

**WAVES**  
World Audio Visual &  
Entertainment Summit



Ministry of Information  
and Broadcasting  
Government of India



Government of  
Maharashtra

# waves

## WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT

*Connecting Creators, Connecting Countries.*

1-4, MAY 2025  
JIO WORLD CENTRE  
MUMBAI







**WAVES**  
**WORLD AUDIO VISUAL &  
ENTERTAINMENT SUMMIT**  
*Connecting Creators, Connecting Countries.*

अश्विनी वैष्णव  
Ashwini Vaishnaw



रेल, सूचना और प्रसारण एवं इलेक्ट्रॉनिकी  
और सूचना प्रौद्योगिकी मंत्री  
भारत सरकार

Minister of Railways, Information & Broadcasting  
and Electronics & Information Technology  
Government of India

## Foreword

Bharat proudly hosted the 1st Edition of World Audio Visual and Entertainment Summit (WAVES) in May 2025. It is the visionary initiative of Prime Minister Shri Narendra Modi for making Bharat the 'Creative Capital of the World'.

Content creation has shifted from traditional studios to agile, creator-led formats powered by compact tech and digital platforms. This shift has made storytelling more accessible, dynamic, and global. Today, content is both currency and catalyst. WAVES marks the start of a new era where stories are shared, scaled, and shaped through collaboration, technology, and purpose.

WAVES also reaffirms our belief that the true value of the content economy goes beyond the numbers. It lies in the empathy it builds, the cultures it bridges, and the futures it inspires.

It brought together on a single platform over 100 countries. Creators, industry leaders, innovators, and policymakers also joined hands. The message that emerged from the summit is strong - Creator Economy is no longer a niche, it is a movement. WAVES represent the message of innovation, empathy and Bharat's rising creative leadership

This report captures the insights, collaborations, and policy directions that emerged across multiple sessions, business meetings, and economic engagements. It offers a roadmap to institutions, governments, and creators worldwide on building equitable, cross-border creative markets.

As we progress towards Viksit Bharat@2047, Bharat must lead with imagination. From AI in storytelling to platforms like the WAVES Bazaar, WaveX, and Create in India challenge, we are building a complete ecosystem. It is inclusive, diverse, and future-ready. Local voices, rooted in tradition are now digitally enabled and have the global stage to shine.

(Ashwini Vaishnaw)

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डॉ. एल. मुरुगन  
Dr. L. MURUGAN



सत्यमेव जयते

राज्य मंत्री  
सूचना एवं प्रसारण मंत्रालय और  
संसदीय कार्य मंत्रालय  
भारत सरकार, नई दिल्ली  
MINISTER OF STATE FOR  
INFORMATION & BROADCASTING AND  
PARLIAMETARY AFFAIRS  
GOVERNMENT OF INDIA, NEW DELHI

### Foreword

The WAVES Summit 2025 has marked a historic milestone in India's journey to becoming a global epicentre of creativity, innovation, and cultural exchange. Under the visionary leadership of the Hon'ble Prime Minister Shri Narendra Modi, this landmark event has not only celebrated India's rich storytelling heritage but also positioned the nation as a torchbearer of the Orange Economy—where content, creativity, and culture converge to drive sustainable growth and global unity.

WAVES 2025, held in Mumbai from 1<sup>st</sup> to 4<sup>th</sup> May, was a testament to India's unwavering commitment to empowering creators, fostering cross-border collaborations, and harnessing cutting-edge technologies like AI, gaming, and immersive storytelling. With participation from over 100 countries, 1 lakh+ visitors and business deals worth INR 10,000 crore, the summit has set a new benchmark for global creative ecosystems. The resounding success of initiatives like the Create in India Challenge, WaveX for startups and the WAVES Bazaar underscores India's potential to lead the world in media, entertainment and digital innovation.

As highlighted in this report, WAVES 2025 was more than a summit—it was a movement. From the inauguration of the Bharat Pavilion, which showcased India's diverse cultural tapestry, to the adoption of the WAVES Declaration, the event reinforced the transformative power of media as a force for social good, economic prosperity, and diplomatic synergy. The announcements of co-production treaties, the Indian Institute of Creative Technologies (IICT), and investments in the creator economy reflect our government's resolve to build a future where every voice finds a global audience.

I extend my deepest gratitude to the Hon'ble Prime Minister, the Ministry of Information and Broadcasting, industry leaders, creators, and international partners for their collective efforts. As we move forward, let this report serve as both a celebration of our achievements and a roadmap for the next phase of India's creative renaissance. Together, we will ensure that the waves of inspiration ignited at WAVES 2025 continue to ripple across borders, empowering a billion stories and shaping a brighter, more connected world.

  
(Dr. L. Murugan)

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# Preface

The WAVES 2025 summit marked a significant milestone in the global landscape of media, entertainment, and the Creators economy. As an ambitious initiative envisioned by the Hon'ble Prime Minister of India to harness the transformative power of storytelling and digital innovation, WAVES 2025 brought together a diverse constellation of Creators, policymakers, industry leaders, media platforms, and technology pioneers. With its focus on collaboration, inclusivity, and the future of content creation, the event has further solidified India's emerging identity as a global hub of cultural exchange and creative innovation.

A notable highlight of the summit was the Hon'ble Prime Minister of India, Shri Narendra Modi's emphasis on the Orange economy, *"This is the time of dawn of Orange Economy in India, Content, Creativity, and Culture - these are the three pillars of Orange Economy."* His vision set the tone for the summit, emphasizing India's growing role in fostering creativity and cross-cultural collaboration in the global media and entertainment landscape.

This report captures the key outcomes, insights, and recommendations that emerged from WAVES 2025. It reflects the collective voice of stakeholders who participated in high-impact discussions on the future of media regulation, the rise of AI in creative industries, the monetization of digital content, cross-border collaborations, and the empowerment of independent creators. The sessions highlighted not only the economic potential of the creative sector but also its role in shaping social narratives and fostering global unity through diverse perspectives.

At the heart of WAVES, there is a strong commitment to building sustainable ecosystems for creators, whether in films, music, digital media, OTT, or immersive storytelling platforms. With representation from 100 countries, the Summit also served as a dynamic forum for bilateral and multilateral cooperation in the Creative economy.

Envisioned by the Hon'ble Prime Minister of India, Shri Narendra Modi, India's creative and digital renaissance continues to be driven by his visionary leadership. Hon'ble Chief Minister of Maharashtra, Sh. Devendra Fadnavis and Hon'ble Union Minister for Information and Broadcasting, Shri Ashwini Vaishnaw have provided valuable guidance and support to ensure WAVES become a reality while Hon'ble Minister of State for Information and Broadcasting, Dr. L. Murugan demonstrated a strong commitment to empowering the Creators economy.

Connecting Creators,  
Connecting Countries

# Contents

<b>ENVISIONING THE FUTURE</b> <i>Vision that Propels WAVES</i>	<b>1</b>
<b>MISSION POSSIBLE</b> <i>Driving Purpose and Impact</i>	<b>8</b>
<b>AT THE HELM</b> <i>Building the Backbone</i>	<b>12</b>
<b>THE WAVES STORY</b> <i>Growth and Evolution of WAVES</i>	<b>16</b>
<b>WAVES SNAPSHOT</b> <i>A Force Multiplier</i>	<b>20</b>
<b>WAVES INAUGURAL</b> <i>Igniting WAVES</i>	<b>28</b>
<b>THE BUILDING BLOCKS</b> <i>Components of WAVES 2025</i>	<b>36</b>
<b>BRAND WAVES</b> <i>Media and Press Coverage</i>	<b>96</b>
<b>ASSOCIATIONS AT WAVES 2025</b>	<b>102</b>
<b>VISION FOR TOMORROW</b> <i>Way Forward</i>	<b>104</b>
<b>ADVISORY BOARD</b> <i>Mission Support</i>	<b>106</b>
<b>APPENDIX</b>	<b>110</b>



CONNECTING CREATORS

**WAVES**

WORLD AUDIO VISUAL &  
ENTERTAINMENT SUMMIT

*1-4 May 2025, MUMBAI*

CONNECTING COUNTRIES

# ENVISIONING THE FUTURE

*Vision that Propels WAVES*

दर्राँ  
**DISCOVERERS**  
IN CINEMA



World  
Creators  
Forum



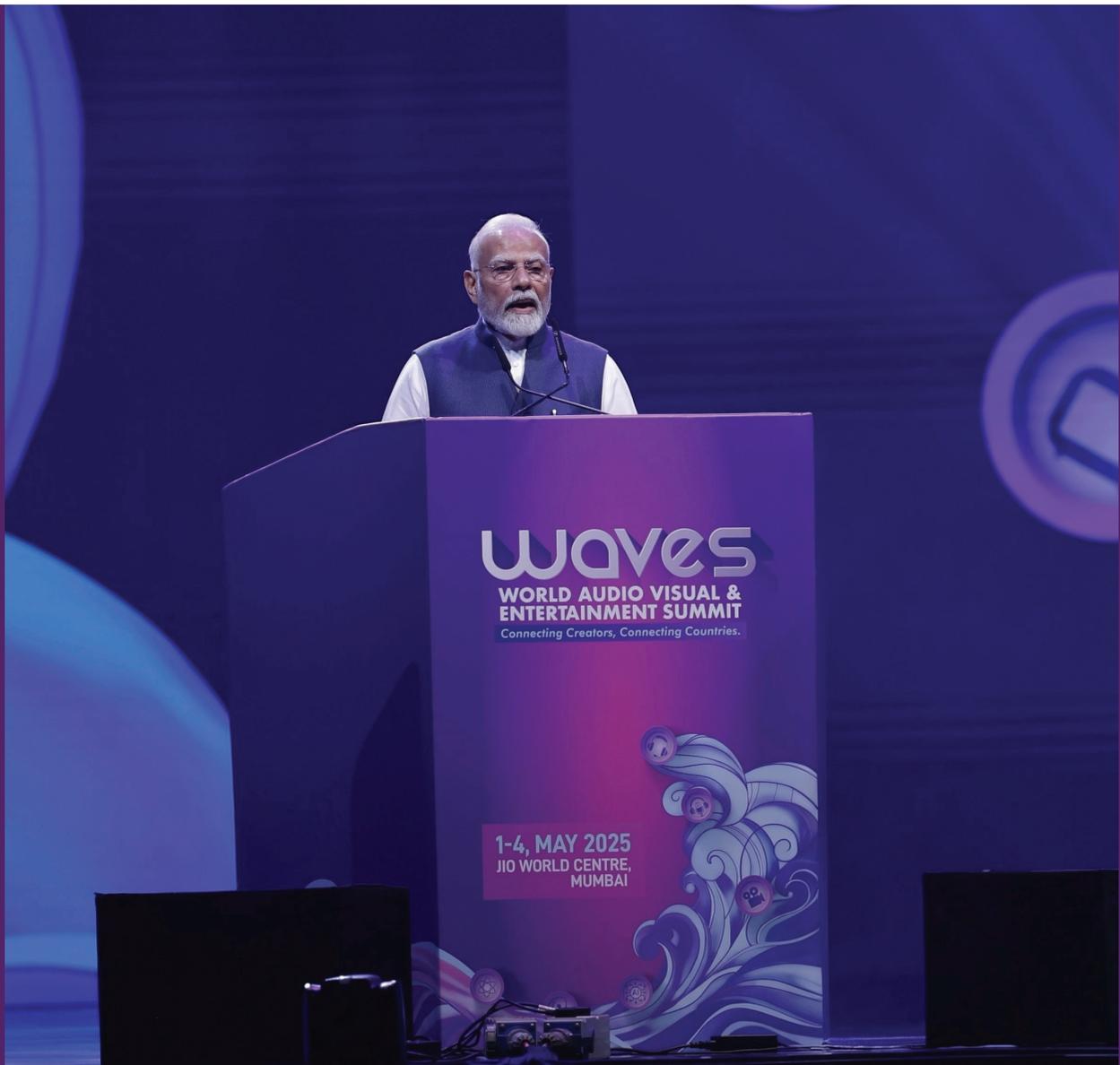
भारतीय सिनेमा का मुक्त युग  
SILENT ERA  
IN INDIAN CINEMA

