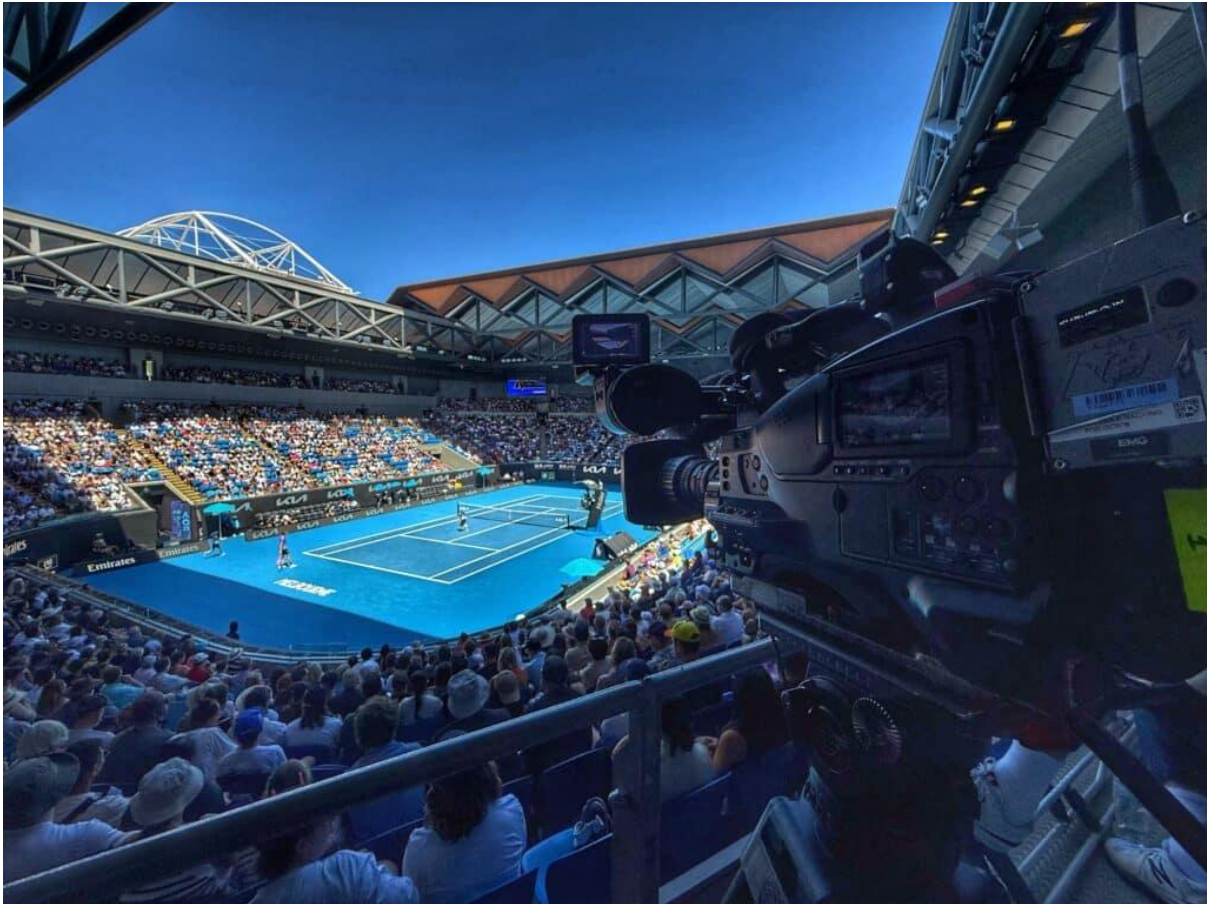


**EMG / GRAVITY MEDIA UNVEILED NEW TECHNICAL INNOVATIONS IN ITS 21ST YEAR
AS THE GLOBAL HOST BROADCAST TECHNICAL PROVIDER FOR THE AUSTRALIAN
OPEN**



Images: Darren Reichard

Monday 27th January 2025 - EMG / Gravity Media, in partnership with Tennis Australia, took centre stage at this year's Australian Open with a bespoke international broadcast centre and the introduction of cutting-edge broadcast technologies, showcasing a significant commitment to delivering comprehensive Australian and international all-screens coverage.

The collaboration between EMG / Gravity Media, a leader in production, content, media services, and facilities, and Tennis Australia represents one of the world's largest single-event broadcast productions, delivering comprehensive coverage of every moment from every match at the Australian Open.

A dedicated team of 75 from EMG / Gravity Media, comprised of crew from different entities within EMG / Gravity Media (including Australia, UK, Netherlands, Germany) specialised in designing, setting up, and operating a state-of-the-art, stand-alone major broadcast centre at Melbourne Park, deploying over 100 tonnes of fly-away systems and more than 150 broadcast cameras. This effort delivered over 200 hours of coverage across 15 days and nights, reaching audiences worldwide.



The IP system delivered on average, over 19 Tb/s of signals, enabling seamless and efficient operations across the event's vast infrastructure.

