



Impact Digital Radio

— Scotland Online —

A partnership proposal for main station sponsors

The most uplifting station on the dial



AWARD WINNER · SCOTLAND PRESTIGE AWARDS 2026/27

Innovative Radio Station of the Year

Ofcom-licensed commercial DAB+ station · Paisley, Glasgow & Inverclyde

A licensed commercial station, built differently

Impact Digital Radio is an Ofcom-licensed commercial DAB+ station broadcasting across the west of Scotland. It's run end to end on a broadcast system we designed and built in-house around AI.

Ofcom-licensed commercial DAB+

A regulated commercial broadcaster on three small-scale DAB+ multiplexes, PRS and PPL licensed.

Proprietary AI broadcast system

Programming, presentation and playout run on our own in-house platform, not off-the-shelf software.

Six months on air

A young, growing station with a full weekly schedule of shows around the clock.

What listeners hear

Uplifting dance, trance, techno and pop remixes, 24 hours a day, presented by a line-up of AI presenters, each with their own show, voice and personality. From breakfast to the small hours, every daypart has its own host.

How it's made

Behind the presenters is a broadcast system we wrote ourselves. It schedules the music, writes and voices the links, keeps content fresh and relevant, and runs the station's commercial airtime. Because we own the whole system, we can build new on-air formats and sponsor features quickly, without waiting on a third-party supplier.

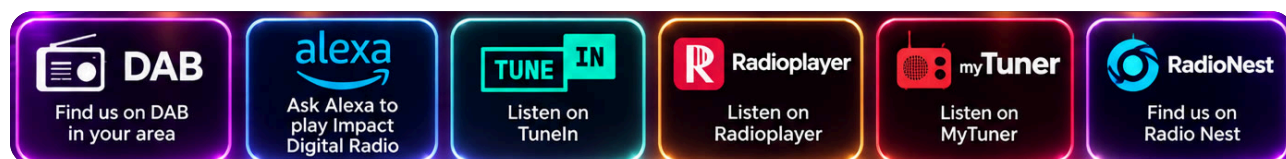
Recognised for it

In our first months on air, Impact Digital Radio was named **Innovative Radio Station of the Year** at the Scotland Prestige Awards 2026/27.



On air, on speakers, on six listening platforms

Listeners can find Impact Digital Radio on DAB+ radios across three multiplex areas, and anywhere in the world through the major radio apps and smart speakers.



DAB+

Broadcast on three small-scale multiplexes across Paisley, Glasgow and the Inverclyde coast.

TuneIn

On the TuneIn app, web player and the devices that carry it.

myTuner

On myTuner Radio across mobile, desktop and connected devices.

Amazon Alexa

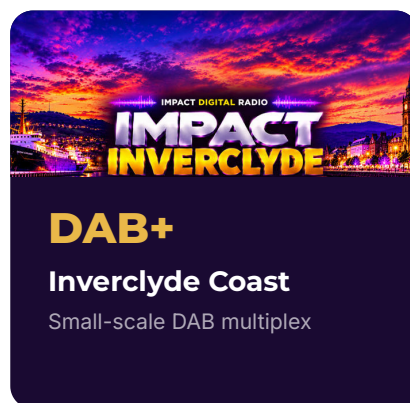
"Alexa, play Impact Digital Radio" on Echo and Alexa-enabled devices.

Radioplayer

Listed alongside the UK's established stations on Radioplayer.

RadioNest

Available through RadioNest.



