



MEDIA KIT 2026

RADIO - TELEVISION - STREAMING - DIGITAL

The Colourful Voice of Radio - now with television

ADVERTISERS - SPONSORS - ARTISTS - PROGRAMME MAKERS - MEDIA PARTNERS

ONE BRAND. TWO PLATFORMS.

Independent broadcasting across audio, television and digital

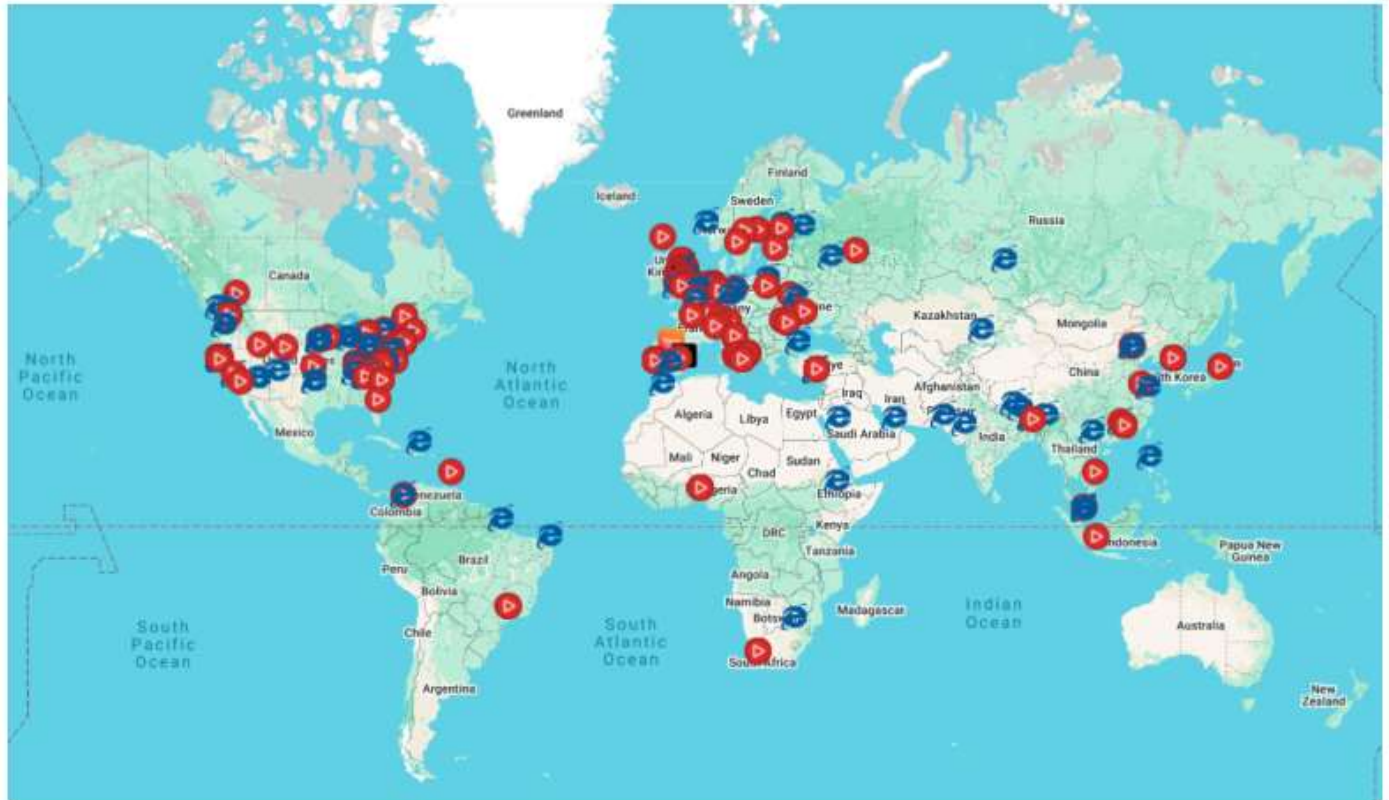
Spectrum On Air provides the radio and audio experience, while XPTV3 extends selected programming into television and video. Together they create a flexible proposition for music, interviews, entertainment, original programmes, sponsorship and digital promotion.