Coverage was accessed by international rights holders around the world, with local presence on site for Nine Network in Australia along with international rights holders including ESPN, Eurosport, WoWoW and CCTV.

Across the entire precinct, EMG / Gravity Media provided 172 cameras, including Sony HDC 3500 / 5500 channels, complemented by various robotic solutions featuring Sony P50 and P43 cameras with Mark Roberts PTZ heads, as well as a variety of Panasonic robotic cameras. The venue was equipped with a comprehensive network of antennae, enabling 20 roving RF cameras to operate seamlessly anywhere within the precinct. Additionally, two remote RF robotic cameras provided broader views of Melbourne, positioned at AAMI Park and on an office building in the city.

To support these RF cameras but also the production staff onsite for both Host Broadcaster and rightsholder there was an extensive Bolero network consisting of 39 antenna positions to be able to operate the 147 bolero belt packs all over Melbourne Park.

The production galleries, installed by EMG / Gravity Media, were operated by Tennis Australia's production crew at TA's headquarters at Melbourne Park. They were connected to the central equipment room, housed within a temporary structure built by Tennis Australia at the TV compound, via 500 metres of fibre and a dual 700-gig data connection.

The production facilities comprised of eleven production galleries equipped with a combination of GV K-Frame XP and Kahuna vision mixers, along with ten audio control rooms featuring Calrec Artemis and Brio audio consoles. EMG / Gravity Media also deployed 11 ViBox vision mixer systems to cover the eleven outside courts. The system powered over 130 control positions, with over 150 multi-viewers displaying an impressive 1700 PIPs between them.

To ensure seamless system connectivity, EMG / Gravity Media utilised an IP-based large fly-away system, integrated with baseband systems, resulting in a 4000 x 4000 IP matrix including 1500 x 1500 baseband I/O. An advanced audio solution, combining Audio Live and Calrec cores, facilitated the routing of over 2500 audio signals across the facility.

Tennis Australia's production also featured an innovative new element developed and shaped in collaboration with EMG / Gravity Media – named "the Bluezone." This cutting-edge addition had its own dedicated control gallery, audio control room, EVS and edit facilities, and a multi-camera studio.

Designed specifically to cater to social media and streaming platforms, the Bluezone delivered a fresh tennis viewing experience. It included a studio show featuring chats with players calling in via Zoom, crossing with RF cameras roving the tennis grounds, and an abundance of highlights and creative packages showcasing completed matches.

This new format brought a dynamic and interactive dimension to tennis coverage, engaging younger audiences like never before.

Beyond this undertaking as the host broadcast technology provider for Tennis Australia, EMG / Gravity Media also supplied production and technology requirements for ESPN & Eurosport in their coverage of the Australian Open.



This was EMG / Gravity Media's 11th year as the broadcast and technology solutions partner for Tennis Australia for the Australian Open in Melbourne, and its 21st year as the host broadcast technical provider for the entire event.

Josh Lee, Head of Broadcast & Media Operations, Tennis Australia

“The partnership between Tennis Australia and EMG / Gravity Media has been fundamental to the continued growth in content production and global exposure at the Australian Open and across the Summer of Tennis events. This year's technical operation has been one of the smoothest in memory and is a testament to the close collaboration between the two organisations.”

Eamonn Curtin, Chief Commercial Officer at EMG / Gravity Media commented:

“The successful delivery of the Australian Open coverage is a testament to the incredible collaboration between our teams across Europe and Australia. This event has truly highlighted the power of global teamwork, with all involved seamlessly combining their expertise, technology, and passion. Our teams have worked tirelessly to bring this iconic event to audiences around the world. This tournament displays the kind of innovation and dedication that drives our company forward and sets new standards in live sports coverage.”

EMG / Gravity Media and the Summer of Tennis

In the lead up to The Australian Open, EMG / Gravity Media supported Tennis Australia in providing facilities for the United Cup mixed teams tournament in its third year, as well as the Adelaide International.

The United Cup – held in Perth and Sydney – saw EMG / Gravity Media provide in each city outside broadcast production trucks and facilities accessing 28 cameras, multiple EVS replay and edit suit facilities, along with the Xeebra replay system plus **Livetools** equipment for use by teams and players in the United Cup.

Across the event, additional bespoke EMG / Gravity Media fly away production systems were implemented in Sydney to draw together coverage from multiple cities to create a completely integrated and produced “world feed” for delivery across multiple broadcast and subscription platforms in international markets.

The Adelaide International and Brisbane International accessed EMG / Gravity Media's state-of-the-art high-definition production trucks and the company's specialised fly pack production solutions coupled with twenty-seven cameras across multiple courts to deliver bespoke coverage feeds for Tennis Australia and its domestic and international broadcast partners.

- ENDS -

Images: <https://we.tl/t-xfNMCKPYe1>

Please credit Darren Reichard



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.

-

PRESS CONTACTS

Tia Maletta – UK Based

Global Marketing Lead at EMG / Gravity Media

+44 7816 129123

Simon Francis – Australia Based

PR Consultant

+61 418777748