विदेशी सह  
**FOREIGN**  
COLLABORATION

### Inauguration of National Museum of Indian Cinema, Mumbai

Hon'ble Prime Minister of India, Shri Narendra Modi said, "Let's start with one such Summit and then we make it global summit no less than Davos"

19th January 2019



*Shri Narendra Modi  
Hon'ble Prime Minister of India  
01 May 2025*

- Hon'ble Prime Minister Shri Narendra Modi inaugurated WAVES 2025, celebrating Maharashtra Day and Gujarat Day, hailing the event as a major step toward building a global creative ecosystem with participation from 100 countries.
- He underscored India's vibrant cinematic heritage—from Dadasaheb Phalke to S.S. Rajamouli—and emphasized the blend of timeless storytelling with contemporary digital platforms.
- The Prime Minister lauded initiatives like the Bharat Pavilion, WAVES Bazaar, and the Creators Challenge for connecting emerging talent with global markets.

World Audio Visual and Entertainment Summit, WAVES, is not just an acronym, it is a wave of culture, creativity and universal connectivity

This is the right time to Create in India, Create for the World.

This is the time of dawn of Orange Economy in India, Content, Creativity and Culture – these are the three pillars of Orange Economy

India, with a billion-plus population, is also a land of a billion-plus stories

Screen size may be getting smaller, but the scope is becoming infinite, Screen is getting micro, but the message is becoming mega

Today, India is emerging as a global hub for film production, digital content, gaming, fashion, music and live concerts

To the creators of the world — dream big and tell your story, to investors — invest not just in platforms, but in people, to Indian youth — tell your one billion untold stories to the world



To position India as an unparalleled global powerhouse in the dynamic Media & Entertainment landscape while setting new standards of creativity, innovation, and influence worldwide.



(Left to Right)  
Hon'ble Minister of State,  
Ministry of Information  
& Broadcasting,  
Dr. L. Murugan,  
Hon'ble Chief Minister  
of Maharashtra,  
Shri Devendra Fadnavis,  
Hon'ble Prime Minister  
Shri Narendra Modi,  
Hon'ble Minister of  
Information and Broadcasting,  
Shri Ashwini Vaishnaw



Hon'ble Prime Minister Shri Narendra Modi released commemorative postage stamps in honor of five legendary figures from the Indian cinema — filmmaker Guru Dutt, actress P. Bhanumathi, director Raj Khosla, filmmaker Ritwik Ghatak, and music composer Salil Chowdhury, at WAVES Summit 2025

**Release of  
Commemorative Stamps  
01 May 2025**



# MISSION POSSIBLE

*Driving Purpose and Impact*





To position India as a Media & Entertainment investment destination

To drive the country's Orange Economy through IP Creation for India & for the World

Position WAVES as a platform to provoke ideas, fuel conversations, facilitate knowledge exchange and engage in meaningful collaborations with M&E industry leaders from across the globe

Miss



To develop India's  
Media & Entertainment  
infrastructure and  
build capacity of the  
industry through skilled  
workforce for the World

To embrace and  
adapt new trends,  
technology and  
transformations in the  
Media & Entertainment  
landscape

Transform the Concert  
Economy into a dynamic  
force that boosts tourism,  
showcases cultural  
vibrancy, and positions  
India as a global hub for  
live entertainment.

ssion



# AT THE HELM

*Building the Backbone*



# WAVES

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# AT THE HELM



*Hon'ble Minister of Information and Broadcasting,  
Shri Ashwini Vaishnaw*

Emphasized on PM's three-pillar vision— Creativity, Culture, and Collaboration —to shape the future of media and content.

His announcements included:

- Co-production treaties
- Joint innovation funds
- Harmonized tech standards
- Stronger intellectual property framework

India has the potential to take a global leadership role in the world of media and entertainment.

The first IICT will be established here in Mumbai. INR 400 crore has been sanctioned.

Technology has democratized the creative industry.



External Affairs Minister, Dr. S. Jaishankar at Global Media Dialogue

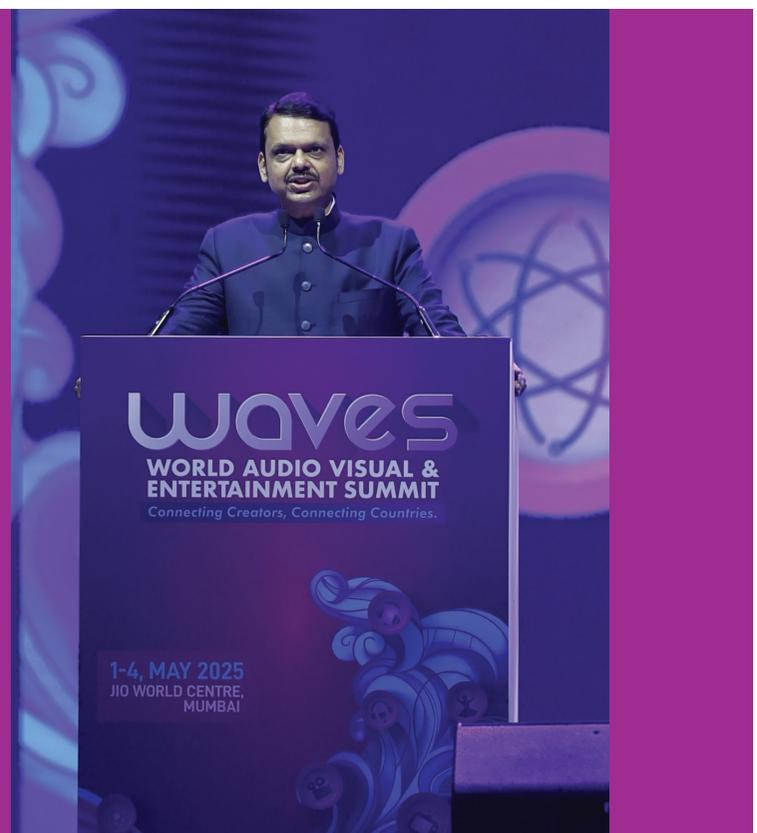
It is crucial that young talent is made ready for an age of creative collaborations through relevant skill development. Innovation is key to the leapfrogging that will build Viksit Bharat



- External Affairs Minister, Dr. S. Jaishankar

Hon'ble Chief Minister of Maharashtra,  
Shri Devendra Fadnavis

Highlighted the state's role as a catalyst for India's global creative leadership, emphasizing collaboration with the Central Government