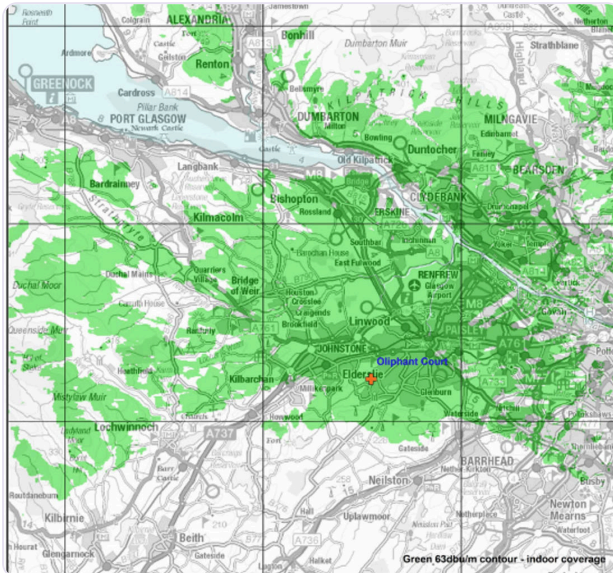
1M+

Over 1 million listeners in the broadcast licensed areas we cover

1,064,700 adults across our three DAB+ areas: Paisley & West Glasgow, Glasgow and Inverclyde Coast

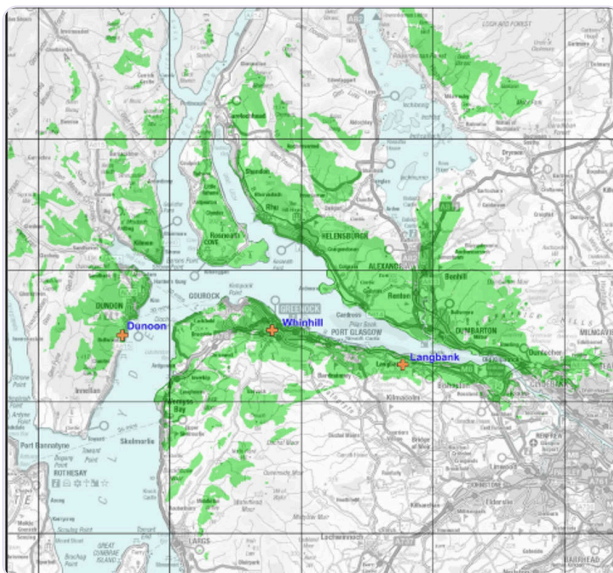
Also live at impactdigitalradio.com. Coverage maps for each multiplex follow on the next page.

Three multiplex areas across the west of Scotland



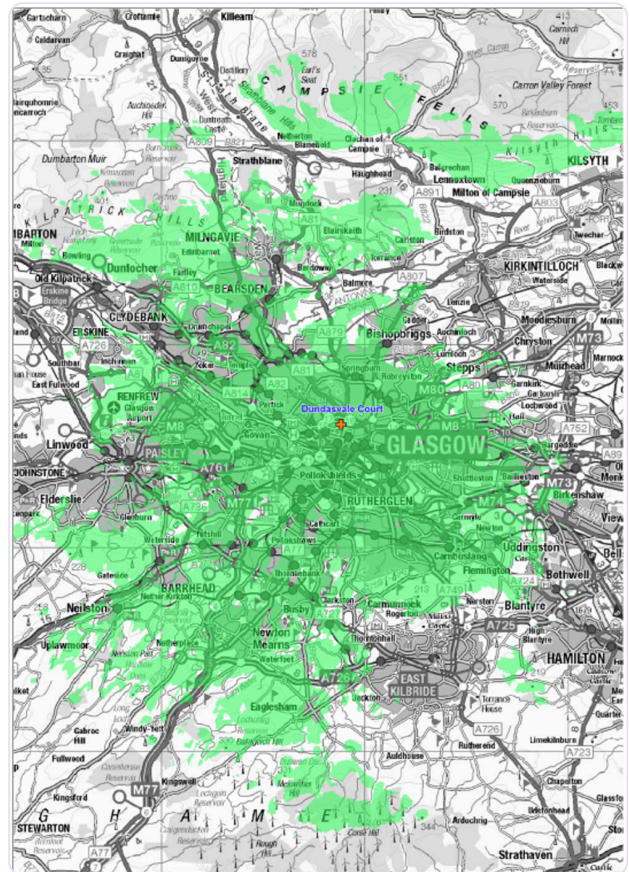
Paisley & West Glasgow

Predicted indoor coverage (green), Ofcom, December 2025



Inverclyde Coast

Predicted indoor coverage (green), Ofcom, August 2024



Glasgow

Predicted indoor coverage (green), Ofcom, February 2025

Coverage maps from Ofcom's small-scale DAB multiplex coverage and transmitter details. Map images © Crown copyright 2024, 2025 and 2026. All rights reserved. Licensee Ofcom, Licence number 100018047.

