



GRAVITY MEDIA FORMS ONE GLOBAL POWERHOUSE BRAND

London, Wednesday 16 July 2025 – Following the successful integration of the complementary businesses of EMG and Gravity Media and furthering its commitment to delivering production & content and media services & facilities, the combined entities have come together to form one, global powerhouse brand – Gravity Media.



The new Gravity Media global brand logo

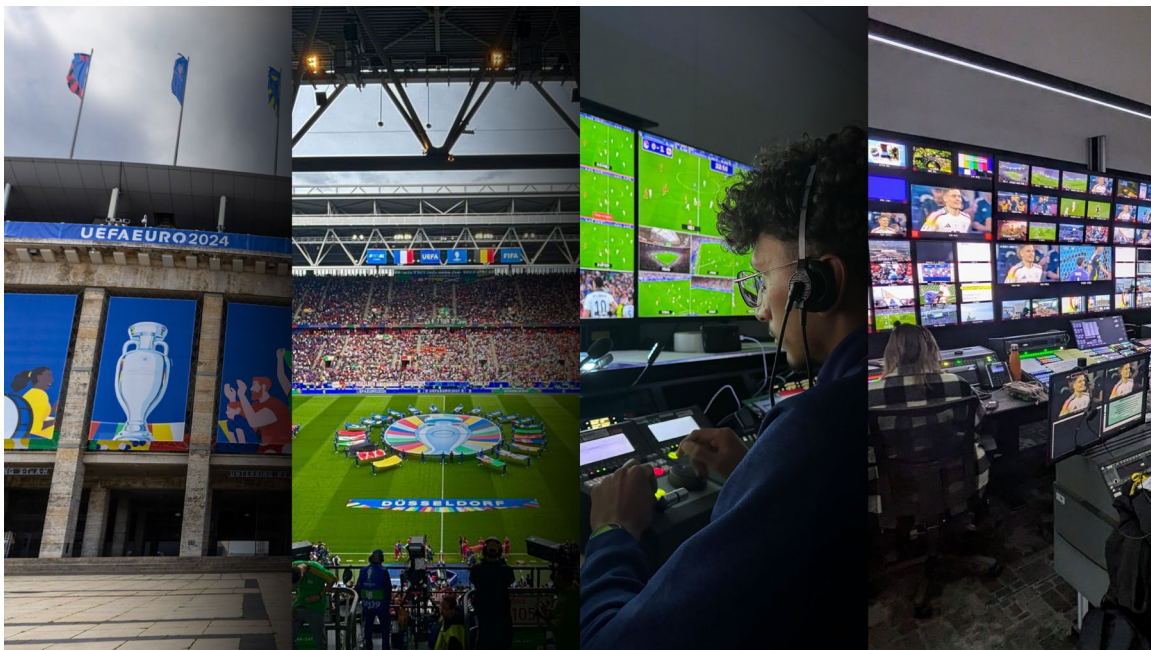
Gravity Media Executive Chairman and CEO John Newton explained, “Once in the lifetime of a company like ours something big happens. Something very big. For us, today, that is our transformation for the future and our coming together under one global brand that is Gravity Media. Our look is new, but our commitment to our staff, our customers and as always to capture, craft and create the very best content remains the same. This is a pivotal moment for Gravity Media and one that has many benefits for our clients and the global market.”



Gravity Media Executive Chairman and CEO John Newton

The companies that come together under the new Gravity Media brand collectively form a world leading global provider of production and content and media services and facilities.

Newton continued, “The plan for Gravity Media moving forward is to strengthen our creative and facilities offerings, grow our global presence and provide even more value and better solutions for our clients. As one global brand we will push the envelope that is underpinned by our constant drive for innovation, embracing the very latest technology and employing the best people. The new Gravity Media brand represents our commitment to providing the highest quality work and ethics for our team and our customers all across the globe.”



Gravity Media in action at the UEFA EURO 2024 Championships

No-one doubts the speed and consistency of change in the ever-evolving broadcast, production and events industries. It's this change that also spurred on and underpins the new global rebranding.

Newton added, “In a world where change is the only constant it's never been more important that a company like ours who enables the most incredible stories to be told be consistent, innovative, reliable and efficient. Our one, single Gravity Media brand embodies those goals. It brings together and successfully combines our strengths and expertise delivering a truly unique range of creative, media and facilities services and solutions to clients and for events around the world.”

Whilst Gravity Media brings together the majority its brands some of its key independent sub-brands including Boost Graphics, EMG, Gravity House, Livetools Technology, Origins Digital, Motionmakers, and Wall On Media will remain and happily coexist under the Gravity Media Group umbrella.



Gravity Media in action at the Australian Open

Newton said, “Gravity Media stands for the pursuit and provision of creative and technological excellence. For those brands where there is more benefit to our clients to have them integrate into Gravity Media they have done so. For those where the market needs them to remain as sub-brands, that will be the case. The one thing our new Gravity Media brand does is guarantee our consistency of offering and communication across all the areas of our business.”

Gravity Media’s broadcast, technology, production and post-production solutions are used by the world’s most renowned federations, broadcasters and production houses to produce many of the world’s most-watched live events and entertainment programmes including Formula E, FIFA World Cup, English Premier League, UEFA Champions League, UEFA EURO Championships, Tour de France, ATP Grand Slam tournaments and the Indian Premier League (IPL).

Gravity Media’s growing global footprint spans 37 locations across 11 countries with over 2,000 employees, more than 100 outside broadcast trucks, 30 studios and production facilities across the UK, Europe, the Middle East, United States and Australia.

John Newton concluded, “The new Gravity Media global brand symbolises and crystallises who we are, collectively our many decades of experience and critically our path for the future. Now more than ever our clients across the globe can rest assured that we will push the boundaries of creative and technical excellence that will allow them to tell their incredible stories. As a global company we live to enable our clients to produce those hair-raising, jaw-dropping, spine tingling moments that are talked about for many years to come. That is and always will be, Gravity Media.”

- ENDS -

Picture Credits

The new Gravity Media global brand logo

Gravity Media Executive Chairman and CEO John Newton

The Gravity Media team in action at the UEFA EURO 2024 Championships

The Gravity Media team in action at the Australian Open

About Gravity Media

Gravity Media is a global media production, creative service and facilities company and our motto is, “Capture, Craft and Create”.

Built on collaboration, innovation and a network of global talent Gravity Media’s broadcast, technology, production and post-production solutions are used by the world’s most renowned broadcasters and production houses to produce many of the world’s most-watched live events and entertainment including the UEFA EURO Championships, Olympic Games, Formula E, FIFA World Cup, English Premier League, UEFA Champions League, Tour de France, ATP Grand Slam tournaments and the Indian Premier League (IPL).

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