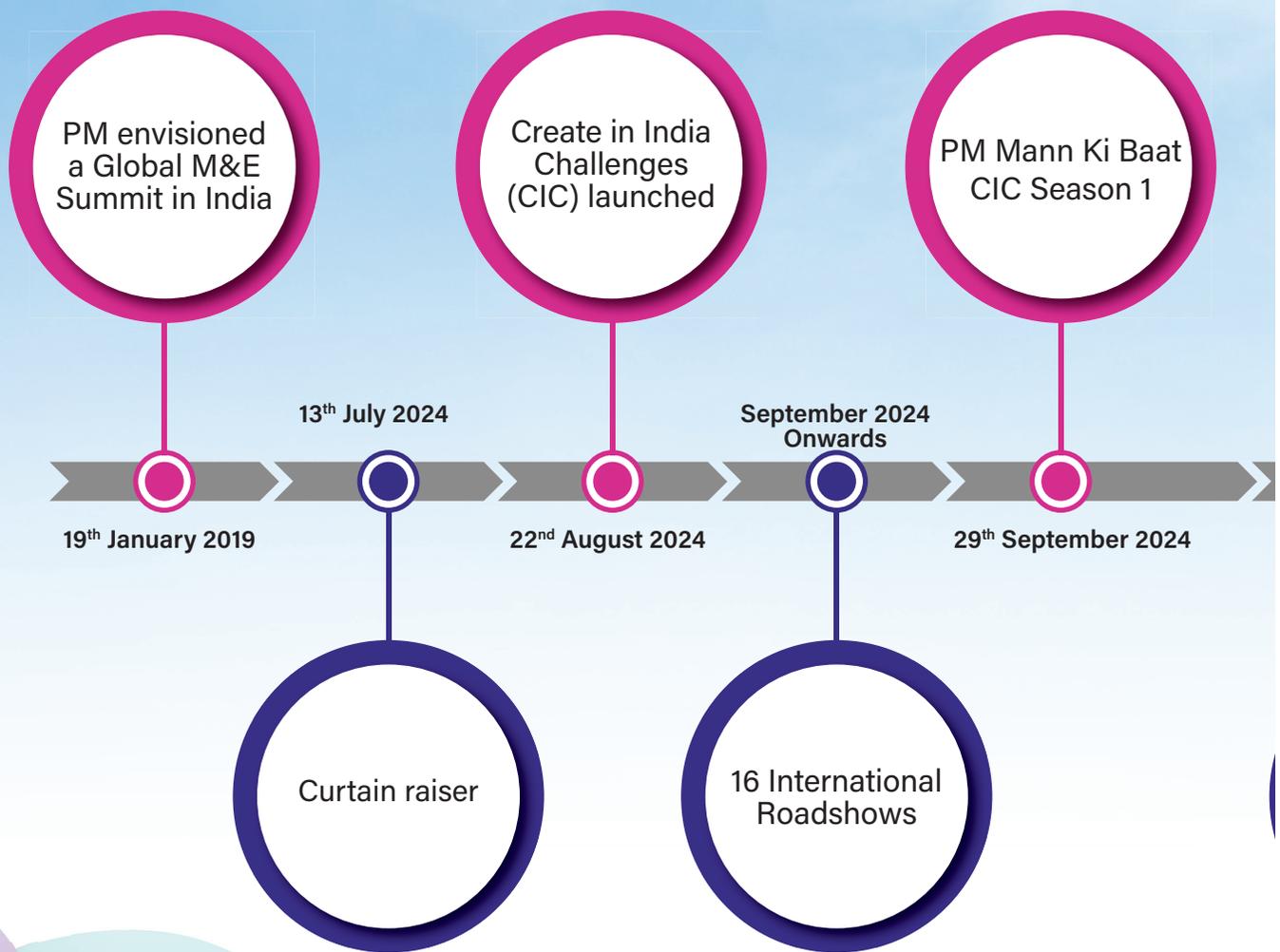


# THE WAVES STORY

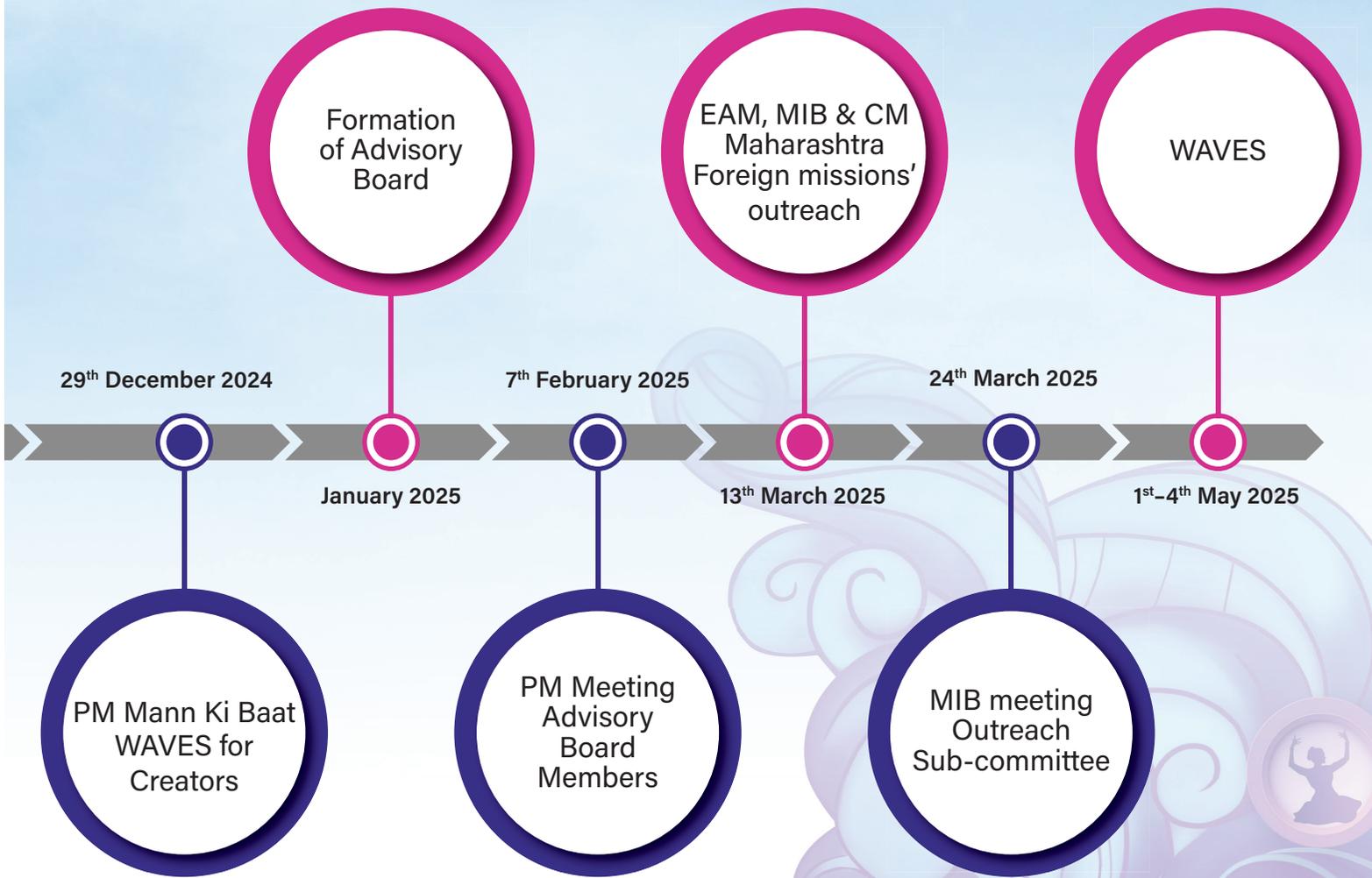
*Growth and Evolution of WAVES*



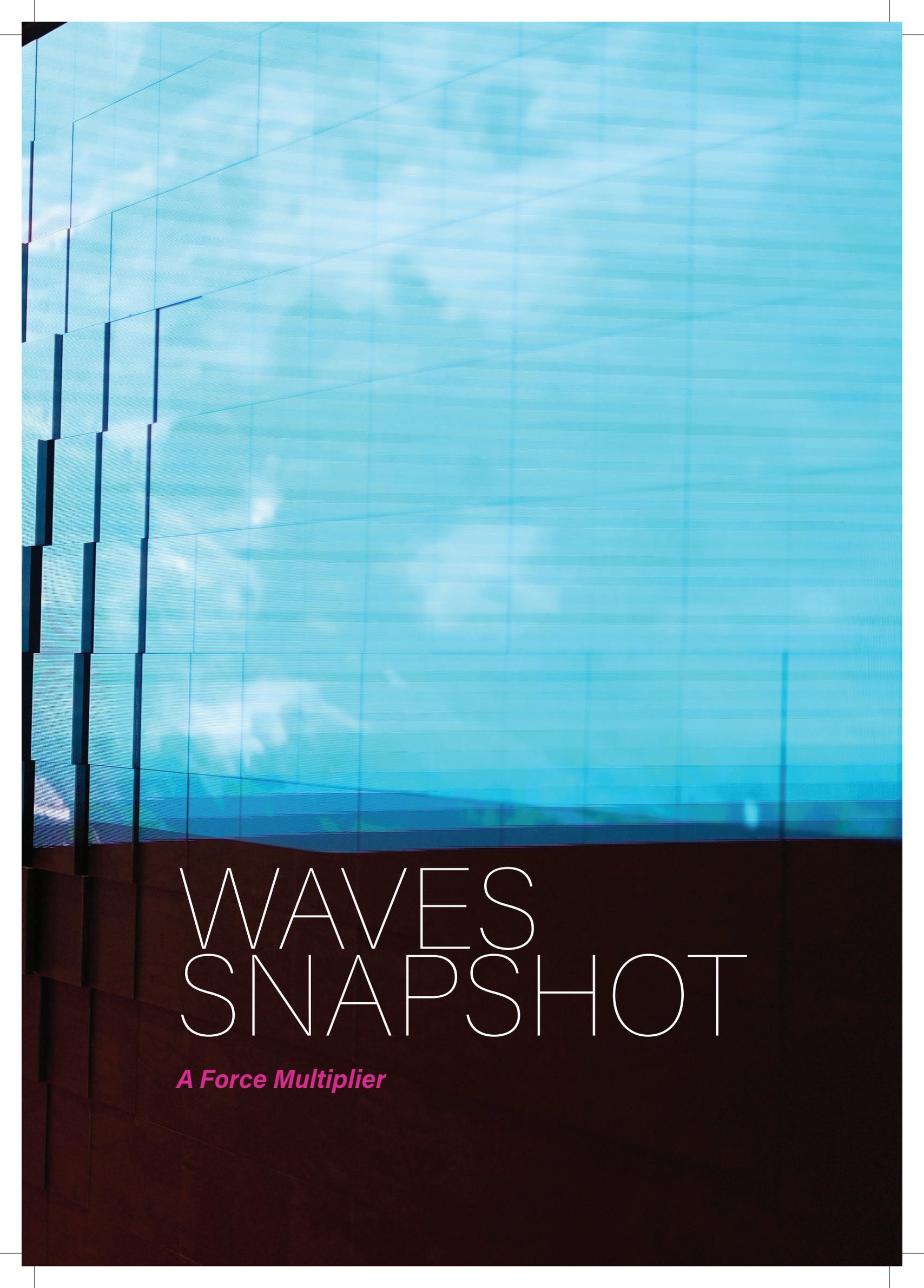
# Growth & Evolution



# of WAVES







# WAVES SNAPSHOT

*A Force Multiplier*

# WAVES 2025

**100**  
Countries

**100+**  
International Speakers

**140+ Sessions**  
50 Plenaries,  
35 Masterclasses &  
55 Breakout sessions

**1+ Lakh**  
Visitors

**91+**  
Million  
Social Media  
Impressions

**3,100+**  
Companies

**3,000+**  
B2B Meetings

## GLOBAL MEDIA DIALOGUE (GMD)

77 nations participated and  
WAVES Declaration was  
adopted

# CREATOSPHERE

**63**  
Countries

**34**  
Create-in-India  
Challenges

**750+**  
Finalists

**~1 Lakh**  
registrations

**1,100+**  
International Participants

# PARTICIPANTS

**206**  
Exhibitors

**127**  
Start-ups

**15**  
States

# WAVEX

**30**  
Startups Pitched

**29**  
VCs/Investors

**127**  
Startups Connected

**1,500+**  
Registrations

**8**  
Masterclasses & Expert  
Sessions

# WAVES BAZAAR

**INR 1,328 Cr+**  
Business Generated

**3,000+**  
B2B Meetings

# MEDIA AND COVERAGE

**91+ Million**  
Impressions

**12.8+ Million**  
views for  
#WAVES2025

**7.42+ Million**  
views for #WAVESummit

**5.75+ Million**  
views for  
#WAVES

**6.76+ Million**  
views for #WAVESummitIndia  
& reach **72.1+ Million**

**5.9+ Million**  
views for #WAVESIndia

# OTHER HIGHLIGHTS

## From Kala to Code

Bharat Pavilion showcased  
India's storytelling

12

Community Radio stations  
recognized for excellence at the  
8th National Sammelan

