

Live Media Group Mobile Production Asset Acquisition



Live Media Group today announced the acquisition of Gravity Media's United States mobile production assets, adding eight mobile production units - including three premium production trucks with existing major broadcast contracts - to its expanding nationwide fleet. The transaction also includes the addition of engineering and technical staff, further strengthening Live Media Group's production expertise across the country.

As part of the agreement, Live Media Group and Gravity Media have also established a strategic partnership that will allow the companies to collaborate on projects requiring both mobile production facilities and services. While Live Media Group assumes ownership and operation of Gravity Media's U.S. based Outside Broadcast (OB) truck fleet, Gravity Media will continue to support projects through its internationally recognized RF technology and other services, creating a comprehensive solution for clients operating throughout the United States.

Beyond expanding its mobile production fleet, the acquisition also provides Live Media Group's operating companies (including TNDV Television, Live Media and GameTime Productions) with access to additional specialty cameras, production equipment, production services and engineering resources that can be deployed across a broader range of projects.

The acquisition marks another milestone in Live Media Group's long-term strategy of expanding its national footprint through carefully selected acquisitions that

enhance client service while preserving operational excellence. Since acquiring SureShot Teleproductions in 2015, Live Media Group has continued to grow with the acquisitions of TNDV Television and HARB Production Services in 2019, Lyon Video in 2022, and now Gravity Media's U.S. mobile production assets.

"Every acquisition we've made has been driven by one objective: creating more opportunities to better serve our clients," said Brad Sexton, Founder, President and CEO of Live Media Group. "We've never pursued growth simply to become bigger. We've focused on bringing together exceptional companies, talented people and complementary capabilities that allow us to deliver more strategic value across the country. This acquisition continues that strategy by expanding our fleet, adding experienced engineering talent and giving us additional resources to meet growing client demand."

The acquisition significantly increases Live Media Group's available production capacity at a time when demand for high-end mobile production services continues to rise. The three flagship production units included in the transaction arrive with existing contracts supporting major U.S. broadcast partners and premier professional events, while all eight mobile units expand the company's ability to support sports, entertainment, corporate and live event productions nationwide.

The additional fleet also arrives at a critical time for Live Media Group's operations. "Historically, our mobile units have been fully committed most of the year," added Michael Sullivan, President, Live Media. "These additional assets immediately provide us with greater scheduling flexibility while allowing us to support more clients without compromising the level of service they've come to expect. Rather than turning opportunities away, we're now positioned to say yes to more productions."

The strategic partnership established alongside the acquisition also broadens the company's service offerings. Clients requiring RF along with other solutions can now benefit from Gravity Media's specialized RF technology and services, while Gravity Media's international customers requiring mobile production support in the United States will be served through Live Media Group's expanded fleet.

"This strengthens our ability to scale, expand capabilities, and better support clients across every major market we operate in," said Jonae Taylor, Senior Vice President of Sales, Live Media Group. "Alongside additions to our mobile fleet, this partnership also expands what we can offer across RF, specialty cameras, and flypacks for both international and domestic clients". Ryan Hatch, Senior Vice President, Live Media Group added, "It gives us more capacity and reach, which ultimately opens more doors for the people we work with. The goal has always been simple: be in a position to say yes to more with quality staff and assets, and this is a meaningful step in that direction."

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