

EMG / GRAVITY MEDIA APPOINTS NARINDER BALL AS TECHNOLOGY DIRECTOR



7th January 2025 – EMG / Gravity Media, a leading force in the broadcasting, production, and media industry, is pleased to announce the appointment of Narinder Ball as Technology Director, effective from February 2025.

In her role, Narinder will be responsible for overseeing the company's technology strategy, driving innovation, and leading its technical teams to deliver cutting-edge solutions that support EMG / Gravity Media's continued growth and success.

Narinder brings over 25 years of experience in the tech industry, having previously held various leadership positions at the BBC, where she was instrumental in leading the technical aspects across many of the most high-profile sporting events including Wimbledon, the FA Cup and the London Marathon to name a few. She also oversaw complex workflows for major events such as the Commonwealth and Olympic Games.

Her deep expertise in remote production workflows, broadcast infrastructure, connectivity solutions and an appreciation of changing consumer trends along with a proven track record of leading high-performing teams will play a pivotal role in advancing EMG / Gravity Media's technological capabilities.

Charlie Cubbon, Chief Operating Officer at EMG / Gravity Media said:

"We are thrilled to welcome Narinder to the team. Her leadership, technical acumen, and strategic vision will be invaluable as we continue to innovate and expand our offerings. We are confident that Narinder will help us achieve our ambitious goals and strengthen our position as a leader in the industry."

Narinder Ball commented on her new role:

"I am excited to join EMG / Gravity Media at this pivotal moment in its journey. The combined Group has a tremendous foundation, and I look forward to collaborating with the talented team here to drive technological advancements that will create even greater value for our customers and stakeholders."

As Technology Director, Narinder will focus on driving technological innovation within the broadcasting and production landscape, including advancing content delivery platforms, optimising media workflows, and scaling infrastructure to support high demand streaming and production environments. Additionally, she



will lead initiatives to enhance cybersecurity measures, ensuring the protection of sensitive content and data, while also exploring new technologies to improve audience engagement, content personalisation, and overall viewer experiences.

Narinder's appointment further solidifies EMG / Gravity Media's commitment to staying at the forefront of technological innovation in the industry.

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About EMG / Gravity Media

EMG and Gravity Media joined forces and expertise at the beginning of 2024, forming an unprecedented partnership in the world of global production and content, media services and facilities. The new entity includes more than 100 outside broadcast trucks and flypacks and over 30 studios and production facilities across the UK, Europe, the Middle East, the United States and Australia.

The group is behind many of the world's most-watched sports events, such as UEFA EUROs, Olympic Games, Formula E, the Open Championship, Australian and US Open and Tour de France. Through its studios, production, post-production, outside broadcast facilities, RF and specialist camera technologies, EMG / Gravity Media work in many international markets; across entertainment projects including The Voice, Australian Idol, Strictly Come Dancing, The Masked Singer and I'm a Celebrity Get Me Out of Here as well as live events and major state occasions.

[Click here](#) to learn more about the merger.

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