# REPORTS LAUNCHED

8

Reports  
Launched

- 'Statistical Handbook on Media & Entertainment 2024-25' by MIB
- 'From Content to Commerce: Mapping India's Creator Economy' by Boston Consulting Group
- 'A studio called India' by EY
- 'Legal Currents: A Regulatory Handbook on India's Media & Entertainment Sector 2025' by Khaitan & Co.
- 'Economic impact of the film, television, and online curated content (OCC) industry in India, 2024' by Motion Picture Association
- 'India's live events - Events Media FAQs' by Ministry of Information and Broadcasting
- 'The Impact of Piracy on India's Online Video Sector & Creative Economy' by Confederation of Indian Industry (CII), IP House and media partners asia
- 'Press Play - India's OTT Story Goes Global' by Primus Partners

# NOTABLE ANNOUNCEMENTS

Government of Maharashtra signed ~INR 8,000 Crore of MoUs:

- INR 1,500 Crore – University of York: For establishment of its first campus in Mumbai, India
- INR 1,500 Crore – University of Western Australia
- INR 3,000 Crore – Prime Focus: Development of Film City of ~200 acres
- INR 2,000 Crore – Godrej: For development of film television and media campus at Godrej City, Panvel

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Launch of Nifty WAVES Index – 43 listed M&E companies

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Indian Institute of Creative Technology (IICT) signed MoUs to boost industry ties, internships, scholarships, startup funding, job opportunities, rendering parks, and game design education via collaboration with –

- Google
- Apple
- Microsoft
- Meta
- Star India
- Adobe
- Toon Boom
- HUION
- WACOM
- NVIDIA

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Launch of the first Indian Film Festival in New Zealand

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At the 8th National Community Radio (CR) Conference during WAVES, Hon'ble Minister of State for Information and Broadcasting, Dr. L. Murugan honored 12 CR stations with National Community Radio Awards, highlighting innovation and inclusiveness. India has 531 CR stations, with over 400 representatives attending the conference

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New Indo-UK film collaborations and on-site movie production announcements





# WAVES INAUGURAL

*Igniting WAVES*

## ***Inaugurals***

The event welcomed 20,000+ delegates on the Inaugural Day and participants from 100 countries, representing a cross-section of global media, technology, and artistic communities





## ***WAVES of India Album***

Invocation and performance of a song from "Waves of India" album by an orchestra led by Shri M.M. Keeravani featuring an exceptional ensemble including singers Shreya Ghoshal, Mangli, K.S. Chithra & Lipsika

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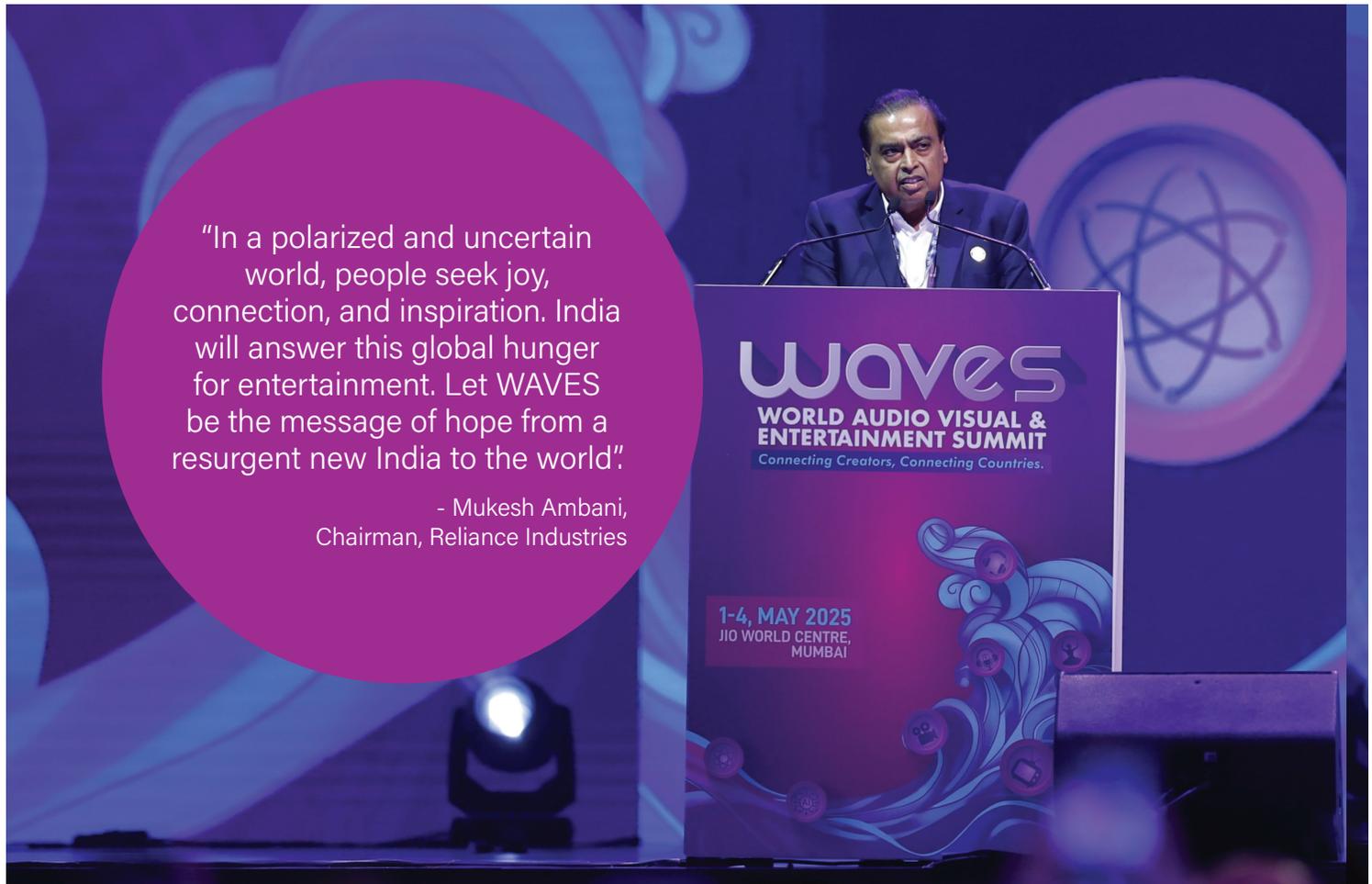
"Waves of India" album, celebrated the nation's cultural richness and unity through sound, and global collaboration

- "Connecting Creators, Connecting Countries" by M. M. Keeravaani
  - "Satyam Shivam Sundaram" by A. R. Rahman
  - "Ooncha Asmaan" by Shankar Mahadevan & Prasoon Joshi
  - "Symphony of India" by Ricky Kej
  - "Shubharambh' & 'High in the Sky" by Meet Bros
- 

WAVES Sankalp, a solemn pledge reinforcing the shared commitment to creativity, cultural responsibility, and global collaboration







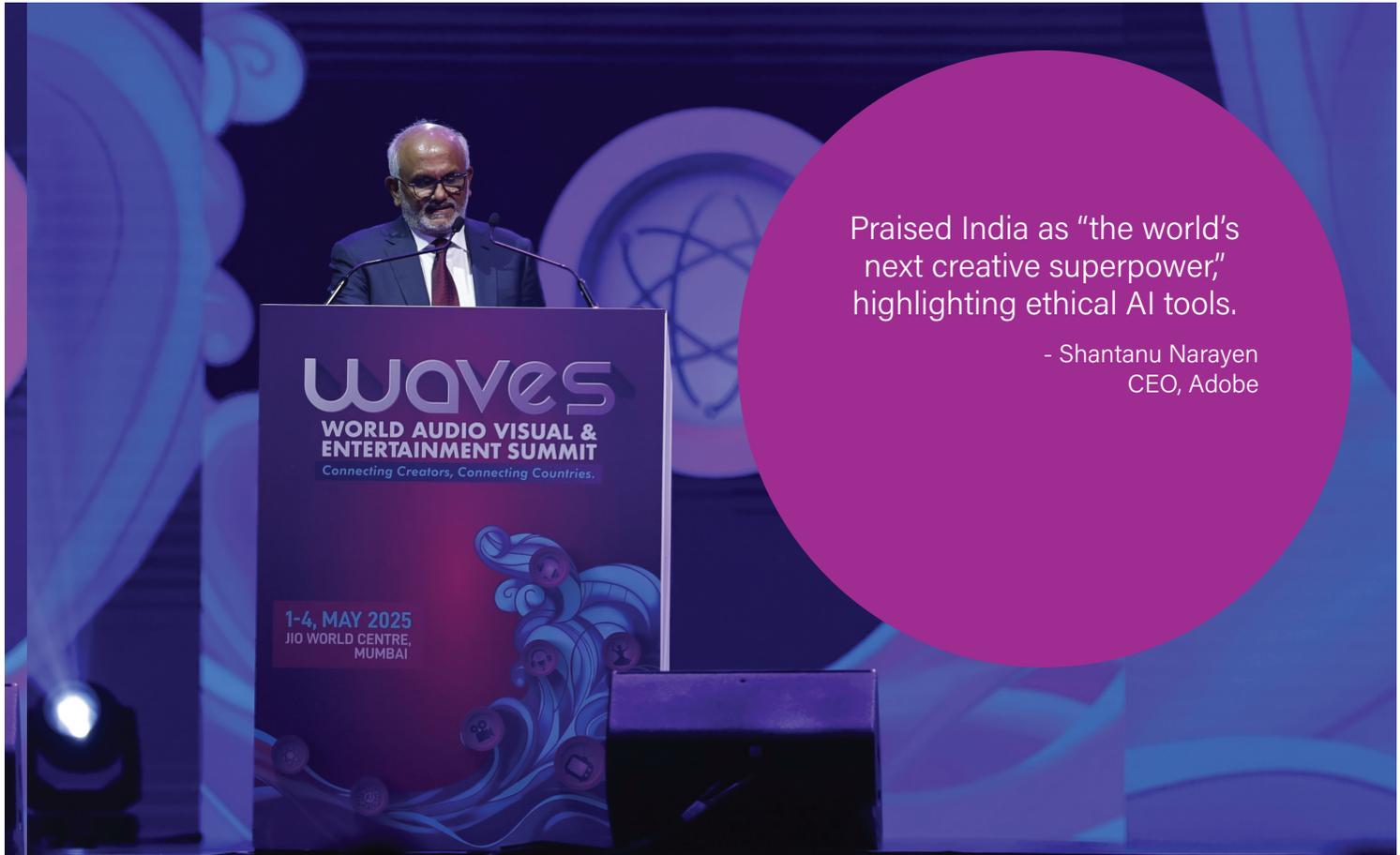
"In a polarized and uncertain world, people seek joy, connection, and inspiration. India will answer this global hunger for entertainment. Let WAVES be the message of hope from a resurgent new India to the world!"

