



Gender Pay Gap Report: Ireland 2025

Gender Pay Gap Report 2025: Ireland

At Gravity Media, we are committed to creating a workplace that is inclusive, fair, and reflective of the diverse communities we serve.

This is our 2025 Gender Pay Gap Report for Ireland, published in line with the Gender Pay Gap Information Act 2021. By reporting transparently, we aim to understand the factors driving our gender pay gap and take meaningful action to close it.

Building a culture where every colleague can thrive is central to our values and to the future success of our business.

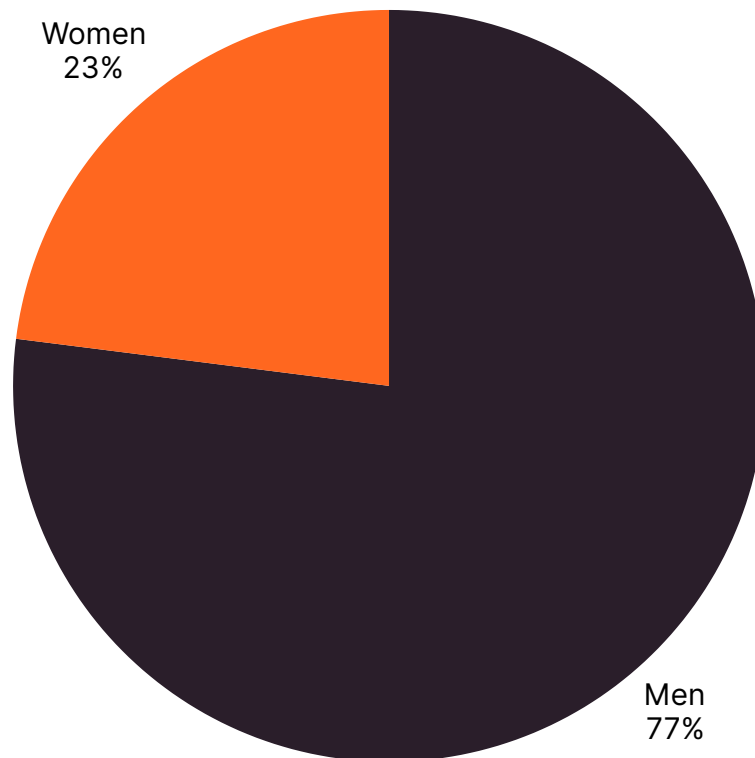


2025 - In Numbers

Total employees: **61**

Men: **47 (77%)**

Women: **14 (23%)**

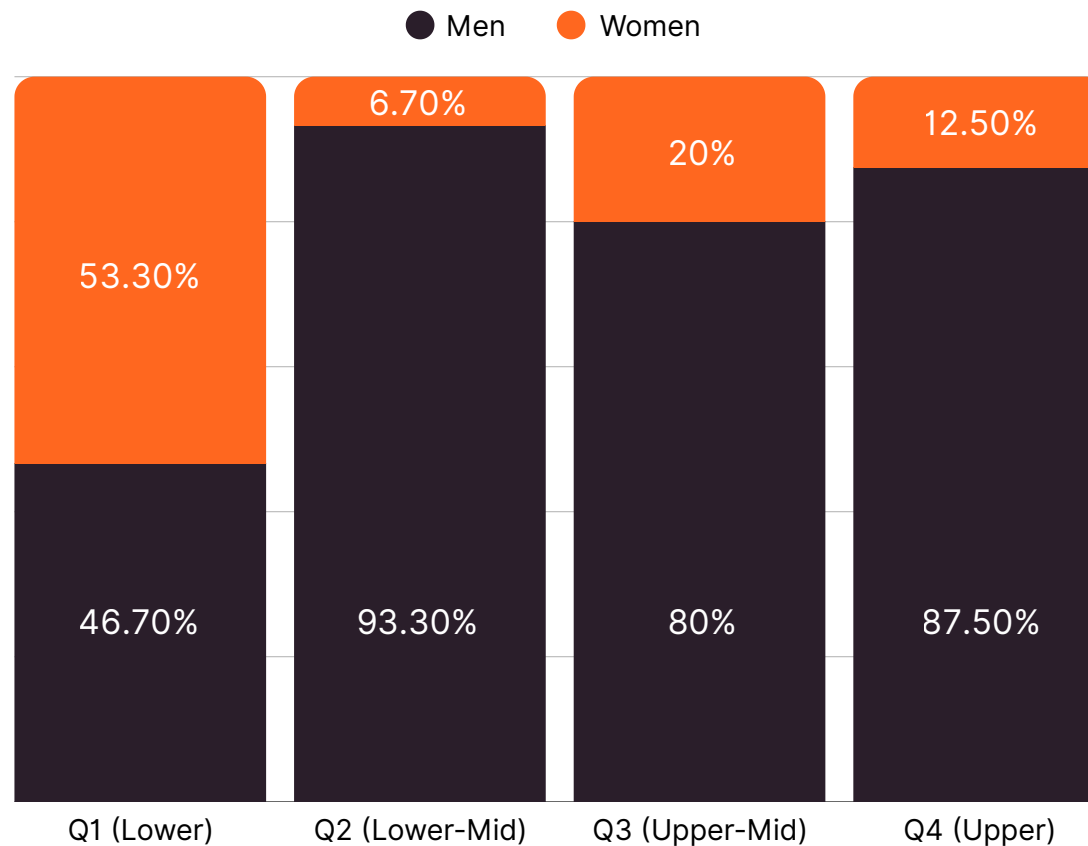


Median Gender Pay Gap
29.65%

Mean Gender Pay Gap
16.43%

Pay Quartiles - Gender Representation

While women make up over half of employees in the lowest pay quartile, their representation decreases at higher pay levels. Addressing this imbalance is a key focus for us.



Our Workforce in 2025

- We employ **61** people across Ireland.
- **77%** are men (**47** employees) and **23%** are women (**14** employees).
- Our workforce is concentrated in technical and production roles, where men are the majority.
- Women are more highly represented in coordination and support functions.
- The under-representation of women in senior technical and leadership positions is a key driver of our gender pay gap.

While women are currently under-represented in higher-paid roles, their strong presence in coordination and early career positions provides a foundation for building future leadership representation.



Understanding Our Pay Gap

Our gender pay gap is driven by role distribution, not by unequal pay for equal work. Increasing female representation in higher-paid technical and leadership roles is key to reducing the gap.

- This report reflects the Irish workforce only, which is relatively small (**61** employees) and represents an organisation that is still new and growing in Ireland.
- Our mean gender pay gap is **16.43%**, and our median gender pay gap is **29.65%**.
- These gaps are not the result of unequal pay for equal work - men and women are paid equally for the same roles.
- The primary driver is the distribution of roles across our workforce.
- Women are concentrated in coordination and support roles.
