GRAVITY MEDIA

Gender Pay Gap Report: Ireland

2026



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Gender Pay Gap Report 2026: 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 2026 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.





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About Our Workforce

Gravity Media (Ireland) Limited provides broadcast production and technical services in Ireland.

Most of our employees in Ireland work in technical broadcast and production roles delivered under a managed-service contract with one client.

On our snapshot date of **30 June 2026**, we employed **57 people**: 43 men (75%) and 14 women (25%).

Our reporting period is **1 July 2025** to **30 June 2026**.

Broadcast engineering and technical production have traditionally been male-dominated, and this is reflected in our workforce.

Because we have a relatively small presence in Ireland, a change involving only one or two people can move our percentage figures significantly from one year to the next.



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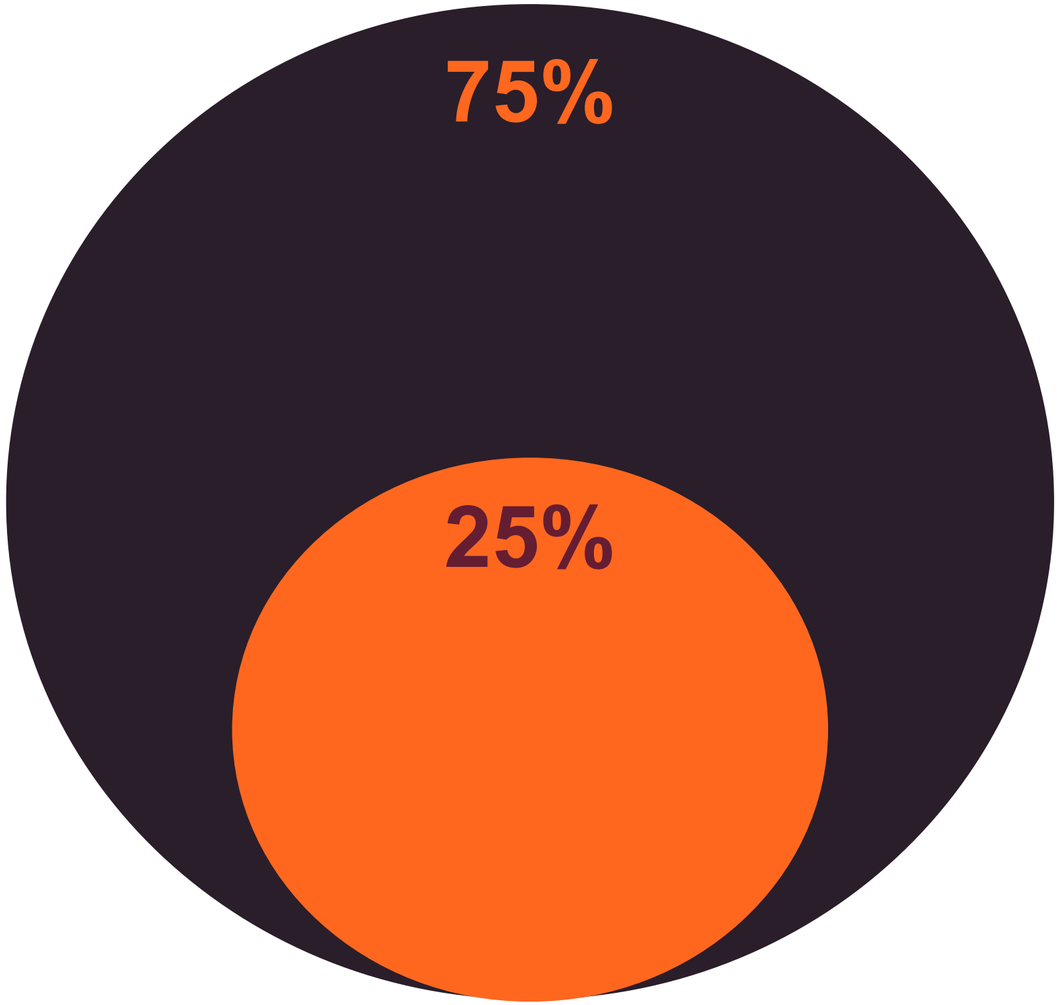
2026 – In Numbers

Total Employees: **57**

Men: **43** (**75%**)

Women: **14** (**25%**)