- Mukesh Ambani,  
Chairman, Reliance Industries



"WAVES is a beautiful initiative by the Government of India. I'm glad to be part of it!"

- Hema Malini,  
Indian Actress



Praised India as “the world’s next creative superpower,” highlighting ethical AI tools.

- Shantanu Narayen  
CEO, Adobe



Acknowledged the significance of the WAVES Summit in advancing global entertainment collaboration.

- Rajinikanth,  
Indian Actor

# THE BUILDING BLOCKS

*Components of WAVES 2025*





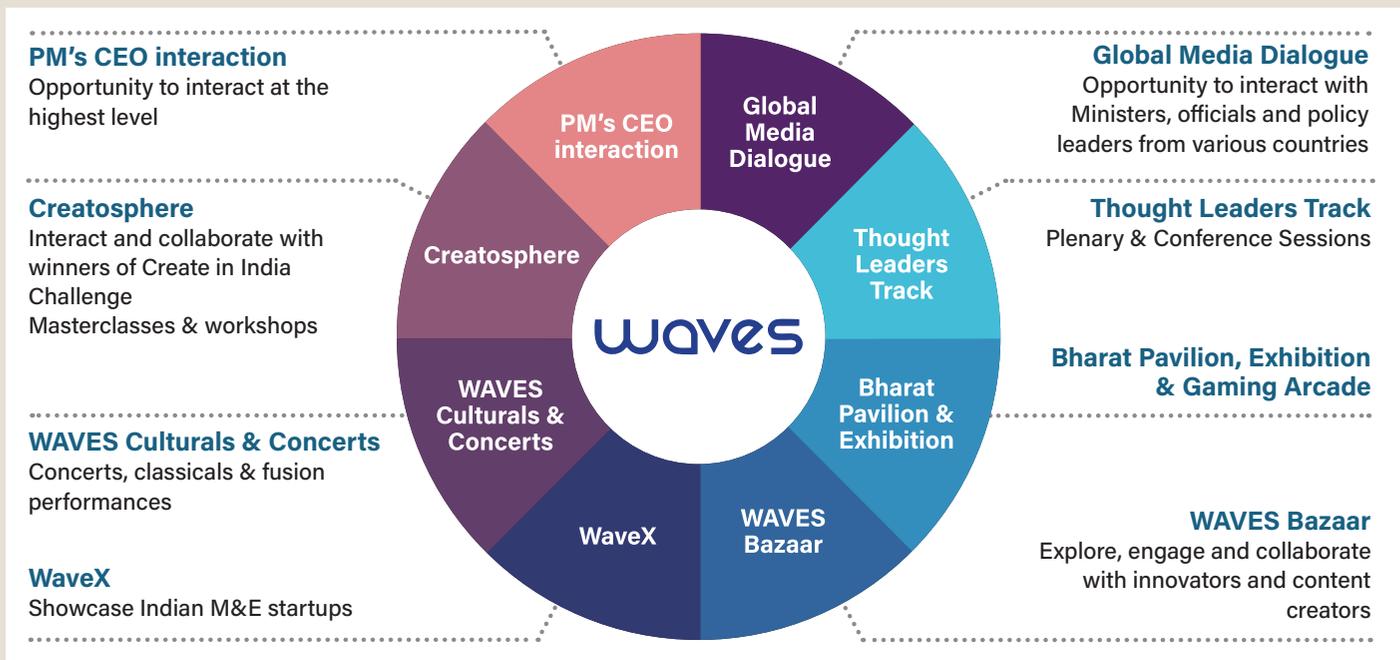
CONNECTING CREATORS

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CONNECTING COUNTRIES



### Create in India Challenge

A flagship talent discovery initiative culminated at WAVES 2025, Create in India Challenge invited young creators from across India and the globe to compete in 34 challenges across categories like animation, gaming, music, AR/VR, films, and more.

### Creatosphere

A vibrant zone dedicated to the creators of tomorrow. Creatosphere hosted the masterclasses, workshops, and the Finale of 'Create in India Challenge.'

### WAVES Culturals

WAVES Culturals showcased Indian and global performances that celebrate artistic expression in its purest form. Storytelling met stagecraft, echoing India's rich traditions while embracing the global creative spirit.

### Bharat Pavilion

A tribute to India's soul, Bharat Pavilion encapsulated the country's ancient storytelling legacy offering global audiences a deep dive into India's regional voices, languages, and rich cultural tapestry.

### Exhibitions

A dynamic showcase of imagination meeting innovation. From cutting-edge tech to future-forward trends, it was a place to see Indian and Global Breakthroughs in Media & Entertainment.

### Gaming Arcade

An electrifying hub of immersive gameplay was experienced.

### WAVES Bazaar

A global marketplace for the Creator Economy, WAVES Bazaar facilitated B2B and B2G collaborations, buyer-seller meets, co-production tie-ups, and the exchange of content rights across formats, from scripts and music to niche content like animation and comics.

### WaveX

WaveX offered live pitching sessions, funding opportunities, and showcasing of innovations in the M&E sector. It's where investors met disruptors, and visionary ideas turned into global ventures.

## Bharat Pavilion & Exhibitions

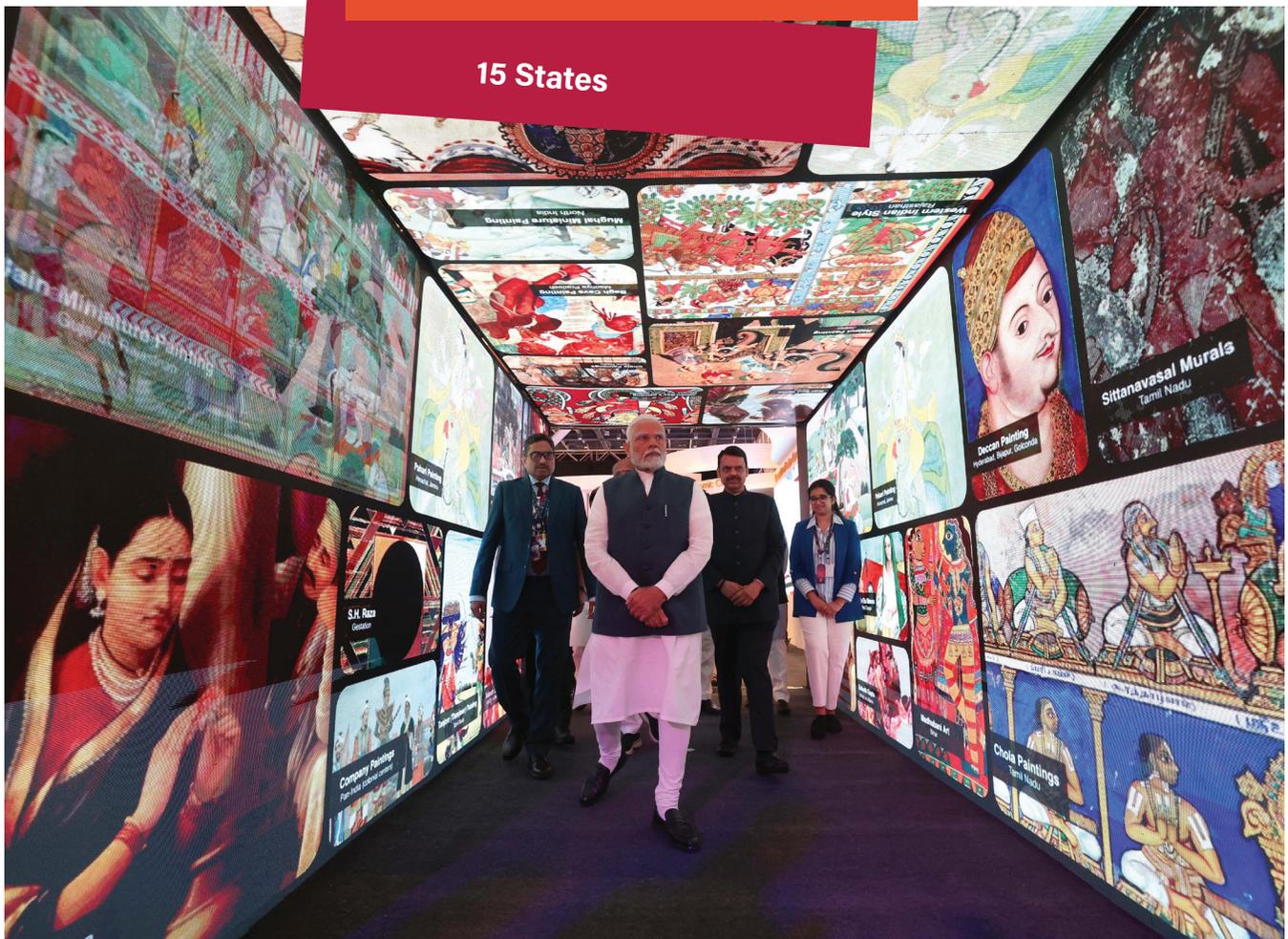
- Hon'ble Prime Minister Shri Narendra Modi **inaugurated the Bharat Pavilion** on 01 May 2025
- **Cultural Showcase:** Highlighted India's creative legacy through interactive exhibits and performances.
- **Four Thematic Zones:** Shruti (oral traditions), Kirti (written heritage), Drishti (visual storytelling), and Creator's Leap (future tech).
- **Diverse Representation:** Featured Big Tech, gaming companies, and Indian states.
- **Global Impact:** Affirmed India's dominance in storytelling and technological innovation.