- Men dominate senior technical and production roles, which attract higher rates of pay.
- This distribution of roles is also reflected in the pay quartiles: women are better represented in the lowest quartile (**53%**) but significantly under-represented in the upper quartile (**12.5%**).
- As our business grows, ensuring progression pathways for women into technical and leadership roles will be central to narrowing the gap.



Our Actions to Close the Gap

Supporting female colleagues through peer networking, mentoring, and career development.



Women's Network

Partnering with universities and colleges to provide internships and encourage more women into technical and production careers.



College Partnerships

Creating opportunities for internal growth by enabling staff to build skills across departments.



Inter-Department Training

Establishing clear routes for women to progress into senior and leadership roles.



Career Pathways

Actively targeting greater female representation in technical and leadership positions.



Recruitment Focus

Maintaining flexible working practices and fostering an inclusive culture where everyone can thrive.



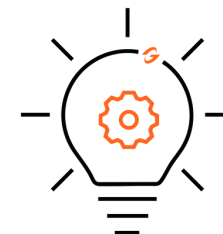
Flexibility & Inclusion

Our Commitment

We recognise that Gravity Media operates within an industry that has traditionally been male-dominated. While this influences our starting point, we are committed to shaping a more balanced future by influencing culture and behaviours across our business.

As part of our new company values of **Collaboration**, **Trust**, and **Innovation** we are also introducing more family friendly policies to support all employees. These initiatives aim to create greater flexibility and opportunity, particularly for women balancing career progression and personal commitments. We believe these changes will strengthen our culture and help us build a more inclusive and equitable workplace.

We are proud that our most senior leader in Ireland is female, and we will continue to build on this foundation as our workforce grows. Through initiatives such as the Gravity Media Women's Network, college partnerships, and career pathways, we remain dedicated to ensuring that all colleagues have equal opportunities to succeed.





GRAVITY MEDIA

Contact Information

If you require additional information about the report or would like to leave your feedback, please contact:



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