RADIO	Music, presenters, interviews and specialist programming.
TELEVISION	Visual programmes, interviews, concerts and live events.
STREAMING	Online access beyond a conventional broadcast footprint.
ON DEMAND	Selected content can continue working after its first transmission.
DIGITAL	Content can be adapted for web and social promotion.

AUDIENCE & INTERNATIONAL REACH

A digital footprint extending well beyond the UK



September 2026 listener distribution

The distribution map supplied for this media kit shows listening activity across the UK, Europe, North America and a range of locations in South America, Africa and Asia-Pacific.

SPECTRUM ON AIR

24/7 online radio with international internet availability.

XPTV3

Internet and connected-TV programming designed for viewing beyond a terrestrial footprint.

XPTV NETWORK

The wider network reports connectivity to 160 countries and potential reach of up to 8 million viewers.

Reach note: the 160-country / up-to-8-million figure is a network-reported distribution capability, not an independently audited XPTV3 audience total. The map represents supplied listener-distribution data for September 2026.

PROGRAMMING WITH PERSONALITY

Original shows, specialist formats and distinctive presenters



THE LITERARY LANE
with Rose Marie



UNSIGNED ARTISTS SHOWCASE
with Ian F



THE ELLEN MELON SHOW
Children's / educational



TONY'S TIME TUNNEL
with Tony Ingledow

FEATURED ORIGINAL: THE WAFFLE SHOW

Presenter-led entertainment across XPTV3 and Spectrum On Air



The Waffle Show with Steve Blacknell is an example of the combined-platform approach: a strong visual identity, presenter-led content and branding that works across television, radio and digital promotion.

This kind of format creates natural opportunities for programme sponsorship, guest appearances, branded features, interviews and cross-platform promotion.

WHAT WE BROADCAST

A broad mix built around people, stories, music and entertainment

MUSIC

New music, independent artists, established performers and specialist music programming.

INTERVIEWS

Musicians, performers, authors, entrepreneurs, event organisers and people with stories to tell.

ENTERTAINMENT

Presenter-led programmes, features, discussion and original productions.

CHILDREN & FAMILY

Distinctive family-friendly and educational concepts such as The Ellen Melon Show.

LIVE & EVENTS

Selected studio broadcasts, outdoor activity, concerts and event coverage.

ORIGINALS

Programmes developed specifically for the Spectrum On Air / XPTV3 audience.

For programme makers

Suitable concepts can be discussed across music, entertainment, interviews, community, arts, culture, events, specialist interests and emerging talent.

For artists & creators

Potential opportunities include radio exposure, artist interviews, television appearances where appropriate, live performance, digital clips and release promotion.

SPONSORSHIP & COMMERCIAL PARTNERSHIPS

Flexible packages across radio, television and digital

Spectrum On Air and XPTV3 can build partnerships around programmes, presenters, music, entertainment, interviews and events. Packages can be tailored to the agreed campaign rather than forcing every partner into the same format.

PROGRAMME SPONSORSHIP

Associate your business with a specific programme or series through agreed credits and promotional activity.

FEATURE SPONSORSHIP

Support a recurring feature, interview, chart, review or specialist segment.

ON-AIR PROMOTION

Radio advertising and promotional messages scheduled within agreed inventory.

TELEVISION PROMOTION

Visual sponsorship and advertising opportunities where appropriate to the programme and platform.

EVENT / MEDIA PARTNERSHIP

Combine interviews, event promotion, presenter involvement and potential radio/TV coverage.

BESPOKE CROSS-PLATFORM

Build one campaign using a selected mix of radio, television, streaming and digital assets.

ONE PRODUCTION. MULTIPLE POSSIBILITIES.

Make each piece of content work harder



WHY PARTNERS WORK WITH US

Multi-platform thinking - flexible sponsorship concepts - presenter-led programming - support for emerging talent - opportunities spanning radio, television and digital.



LET'S WORK TOGETHER

RADIO - TV - DIGITAL

Sponsorship • Advertising • Programme Partnerships
Artist Opportunities • Production Enquiries • Media Partnerships

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