15,000 Sqm.

Gaming Arcade featuring  
Dream Foundation and others

180+ companies including Jio,  
Meta, Amazon, Google, and others

15 States



## Pavilions at WAVES





# waves

## State Pavilions at WAVES



Haryana



Madhya Pradesh



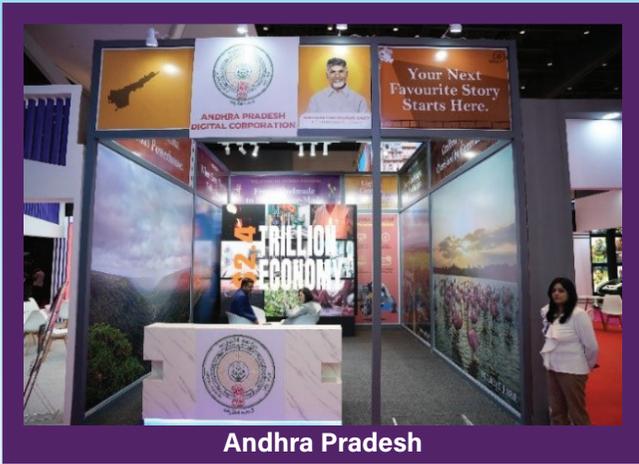
Gujarat



Delhi



Telangana



Andhra Pradesh



Maharashtra



Meghalaya



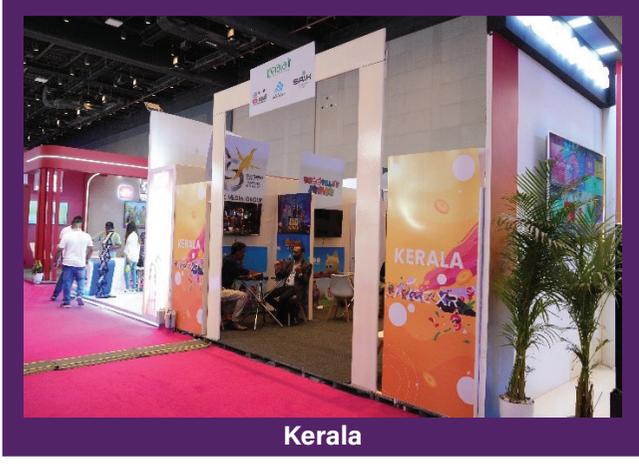
Punjab



Rajasthan



Uttar Pradesh



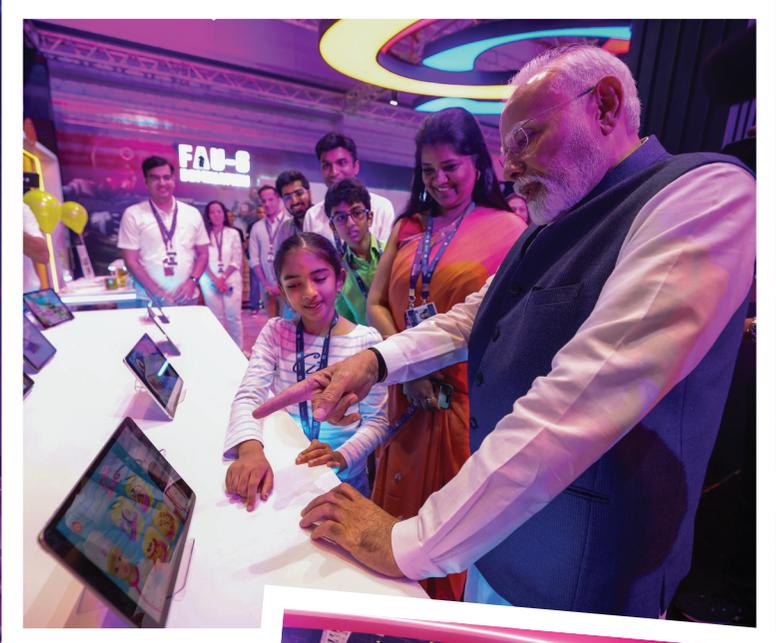
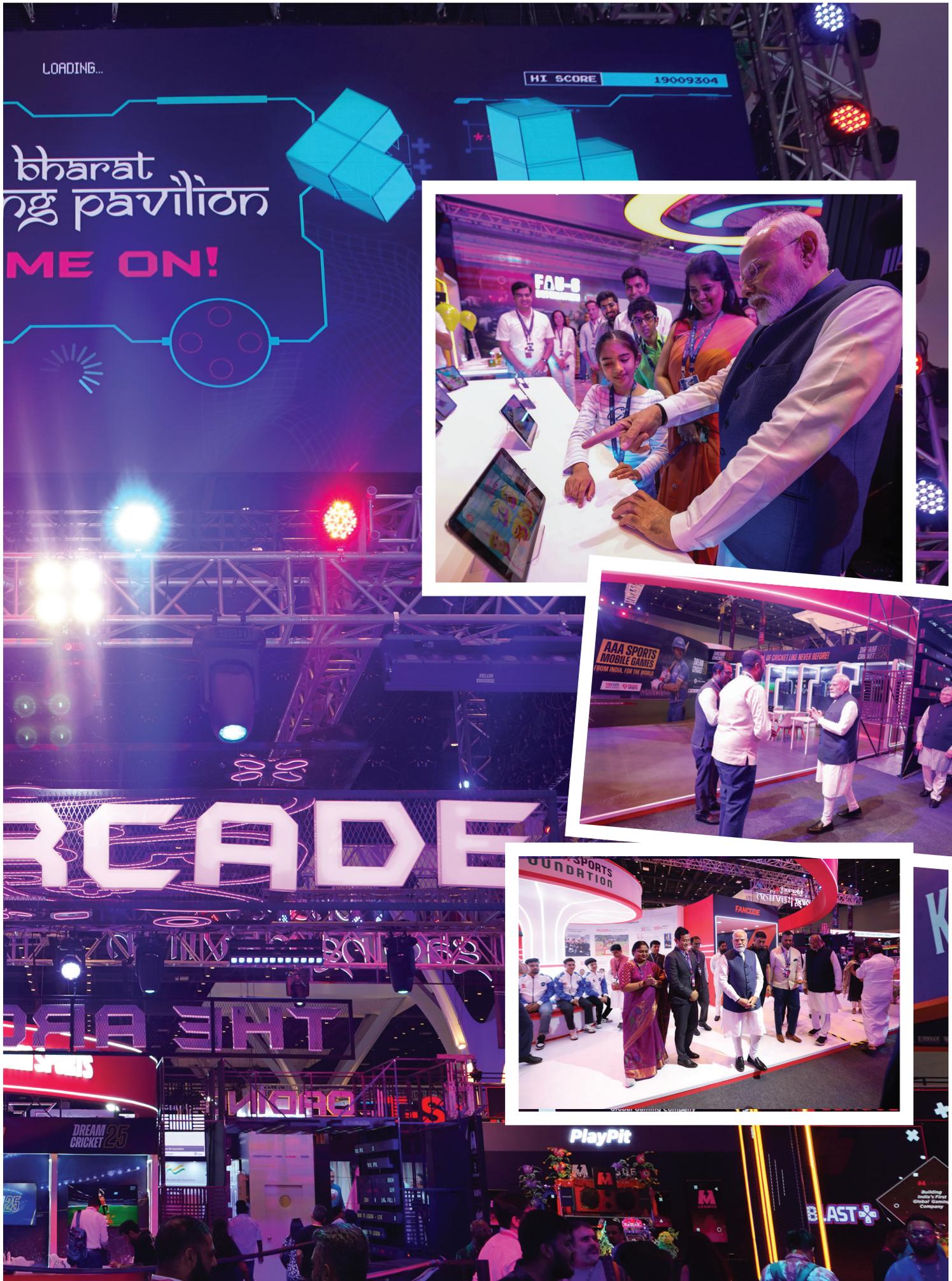
Kerala



Goa

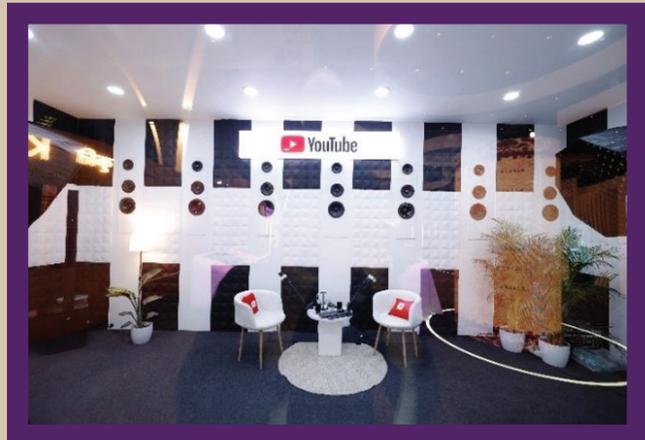
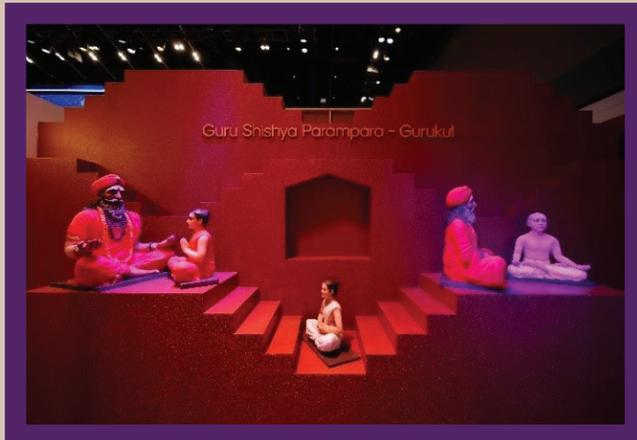
# Gaming Arcade at WQVES





