



NEWS RELEASE

Gravity Media Taps Telestream for Large-Scale Test and Measurement Gear

World renowned Waveform Monitors and Timing Tools address hybrid infrastructure needs for global live sports revitalization

Nevada City, California, October 4, 2021 — UK-based global broadcast solution provider, Gravity Media, has made a significant investment in Telestream test & measurement equipment. The purchase includes Master Sync and Clock Reference Generators, Automatic Changeover Units and multiple units of Telestream's market-leading PRISM Waveform Monitors. The PRISM monitors include both rack-mounted and portable units.

Over several decades, Gravity Media has developed a reputation for excellence in the provision of broadcast solutions for major sports events worldwide, including the Australian Open tennis tournament, Formula 1 motor racing, and the Commonwealth Games.

The first outing of this new test & measurement investment was at this Summer's European football championships where Gravity Media provided host broadcast services to the event's organizer. The international event employed ten stadia spread across Europe and each featured a Technical Operations Centre (TOC) where Gravity Media's staff and equipment was located.

"High quality test & measurement facilities are an essential pre-requisite at mission-critical large-scale live broadcasting events such as these European championships," commented Simon Nicholls, Director of Engineering at Gravity Media. "We knew that only a 'Rolls Royce' test & measurement system would provide the features, facilities and operational reliability that we need and without doubt, Telestream's products are best in class."

Telestream Sync Generators and Waveform Monitors are two of the most important tools available to ensure the accurate timing and video quality of live sport and event productions. Telestream signal generators are a key to timing many different devices to a single Grandmaster clock in hybrid environments where SDI infrastructure is also present. The ability to include a wide variety of standards and custom test signals in the same device is a great benefit. So, too is the ability to provide redundancy. For situations where timing from a GPS is crucial to the operation, the ability to continue operations, even in the event of a lost GPS signal is critical.

Building on decades of specialist experience under the Tektronix brand, Telestream Waveform Monitors are the de facto standard in engineering instruments. As their wide application in sports and live events by Gravity Media customers demonstrate, they are also the ideal solution for production tasks such as camera shading and remote diagnostics.

“We congratulate Gravity Media on their resounding success at this Summer’s European football championships and are proud that Telestream test & measurement technology contributed to that success,” commented Benjamin Desbois, Senior Vice President and Chief Sales Officer at Telestream. “Gravity Media did not make such a significant purchase of Telestream test and timing gear because it was all new. They did so because it is solid, reliable, well-respected, and built on a multi-decade history of success.”

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About Gravity Media

Gravity Media is a leading global provider of complex live broadcast facilities and production services to content owners, creators and distributors. We use the collective pull of our people and resources to capture, craft and create world-class content that inspires and excites. Our 500 people serve clients across the sport, media, news and entertainment industries from bases in the UK, Australia, USA, France, Germany and Qatar.

Gravity Media is a brand-new company with a 30-year pedigree, a force to be reckoned with formed by the coming together of four well known broadcast and production houses: Gearhouse Broadcast, HyperActive Broadcast, Input Media and Chief Entertainment.

Find out more at gravitymedia.com

About Telestream

For over 20 years, Telestream® has been at the forefront of innovation in the digital video industry. The company develops products for [media processing and workflow orchestration](#); live [capture](#), [streaming](#), [production](#), [video quality assurance](#), [archive](#) and [content management](#); and [video and audio test solutions](#) that make it possible to reliably get video content to any audience regardless of how it is created, distributed or viewed. Telestream solutions are available on premises or in the [cloud](#) as well as in hybrid combinations. Telestream is privately held with corporate headquarters located in Nevada City, California and Westwood, Massachusetts.

For company and product information, visit www.telestream.net.

Trademarked company and product names are the property of their respective companies.

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