Median Gender Pay Gap
20.85%

Mean Gender Pay Gap
12.04%

Women

Men

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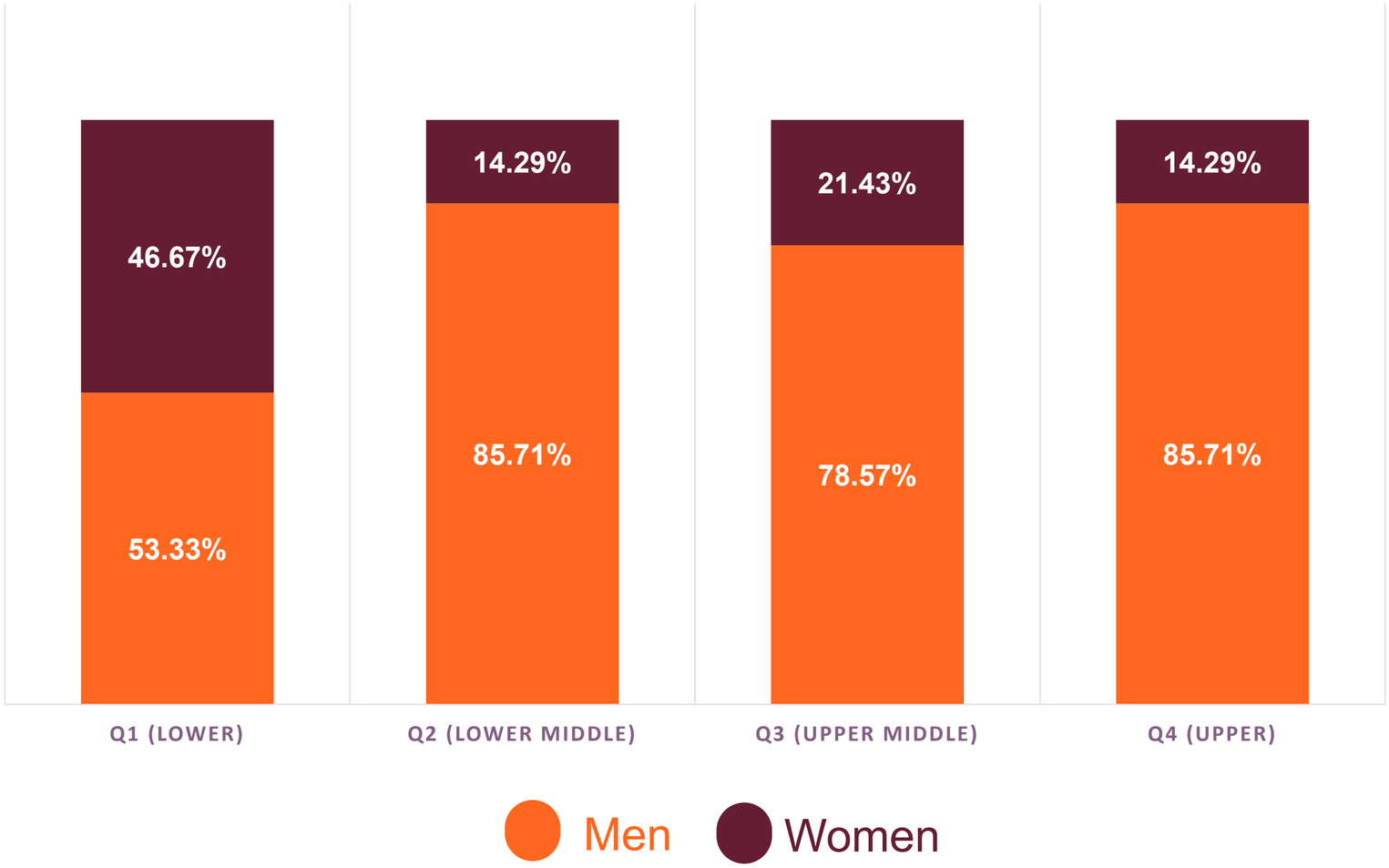
Pay Quartiles - Gender Representation



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Our Results

Our mean gender pay gap is **12.04%**, and our median gender pay gap is **20.85%**, an improvement from 16.43% and 29.65% in 2025.

No bonuses were paid in the reporting period, therefore there is no bonus gap.

Health insurance is **offered to all employees on the same terms**, and take-up is similar for men (79.1%) and women (78.6%).

We had no part-time employees and no men on temporary contracts, so the part-time and temporary pay gaps cannot be calculated.



Why we have this gender pay gap

Our levels of pay are set by role, level of responsibility, and experience. Our gap is driven by the type of roles in which men and women work in our organisation. Women are more strongly represented in early-career, coordination and support roles, and under-represented in senior technical and engineering roles, which attract higher pay. Women make up 46.7% of our lowest pay quartile, but 14.3% of the lower-middle quartile, 21.4% of the upper-middle quartile and 14.3% of the upper quartile.

Our gap improved this year, primarily because we experienced changes in joiners and leavers within our organisation, including departures at a senior level. This is not yet structural change. Women's representation across our pay quartiles remains broadly similar to last year, and closing the gap would be determined by more women progressing into senior technical and leadership roles, which we actively encourage.



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What we have done this year

Women's Network

Continued our Women's Network, which provides peer support, networking, and professional development.

Talent & Training Partnership

Partnered with Fingal Chamber Skillnet to widen our access to talent and training opportunities.

Department Skills Plans

Started department skills plans beginning with one team: colleagues complete self-assessments, and we build training around the needs identified.

Career Pathways Pilot

Piloted structured career pathways in one department, to be extended to other departments once evaluated.

Enhanced Maternity Pay

Introduced full pay during maternity leave for up to 26 weeks.

Flexible Working Policy

Introduced a flexible working policy.

Inclusive Workplace Policies

Introduced a Dignity at Work and bereavement leave policy, supporting an inclusive and supportive workplace.

What we will do next

Career Pathways & Skills

Extend career pathways and skills plans to all departments, so routes into senior technical roles are clear and open to everyone.

Inclusive Recruitment

Review how we advertise and recruit for technical roles to attract more women, aiming for gender-balanced shortlists where possible.

Pay Transparency Directive

Prepare for the EU Pay Transparency Directive by setting out pay ranges for each level and including salary ranges in job adverts

Track & Measure Progress

Track recruitment, promotions, pay increases and leavers by gender each year, so we can see the impact of our actions.

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Our Commitment

Our starting point reflects an industry that has historically been male-dominated, but it does not limit where we can get to. We are committed to a workplace where everyone has an equal opportunity to progress, and we will report openly on our progress each year.



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TRUST



INNOVATION

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Contact Information

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

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