

The background of the image is a black and white illustration of musical notes and staff lines. The notes are scattered across the page, with some appearing to flow from the left towards the right, creating a sense of movement and rhythm. The staff lines are curved and wavy, adding to the dynamic feel of the design.

scala
RADIO

MEDIA PACK

BRAND/ MISSION



Scala Radio is an entertainment radio station that breaks the mould of classical music in the UK. Presenters include Simon Mayo, Angellica Bell, Alexis Ffrench and Mark Kermode. Alongside familiar masters from Mozart and Holst, expect to hear contemporary works including film, TV and video game scores, musicals and classical arrangements of pop and rock songs. Discover Justin Timberlake's 'Can't Stop the Feeling' performed by the Vitamin String Quartet or a classical contemporary mash-up of Philip Glass' Violin Concerto and Blondie's 'Heart of Glass'.

AUDIENCE

There are 17 million classical fans across the UK, 1 in 3 of the population. The Scala Radio audience are 40-50-year-old classical-music fans who are looking for a service that plays the music they love but with a modern twist. They are also cultural explorers seeking surprising and quality experiences that will enrich their lives. They love to attend events from Blue Planet Live, a night out at the Open Air Theatre or the Hacienda Classical performances.



SHOWS/ KEY OPPORTUNITIES

A photograph of Simon Mayo, a man with glasses and a dark blue button-down shirt, sitting on a grey office chair. He is looking towards the camera with a slight smile.

SIMON MAYO

10am - 1pm - Monday - Saturday

Award-winning broadcaster Simon Mayo takes over Monday to Saturday mid-mornings with his new entertainment show. Simon's celebrity interviews from the worlds of music, books and art have recently included David Mitchell, Russell Kane, Ray Mears, Liz Bonnin and Sheku Kanneh-Mason."

A photograph of Angellica Bell, a woman with long dark hair, wearing a black and white striped dress and black high heels, sitting on a yellow director's chair. She is smiling and looking towards the camera.

ANGELLICA BELL

Breakfast 7am - 10am - Saturday

There's no better way to kickstart your weekend than with Angellica. Features include 'Young Artist of the Week', a tranquil 'Choral Moment' and the 'Kids Cookery' where Angellica suggests fun recipes to make with your children.



MARK KERMODE

1pm- 3pm - Saturday

Tune in to Mark every Saturday from 1-3pm to hear a range of familiar film scores, new releases and more eclectic discoveries. Listen as he reviews the latest films, champions up-and-coming film composers and takes us on a journey through the film-scoring process of famous movie pieces. Film composer Hans Zimmer recently joined Mark on his show and regaled us with his movie anecdotes from the Lion King & Dunkirk, while listeners love to get involved in features such as 'Soundtracks You Love' and 'Bad Films/Good Soundtracks'.



ALEXIS FFRENCH

3pm - 5pm - Sunday

Join Alexis Ffrench as he takes you on a journey of the music that made him. Alexis looks at the relationship between classical and contemporary, from neo-classical and his favourite piano concertos, to the rebel composers whose music carried political messages and made people sit up and listen.

PLATFORMS

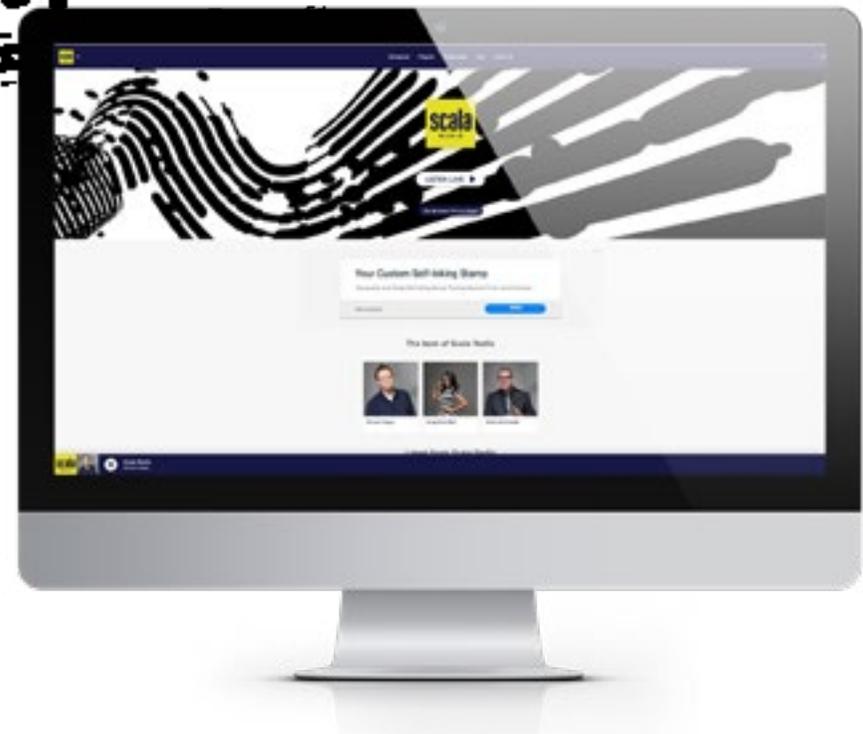
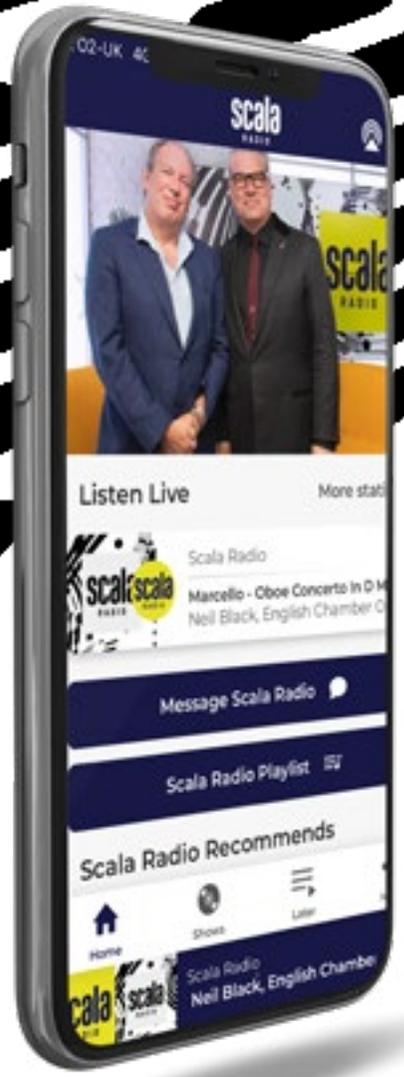
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SMART SPEAKER 'PLAY SCALA RADIO'

APP 'SEARCH SCALA RADIO'

SKY 0216



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