Your name at the heart of the station

A main station sponsorship is a contracted, station-wide partnership. These are the elements it can bring together, and we'll shape the mix around what your brand wants to achieve.

On-air "brought to you by" mentions 01

Regular sponsor credits across the schedule, so your brand is heard as the name behind Impact Digital Radio.

A branded segment or slot 02

Ownership of a regular on-air feature, show or time slot, branded in your name and built with you.

Website logo placement 03

Your logo and a link on impactdigitalradio.com, where listeners come to tune in, request songs and meet the presenters.

Social media mentions 04

Sponsor recognition across the station's social channels on Facebook, Instagram and TikTok.

No off-the-shelf package. Fees, contract terms and the exact mix of on-air, online and social elements are agreed individually for each sponsor.

BEYOND THE STANDARD ELEMENTS

Sponsor features built for your brand

Because we own every part of our platform, a main sponsor isn't limited to credits and logos. We can design and build integrations around your brand, on air, on our website and in our virtual spaces, that a station running off-the-shelf software couldn't offer. We'll put forward ideas made specifically for you.

Be first with the station that's doing radio differently

AI

An AI-native station

Impact Digital Radio wasn't converted to AI. It was built around it from day one. Presenters, programming and playout all run on our own platform, so the station can adapt, test new ideas and launch features at a pace a traditional station would struggle to match.

3D

Our own virtual nightclub

Impact Digital Radio is the only radio station with its own virtual nightclub in Second Life: a 3D venue where listeners can step inside the station's world. It takes the station beyond the radio, and it's one more space a sponsor's brand could be part of.

1st

Early-adopter positioning

A main sponsor puts its name next to a new kind of radio at the start of the story, not after everyone else has arrived. It's a clear signal that your brand backs innovation, Scottish creativity and the future of media.

★

Award-winning in our first year

Named Innovative Radio Station of the Year at the Scotland Prestige Awards 2026/27, six months after launch.

↗

A growth story you can be part of

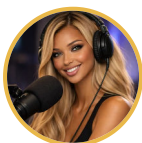
In six months we've gone on air on three DAB+ multiplexes and six listening platforms. We're a young station and don't yet publish audience measurement; as that data becomes available, we'll share it openly with our sponsors. Joining now means growing with the station and shaping how a sponsor shows up on air.

→

Next: Central Scotland

Within the next 12 months, we plan to move onto the Central Scotland DAB+ multiplex. Negotiations are ongoing, and a representative from Switch Digital has told us they feel Impact would be a great addition to the Central Scotland multiplex. Nothing is confirmed yet, and a sponsor joining now would be part of that next stage.

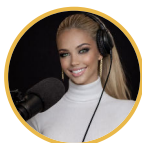
MEET SOME OF THE PRESENTERS



Nessa
Breakfast



Jody
Mid Morning



Dilly
Lunchtime



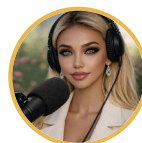
Donna
Afternoon
Vibes



Rosalin
Drive Time



Sophia
Impact Nights



Kim
Chill Zone



Tony
Night Hawk

Let's build it together

1

An introductory conversation

We learn about your brand, your audience and what you want a station partnership to achieve.

2

A tailored proposal

We put together the on-air, online and social elements, with fees and contract terms for your sponsorship.

3

Contract and launch

Once agreed, we build your branding and features into the station and launch the partnership on air.



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LISTEN

DAB+ · Alexa · TuneIn · Radioplayer · myTuner · RadioNest