

How do digital services compare?

	Cable	Freeview	Free Satellite	Satellite
Min number of channels	100	30	200	200
Set up cost	£25	£40+for freeview box £100 up for digital TV recorder £400 plus for digital television	£20 if you already have the equipment suitably installed £150 for new installation	Free (with a subscription to viewing package)
Monthly subscription	From £10	None (Top-up-TV channels on subscription at approx £10 per month)	None	From £15
Interactive services	Yes via Red button	Yes via Red button	Yes via Red button	Yes via Red button
Radio	Yes	Yes	Yes	Yes
Telephone	Yes on some packages is compulsory	No	No	Depends on package – at additional cost
Customer services	Installation 24hr customer services	No	Installation Access to technical help	Installation 24hr customer services technical help and call outs
Negatives	Telephone service usually compulsory. Not everywhere is wired up for cable. Usually 12 month tie-in.	May need to upgrade your aerial. Self installation and no customer services access other than FAQ on web.	“Non-standard” installations could cost more.	One off charge for Sky+ £99, one off cost for Sky HD £299. “Non-standard” installations at additional cost. Usually 12month tie-in.

Key considerations

- Do you live in an area covered by digital terrestrial? if you are not sure check on the DTG web site.
- Do you live in an area which can receive cable services? If you are un-sure check on-line with the cable supplier.

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