# EMG / Gravity Media expands Pride in London broadcast partnership with enhanced accessibility and tech innovations



EMG / Gravity Media has solidified its commitment to supporting LGBTQ+ communities through a newly secured three-year partnership with Pride in London. This collaboration positions the company as the official Broadcast Partner for one of the world's most significant celebrations of LGBTQ+ culture. The deal is designed to enhance accessibility for those attending the event in person as well as for remote audiences, thus broadening the reach and impact of the celebration.

Under this partnership, EMG / Gravity Media will provide full-scale live broadcast coverage of the parade and associated activities, a move that reflects a shared commitment to inclusivity. The emphasis on promoting a diverse workforce is notable, with the company vowing to support LGBTQ+ staff, freelancers, and suppliers. Jamie Hindhaugh, Regional CEO of EMG / Gravity Media, remarked on the importance of this event within the cultural calendar, stating, “This partnership is also a vital opportunity for us to stand up for inclusion and to celebrate the LGBTQ+ members of our community who help drive our industry forward.”

The inaugural coverage under this agreement will build on the innovations introduced in the previous year, such as live subtitling, which aimed to enhance the viewing experience for diverse audiences. James Poole, Pride Project Lead at EMG / Gravity Media, expressed enthusiasm about the evolving ambitions for this year's event, indicating that further details regarding the upcoming broadcast will be announced soon. The 2025 event will ensure that content is accessible across multiple digital platforms, including YouTube, TikTok, and Instagram, thereby harnessing the power of social media to engage even broader audiences.

This strategic partnership aligns with EMG / Gravity Media's ongoing efforts to establish itself as a leader in the broadcasting sector, particularly following their recent merger, which has produced one of the largest broadcast technology and production companies globally. This merger not only enhances their operational capacity with access to over 100 outside broadcast trucks and a significant number of studios but also solidifies their position to undertake large-scale events like Pride in London.

However, the implications of this merger extend further. EMG and Gravity Media are also focusing on transforming traditional broadcasting methods through innovative remote production facilities, enhancing their capacity to deliver live content reliably. Their involvement in numerous high-profile live events, including sports broadcasts, illustrates their versatility and commitment to maintaining high production standards while supporting community initiatives.

As Pride in London continues to grow, this partnership heralds a new chapter, bringing together technology and inclusivity. By bridging the gap between present celebrations and future innovations, EMG / Gravity Media aims to set a standard for how events of such significance can be broadcasted, reaching and engaging a wide audience across various platforms.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.televisual.com/news/emg-gravity-extends-pride-in-london-broadcast-deal/), [[2]](https://www.televisual.com/news/emg-gravity-extends-pride-in-london-broadcast-deal/)
* Paragraph 2 – [[1]](https://www.televisual.com/news/emg-gravity-extends-pride-in-london-broadcast-deal/), [[3]](https://www.sportsvideo.org/2024/10/02/super-league-basketball-confirms-emg-gravity-media-as-broadcast-production-partner-for-2024-25-season/)
* Paragraph 3 – [[1]](https://www.televisual.com/news/emg-gravity-extends-pride-in-london-broadcast-deal/), [[5]](https://www.broadcastnow.co.uk/tech/emg-and-gravity-media-to-merge/5189326.article), [[6]](https://www.ibc.org/people-purpose/news/emg-and-gravity-media-unveil-merger/20375)
* Paragraph 4 – [[4]](https://theiabm.org/news/emg-and-gravity-media-combine-forces/), [[7]](https://www.svgeurope.org/blog/headlines/solid-as-a-roc-emg-and-gravity-media-bring-reliability-to-remote-audio-and-video/)