# Bharat Pavilion at WQVES

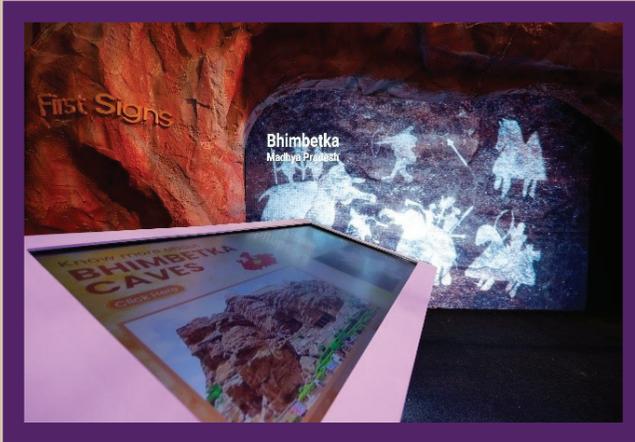
## Shruti



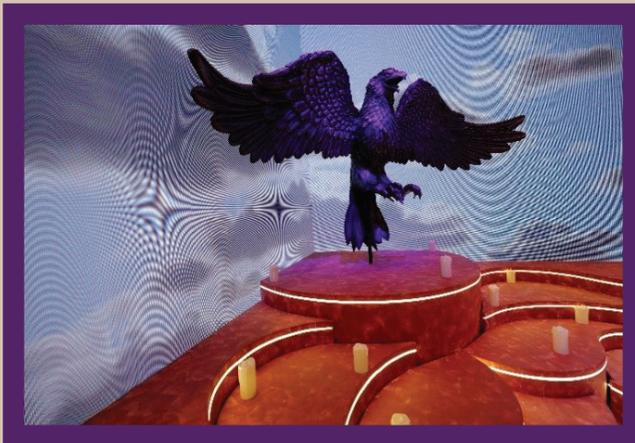
## Kriti



## Drishti



## Creators' Leap



# CREATE IN INDIA CHALLENGE

34 Challenges

100k+ Registrations

60+ Countries

50+ International Participants

750 Finalists

43 International finalists

## *Creatosphere*

- **Creative Platform:** Provided creators a unique opportunity to showcase storytelling, design, and digital innovation skills
- **Launchpad for Talent:** Established 'Create in India Challenge' as a creative hub, fostering the next generation of Creators
- **Diverse Challenges:** Featured 34 dynamic challenges like the Young Filmmaker's Challenge, Truth Tell Hackathon, Reel Making Competition, and Comics Creator Championship, including 22 for international participation
- **Flagship Events:** A.I. Avatar Creator Challenge, WAM! Anime Challenge, Esports Tournament, Trailer Making Competition, Theme Music Competition, and XR Creator Hackathon

## Thematic Zones at Creatosphere

### VFX Vault

WAVES VFX competition, Unreal Cinematic Challenge

### Filmy Zone

WAVES Promo Video challenge, Young Filmmaker's challenge, Trailer making challenge, Film Poster Making Competition, India: A bird's Eye Viewothers

### Animation Alley

WAVES Anime and Manga Challenge, Animation Filmmakers competition, WAVES Award of Excellence

### Comic Kona

WAVES Comic Chronicles, Comics Creators Championship, WAVES Cosplay Challenge

### XR Zone

XR Creator Hackathon, AI Avatara Creator Challenge, Innovate 2 Educate: Handheld Device Challenge

### Music Zone

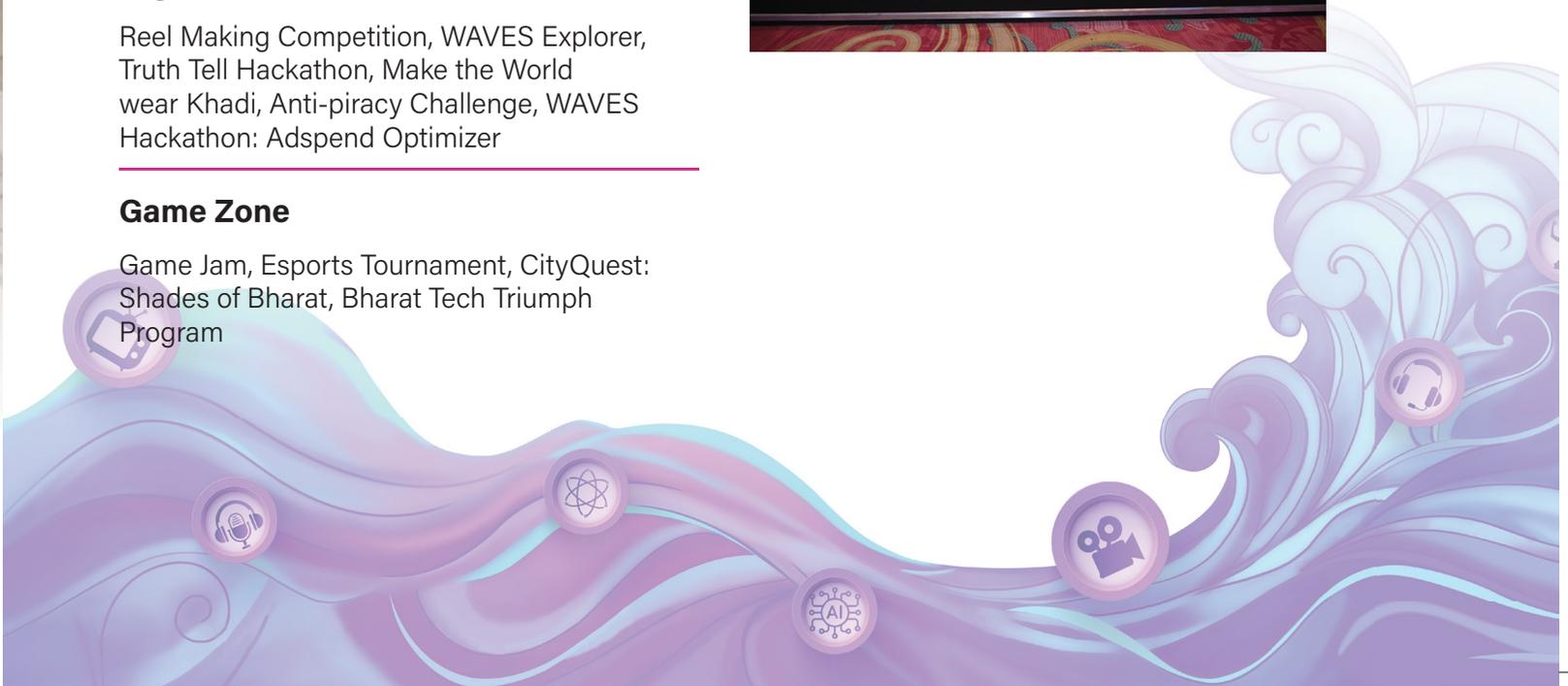
Community Radio Content Challenge, Battle of Bands: Symphony of India, Theme Music Competition, Resonate: The EDM Challenge, Wah Ustaad Challenge

### Digital Zone

Reel Making Competition, WAVES Explorer, Truth Tell Hackathon, Make the World wear Khadi, Anti-piracy Challenge, WAVES Hackathon: Adspend Optimizer

### Game Zone

Game Jam, Esports Tournament, CityQuest: Shades of Bharat, Bharat Tech Triumph Program



## Masterclasses by Industry luminaries



### 'The Craft of Direction'

-by Farhan Akhtar

### 'The Creative Economy: Skilling India for a Global Stage'

-Convened by Media & Entertainment Skills Council (MESC)

Moderated by Mr. Amit Behl. Other participants included Resul Pookutty, Ketan Mehta, Arko Pravo Mukherjee, Longinus Fernandes, Amit Sadh and MESC CEO Mohit Soni



### 'The Art of Acting'

-by Aamir Khan



## International Speakers

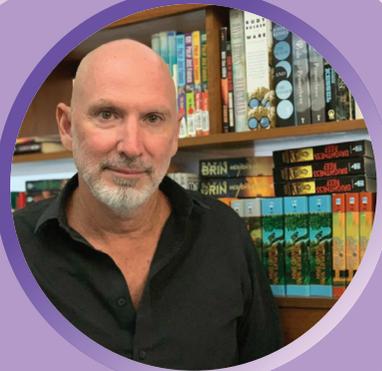
### Richie Mehta

Acclaimed filmmaker known for "Delhi Crime," conducted a masterclass on cinema's vision and purpose, sharing insights from his global projects



### Vince Gerardis

An Emmy-winning producer of Game of Thrones. He spoke about large-scale content creation and franchise-building in Hollywood.



