The claims defining the invention are as follows:

1. An apparatus for transmitting a communication signal across a plurality of pre-existing frequency channels or bands that carry a transmission signal, the apparatus comprising:

a memory for storing a plurality of pre-existing frequency channels or bands together with information relating to a strength of the transmission signal carried by the plurality of pre-existing frequency channels or bands;

a controller configured to generate communication signals for transmission across each of a selection of pre-existing frequency channels or bands at a strength sufficient to over-broadcast the transmission signal carried by said pre-existing channel or band;

a mixer configured to receive each of the communication signals generated by the controller for each of the selection of pre-existing frequency channels or bands and to combine each of the communication signals into a single combined communication signal; and

a transmitter for transmitting the single combined communication signal to be transmitted simultaneously across the selection of pre-existing frequency channels or bands in replacement of, or in addition to, the transmission signal carried by the selected pre-existing frequency channel.

2. An apparatus according to claim 1, wherein the controller comprises a multi-channel modulator device that generates the communication signals for each of the selection of pre-existing frequency channels or bands.

3. An apparatus according to claim 2, wherein the controller is configured to define one or more dedicated free channels or bands for transmitting the communication signal, the one or more dedicated free frequency channels or bands not being associated with a pre-existing frequency channel or band.

4. An apparatus according to claim 3, wherein the one or more dedicated free frequency channels or bands are stored in the memory.

5. An apparatus according to claim 2, wherein the multi-channel modulator is a multi-channel digital modulator that functions as a software defined radio.

6. An apparatus according to claim 1, wherein the mixer comprises a multi-carrier combiner (MCC) that combines each of the communication signals into the single combined communication signal.

7. An apparatus according to claim 1, wherein the transmitter comprises an antenna for transmitting the single combined communication signal.

8. An apparatus according to claim 7, wherein the antenna is further configured to receive one or more receiving signals for processing by the controller.

9. An apparatus according to claim 8, wherein the controller is configured to process the one or more receiving signals from the antenna and to identify the presence of any pre-existing frequency channels or bands that carry transmission signals present in the one or more receiving signals.

10. An apparatus according to claim 9, wherein the controller is configured to store the one or more identified pre-existing frequency channels or bands in the memory, together with a detected strength of the transmission signals carried by the one or more identified pre-existing frequency channels or bands.

11. A method of transmitting a communication signal across a plurality of pre-existing radio channels comprising:

establishing a frequency and signal strength of the plurality of pre-existing frequency channels or bands;

generating communication signals for each of a selection of pre-existing frequency channels or bands, the communication signals being configured to be over-broadcast on each of the selection of pre-existing frequency channels or bands to be received by a target audience;

mixing the communication signals to be over-broadcast on each of the selection of pre-existing frequency channels or bands to generate a single combined communication signal; and

transmitting the single combined communication signal simultaneously across the selection of pre-existing frequency channels or bands.

12. A method according to claim 11, wherein the step of establishing a frequency and signal strength of the plurality of pre-existing frequency channels or bands comprises receiving a radio signal and analysing the received radio signal for the presence of a signal transmission across the one or more pre-existing frequency channels.

13. A method according to claim 12, further comprising a step of storing each of the detected plurality of pre-existing frequency channels or bands in a memory together with the detected signal strength of the signal transmission carried by the detected plurality of pre-existing frequency channels or bands.