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## Bibliography

1. <https://www.televisual.com/news/emg-gravity-extends-pride-in-london-broadcast-deal/> - Please view link - unable to able to access data
2. <https://www.televisual.com/news/emg-gravity-extends-pride-in-london-broadcast-deal/> - EMG / Gravity Media has entered a three-year partnership with Pride in London, becoming the official Broadcast Partner for one of the world's most significant LGBTQ+ celebrations. The deal includes full-scale live broadcast coverage of the parade and associated events, aiming to make Pride in London more accessible both in person and remotely. Additionally, EMG / Gravity Media will actively promote and support LGBTQ+ staff, freelancers, and suppliers, reaffirming their commitment to a diverse and inclusive working environment. The 2025 event will build upon the coverage delivered in 2024, with live and on-demand content available across digital platforms such as YouTube, TikTok, and Instagram.
3. <https://www.sportsvideo.org/2024/10/02/super-league-basketball-confirms-emg-gravity-media-as-broadcast-production-partner-for-2024-25-season/> - Super League Basketball (SLB) has appointed Brandvox and EMG / Gravity Media as the League’s official Broadcast Production Partners for the 2024/25 season. Following DAZN's announcement to broadcast all men’s SLB games globally live and free-to-air, the full calendar of over 200 games will be produced in collaboration between Brandvox and EMG / Gravity Media. Brandvox will manage the delivery of all live games, while EMG / Gravity Media will oversee all on-demand content and a number of live games. ([sportsvideo.org](https://www.sportsvideo.org/2024/10/02/super-league-basketball-confirms-emg-gravity-media-as-broadcast-production-partner-for-2024-25-season/?utm_source=openai))
4. <https://theiabm.org/news/emg-and-gravity-media-combine-forces/> - EMG and Gravity Media have completed a definitive agreement to combine their businesses, creating one of the world’s largest broadcast technology and production companies. The new venture will have over 100 outside broadcast trucks and flypacks, and 40 studios and production facilities across Europe, the Middle East, the United States, and Australia. The combined entity will have 30 offices across 12 countries, with a total of 2,000 permanent employees and access to a global network of freelance personnel. ([theiabm.org](https://theiabm.org/news/emg-and-gravity-media-combine-forces/?utm_source=openai))
5. <https://www.broadcastnow.co.uk/tech/emg-and-gravity-media-to-merge/5189326.article> - EMG and Gravity Media have announced a merger to create one of the world’s largest broadcast technology and production companies. The new business will include more than 100 outside broadcast trucks and flypacks, and 40 studios and production facilities across Europe, the Middle East, the United States, and Australia. The combined entity will have 30 offices across 12 countries, with a total of 2,000 permanent employees. The venture will deliver broadcast, technology, production, and post-production services across high-profile live events and entertainment programmes. ([broadcastnow.co.uk](https://www.broadcastnow.co.uk/tech/emg-and-gravity-media-to-merge/5189326.article?utm_source=openai))
6. <https://www.ibc.org/people-purpose/news/emg-and-gravity-media-unveil-merger/20375> - EMG and Gravity Media have unveiled a merger to create one of the world’s largest broadcast technology and production companies. The combined entity will have over 100 outside broadcast trucks and flypacks, and 40 studios and production facilities across Europe, the Middle East, the United States, and Australia. The new venture will have 30 offices across 12 countries, with a total of 2,000 permanent employees. The combined company will deliver broadcast, technology, production, and post-production solutions across many of the world’s most-watched live events and entertainment programmes. ([ibc.org](https://www.ibc.org/people-purpose/news/emg-and-gravity-media-unveil-merger/20375?utm_source=openai))
7. <https://www.svgeurope.org/blog/headlines/solid-as-a-roc-emg-and-gravity-media-bring-reliability-to-remote-audio-and-video/> - Following their merger, EMG and Gravity Media are working on developing more flexible ways to produce content in controlled environments, aiming to build systems that are more reliable than traditional outside broadcasts. They have been delivering remote production facilities for all Premiership, Europa, and Champions League games for TNT Sports. The companies are focusing on creating remote control galleries and converting spaces into full remote operations centres to enhance the efficiency and reliability of live sports broadcasting. ([svgeurope.org](https://www.svgeurope.org/blog/headlines/solid-as-a-roc-emg-and-gravity-media-bring-reliability-to-remote-audio-and-video/?utm_source=openai))