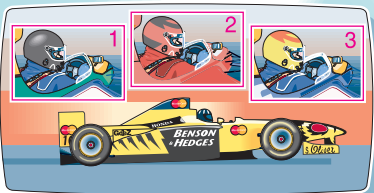
High-definition, cinema quality broadcasts

PayTV channels and pay-per-view



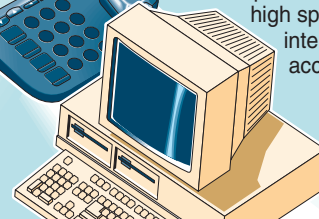
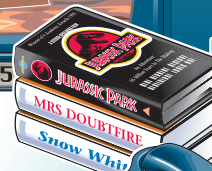
More airwave 'space'

More channels – new types of content



Choice of camera angles at sports events

Datacasting: Access to home banking, stock prices, home shopping, enhanced teletext with pictures



Cable TV: Could also offer two-way interactive services built-in, such as video-on-demand, telephone and high speed internet access

Gates to the internet

A deal with Sony means Bill Gates' Microsoft Windows 98 will be built into your digital TV to access the internet

