

EMG / GRAVITY MEDIA APPOINTS SCOTT KINLYSIDE AS MANAGING DIRECTOR, AUSTRALIA

Monday 18th March 2024 – EMG / Gravity Media has confirmed the appointment of Scott Kinlyside as Managing Director, Australia.

Scott Kinlyside’s appointment builds on the group’s recent announcement of key global executive leadership positions to the company, with EMG and Gravity Media merging to create one of the largest and most significant broadcast and technology production companies in the world.

As Managing Director of Australia, Scott will oversee strategic leadership, and operational and financial management to drive the company’s continuing development in Australia.

Scott has 30 years production and operational experience across media, technology and creative industries. Prior to his appointment as Managing Director of EMG / Gravity Media in Australia, Scott was Business Administration and Commercial Director, responsible for overseeing administration aspects of Gravity Media’s Australian business including commercial and business development initiatives, business processes, and leadership of the company’s finance, HR and legal functions.

This announcement follows recent key global executive appointments to the newly merged EMG / Gravity Media, with Warwick Lynch appointed as Chief Financial Officer, Stéphane Vermersch as Chief Transformation and M&A Officer, Sean Seamer as Chief Commercial and Strategy Officer, Wendy Stanborough leading HR and Peter Bates, Bart De Maeyer and Bruno Gallais as Regional CEOs leading EMG / Gravity Media teams in key global territories including UK, The Netherlands and France respectively.

In Belgium, EMG / Gravity Media’s operation will continue to be led by Dirk Theunis, Rene Steinbusch will continue to lead the Germany operation and Claudio Cavalotti will continue to lead the Group’s operation in Italy and BOOST Graphics.

Shaun Gregory, Chief Executive Officer of EMG / Gravity Media commented on the leadership team announcement:

“This marks a significant step forward in fortifying the company's position as an industry leader and driving growth in the ever-evolving broadcasting, media, and production landscape. The new leadership team’s combined expertise aligns seamlessly with our vision for the future and their collective skills, experience and strategic vision will be instrumental in steering EMG / Gravity Media through the exciting opportunities that are ahead.”

Scott Kinlyside on his new role:

"As the newly appointed Managing Director, my focus is on fostering a future of innovation, creativity and growth with our talented team here in Australia and leveraging our newly formed merged entity for success in this region. Beyond our technology and facilities, each member of our team plays a vital role in our success, and we have some of the most talented people in the business supporting our clients. I look forward to cultivating new partnerships, developing our service offerings and pushing the boundaries for a vibrant future."

Peter Bates, CEO of the UK, USA, Australia & Middle East stated:

"We are thrilled to announce Scott as our newly appointed Managing Director in Australia. Together, we are poised for an exciting chapter in EMG / Gravity Media’s story, and we look forward to the prosperous future ahead under Scott’s leadership."

With multiple studios, turn-key production services, post-production facilities, large outside broadcast and DSNG fleet, event communications and specialist camera technologies, Gravity Media Australia is involved in a diverse range of projects. These include partnering with major production companies, free to air and subscription television networks, streaming platforms, leading sports organisations, and corporate production clients throughout Australia.

Recent projects include The Voice, Dancing with the Stars, Australian Idol, The Masked Singer, Australia's Got Talent, Deal or No Deal, 1% Club and I'm A Celebrity Get Me Out Of Here for Australia, UK and Germany. Other major entertainment events include The ARIA Awards, The AACTA Awards, NSW Schools Spectacular and the recent Mushroom 50 Live Anniversary concert.

Gravity Media Australia's acknowledged broadcast technology and production partnerships across major sports in Australia include the Australian Open and the Summer of Tennis, Racing.com, the Melbourne Cup and all major horse racing events in Australia, the Supercars Championship including the Bathurst 1000, Tour Down Under, PGA Tour of Australasia, Stawell Gift, Sydney to Hobart Yacht Race and several Cricket Australia domestic competitions. Gravity's sports communications team also facilitates match official services for AFL, AFLW, VFL and Super Rugby competitions.

Gravity Media Australia's production centres in Sydney and Melbourne provide live studio and production space for panel shows, light entertainment shows, film production and post services. The production centres are where our in-house production and design teams produce a variety of corporate, commercial, sports and entertainment productions for a broad range of clients.

Gravity's post-production house at Disney Studios Sydney plays a key role in facilitating television and major film productions with international production studios, and many of Australia's leading independent film and television producers.

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EMG and Gravity Media Join Forces: An Overview

EMG, one of the leading global providers of broadcast services and media solutions for live sports, entertainment and events, and Gravity Media, a global provider of complex live creative production and media services, are combining their businesses to create one of the world's largest and most significant broadcast technology and production companies.

Aligning the strengths, expertise, and resources of EMG and Gravity Media, this new venture will deliver an unparalleled range of media services and solutions to clients worldwide: 30 offices, more than 100 outside broadcast trucks and flypacks and 40 studios across the United Kingdom, Europe, the Middle East, the United States and Australia, offering market-leading broadcast, technology, production, and post-production solutions across many of the world's most-watched live events and entertainment programmes and working with the world's most renowned sports rights holders, production houses and broadcasters.

The group's acknowledged broadcast technology and production partnerships across major sports including UEFA EUROs, Olympic Games, FIFA World Cup, Champions League and Premiership football, Formula E, the Bathurst 1000, the ATP Tour, Australian Open, US Open and French Open, Tour de France, Giro d'Italia and Tour Down Under, NBC Sports and College Sports across the US, the World Aquatics Championships, the Melbourne Cup, the Sydney Hobart Yacht Race.

Through its studios, production, post-production, outside broadcast facilities and specialist camera technologies, EMG and Gravity Media work with major production companies, television networks, pay television and streaming platforms in many international markets across projects including The Voice, Australian Idol, Dancing with the Stars, Strictly Come Dancing, The Masked Singer, Australia's Got Talent, Britain's Got Talent, 1% Club and I'm A Celebrity Get Me Out Of Here and major events including the BAFTA Awards, Brit Awards, ARIA Awards, AACTA Awards and major state events, including the Coronation of King Charles III.

The combination's post-production centres play a key role in the production of major international television productions across broadcast, subscription, and streaming platforms as well as projects from multiple US and international studios and many of the world's leading independent film productions.

PRESS CONTACTS

Danielle Harper – UK Based Account Director at Bubble Agency

danielleh@bubbleagency.com

+44 (0) 7514 495 819

Tia Maletta – UK Based

Group Marketing Manager at Gravity Media

tia.maletta@gravitymedia.com

+44 7816 129123

Simon Francis – Australia Based

PR Consultant

simon.francis@gravitymedia.com

+61 418777748