# 20-Year-Old Regional English-Language Broadcaster (5x FM Frequencies)




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# 20-Year-Old Regional English-Language Broadcaster (5x FM Frequencies)

The organization is a leading commercial English-language radio station and media production outlet operating along Spain's Mediterranean coast. Headquartered on the Costa Blanca, the station serves as a vital community bridge, delivering news, entertainment, music programming, and advertising solutions primarily tailored to expatriates, international residents, and English-speaking tourists living across the Valencia and Murcia regions.

## Key Operational Pillars

- **Geographic Coverage & Distribution:**
  - **Terrestrial FM Broadcast:** Extends across North and South Costa Blanca, spanning from Valencia and Dénia down to Alicante, Torrevieja, and Murcia.
  - **Digital & Streaming:** Global reach through live web streaming, dedicated mobile apps (iOS / Android), and third-party radio aggregators.
- **Content & Programming Strategy:**
  - **Music Mix:** A multi-decade playlist blending mainstream pop, chart-toppers, classic rock, 80s/90s hits, and specialized weekend dance/club sets.
  - **News & Public Information:** Hourly international news bulletins, regional Spanish news updates, local events, sports coverage, and Mediterranean weather reports.
- **Audience Profile & Demographics:**
  - **Core Target:** Predominantly English-speaking international residents and retirees (primary demographic: ages 35+) with significant purchasing power.
  - **Secondary Reach:** British and European tourists, seasonal visitors, and international listeners streaming worldwide.

## Value Proposition & Business Model

| Segment | Deliverable / Capability |
|---|---|
| **Listener Value** | Hyper-local community connection combined with English-language news and accessible variety entertainment. |
| **Monetization Engine** | Commercial airtime spot advertising, program sponsorships, digital banner placements, on-air promotions, and local business marketing packages. |
| **Competitive Edge** | More than two decades of brand equity in the region, extensive terrestrial FM reach, and established local advertiser trust. |

## Strategic Position

The station functions as both an essential media outlet for the British and international diaspora in eastern Spain and a targeted marketing gateway for local and national enterprises looking to capture the high-spending expatriate consumer market.

TARGET PRICE
$1,000,000

GROSS REVENUE
$480,000

EBITDA
$0

BUSINESS TYPE
Media Business

COUNTRY
Spain

BUSINESS ID
L#20261223



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