### Dani Sanchez Crespo

Game designer who discussed gaming and storytelling strategies



## Notable Creators & Influencers

### Mark Rober

Former NASA engineer turned science-education influencer, highlighted how curiosity-driven content can achieve massive reach while inspiring learning



### Brandon B

UK-based creative filmmaker emphasized India's cultural depth as a resource for compelling visual storytelling in his cinematic vlogs



### Hitomi Mayo

Japanese cultural content creator, discussed community engagement and the trend of "borderless" creators bridging geographies through personal stories



## WaveX

- **Startup focus:** Inclined towards creative, innovation-led M&E startups in storytelling, content IP, gaming, creator economy & immersive tech
- **Investment ecosystem:** A strong network of angel investors to fund innovation
- **Exclusive pitching:** 30 selected M&E startups, shortlisted from 1,504 applicants, for pitching to marquee investors
- **Prominent investors:** Featured top names like Lumikai, Jio, CABIL, WarmUp Ventures, among the 29 key investors

29 VCs/ Investors

1,504 startups registered on the platform

30 high potential startups shortlisted for pitching

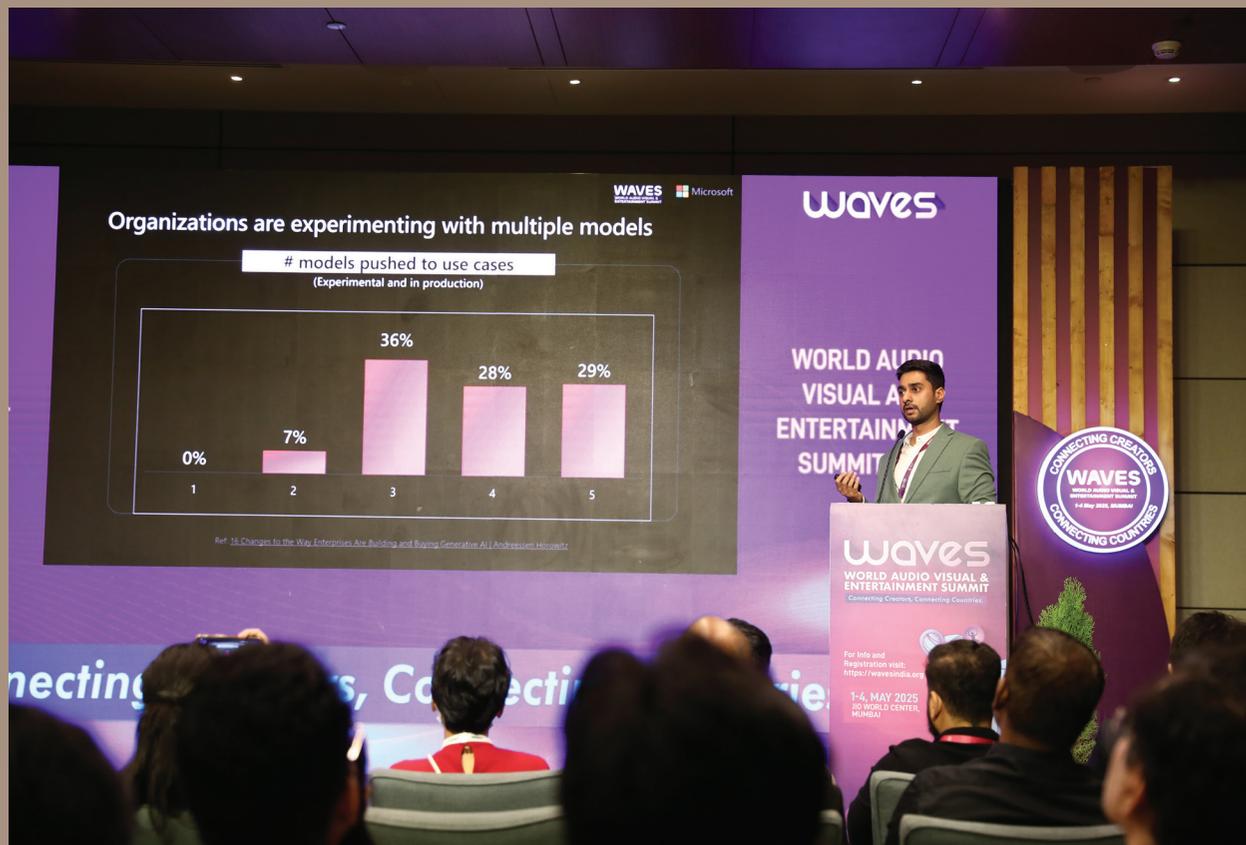
287 Startups submitted final pitches and documentation

127 Startups connected with potential investors and partners

Applications were evaluated by IMAI's expert panel & reviewed by KPMG

8 Masterclasses and Expert Sessions





Shortlisted Startups showcasing their solutions to VCs/Investors under WaveX

## Investors Present at WaveX

- CDM Capital
- Dourado Advisors LLP
- Equanimity Ventures
- ITI Growth Opportunities Fund
- Jetsynthesys
- Lumikai Ventures
- Microsoft
- Mobile Premier League (MPL)
- Roots Ventures
- Varanium Capital
- Warmup Ventures
- Z47
- JioStar
- CABIL
- T9L QUBE
- Germane Media
- 360 CompanyBecho Private Limited
- Talreja and Talreja
- Swyom Advisors Limited
- Subvrsive India (part of Hogarth)
- Merak Capital
- Chimera Venture Capital
- Unicorn India Ventures
- Merak Ventures
- JioLEAP
- Angel Investor
- Mirae Asset Venture Investments
- Amagi
- Eight Roads

## Waves Bazaar

- **Global e-marketplace:** Launched on 27 January 2025, under WAVES umbrella, in New Delhi, India, to connect M&E industry players
- **Multi-sector:** Covers film, music, animation, gaming, advertising, and XR for cross-industry collaboration.
- **Business focus:** Facilitates B2B and B2G partnerships, streamlining buyer-seller transactions
- **Global positioning:** Aims to establish India as a creative industries hub
- **Key Statistics:**
  - Total Projects: 2,450
  - Total Buyers: 6,442
  - Total Sellers: 6,106

WAVES Bazaar has firmly positioned itself as a yearlong vibrant platform for global collaboration, innovation, and the creation of high-impact cross-border partnerships and businesses.

**Business Transactions worth  
INR 1,328 crore @ Waves Bazaar**

**3,000+ B2B Meetings to establish  
high value strategic partnerships**





### B2B Buyer-Seller Meetings and Exhibitions

Facilitating over 3,000 B2B meetings and generating INR 1,328 Crore worth of Business. Major buyers, including Netflix Global, Warner Bros. Discovery, and Amazon MGM Studios



### Viewing Room & Market Screenings

80-seat venue was a focal point for global buyers, offering exclusive screenings and fostering meaningful conversations about future collaborations



### Pitch Room & Exhibitions

Creators from around the world presented their intellectual properties, opening the door to fresh collaborations and establishing WAVES Bazaar as a key hub for groundbreaking ideas and innovation



### Deal Announcements

WAVES Bazaar 2025 marked 7 key deal signings, several of which extended internationally, reinforcing the event's role as a catalyst for global partnerships and collaborations across the creative industries

## Notable Deals and Projects

### Indo-European Animation Alliance (€30 Million)

Broadvision Perspectives (India) and Fabrique d'Images Group (Europe) forged a €30 million co-production deal for four animated features, setting a new benchmark for Indo-European animation collaborations.

### UK-India Co-Production Milestone

The Bridge (UK) and Graphiti Studios (India) signed an MoU to co-produce factual television series under the India-UK audiovisual co-production framework, bringing rich Indian history to global audiences.

### Khidki Gaon

A Top Select film secured a major post-production and VFX deal with the prestigious Asian Cinema Fund (ACF), a key initiative of the Busan International Film Festival, bolstering the film's international exposure.

### Jahaan

A short film starring Tiger Shroff and directed by Rahul Shetty was met with a remarkable response at WAVES Bazaar. The film's success has ignited conversations around potential international collaborations and screenings, underlining its strong appeal in the global market

## Global Media Dialogue

- **77 Nations participated and WAVES Declaration was adopted,** committing to bridging the digital divide and fostering peace through ethical and inclusive media.
- **Boosting Global Co-productions:** India pushes for co-productions and joint funding to drive cross-border creative growth

## WAVES Declaration

*Adopted at the Global Media Dialogue, the World Audio Visual and Entertainment Summit 2025, Mumbai on 2 May 2025*

- [1] We, the representatives of governments from across the world, convened at the inaugural Global Media Dialogue in India, to reaffirm the critical role of media and entertainment in fostering global harmony.
- [2] Meeting at a time of heightened uncertainty and in the aftermath of a devastating pandemic, we affirm the exceptional power of media and entertainment to unite our peoples, and deepen innovation and resilience in our interconnected markets.
- [3] Recognising that our collective efforts to nurture the global media ecosystem can benefit society, markets, and our planet, this declaration sets forth aspirational commitments inspired by our shared values of Creativity, Culture, and Collaboration.



- [4] Text, songs and performance have connected our peoples for generations. Media and entertainment have helped build empathy, cultural appreciation, and helped heal our societies whenever most needed. It is in this context that we have come together to declare that:
- [5] We pledge to foster more people to people, culture to culture and country to country exchanges, by championing media and entertainment as a channel for dialogue. To achieve this, we aim to promote diverse voices, encourage innovation, and build institutional capacities and inclusion in our media and entertainment ecosystems.
- [6] We commit to protect and promote our cultural heritage, celebrate linguistic and cultural diversity, and ensure that local knowledge remains accessible in a global media market. We seek to foster mutual understanding by supporting the creation and distribution of public interest content.
- [7] Recognising the importance of citizen-centric and human-centric outcomes, we support choice,

access, and affordability in media consumption, so that the digital divide is narrowed and all communities have equitable opportunities. In doing so, we pledge to uphold open and inclusive spaces for creativity, culture and collaboration.

- [8] We recognise the need to create jobs and foster inclusive growth within media and entertainment; and will work with industry to enable new opportunities, including for the youth, women, and other groups, wherever possible. We acknowledge the importance of supply chain resilience and innovation to aid in this goal; and support private sector investments in research and development, security and privacy, in our shared media and entertainment landscape.
- [9] We affirm the value of fair and open markets that protect intellectual property while encouraging the responsible use of emerging technologies like artificial intelligence (AI). We aim to expand opportunities for all participants in the media value chain, strengthening the media's vitality and resilience through cross-border partnerships and co-productions, and trade and investment.
- [10] We aim to preserve our values in the midst of transformative technological shifts. We recognise that AI can enhance market efficiency, creativity and audience engagement; and seek to ensure its ethical use minimising harms and reducing biases, and to uphold common principles such as transparency, accountability, and inclusivity in its governance.
- [11] We recognise the critical role of media and entertainment in promoting development and harmony. We encourage both creators and audiences, whose roles are increasingly interchangeable because of the democratisation of content creation via digital technology, to consider the social, cultural, and ethical implications of their actions and choices.
- [12] We aim to prevent the spread of misinformation and disinformation, promote media integrity, fact-based journalism and responsible advertising towards enlightened public discourse. We support content that respects human rights, and cultural sensitivities; while fostering cross-border collaborations to deepen shared understanding.
- [13] In doing so, we recommit ourselves to the Sustainable Development Goals, placing emphasis on human well-being, strengthened institutions, and partnerships that can drive lasting peace, progress and prosperity.



## PM CEO's Roundtable

**36**  
Participants at the PM CEO's  
roundtable



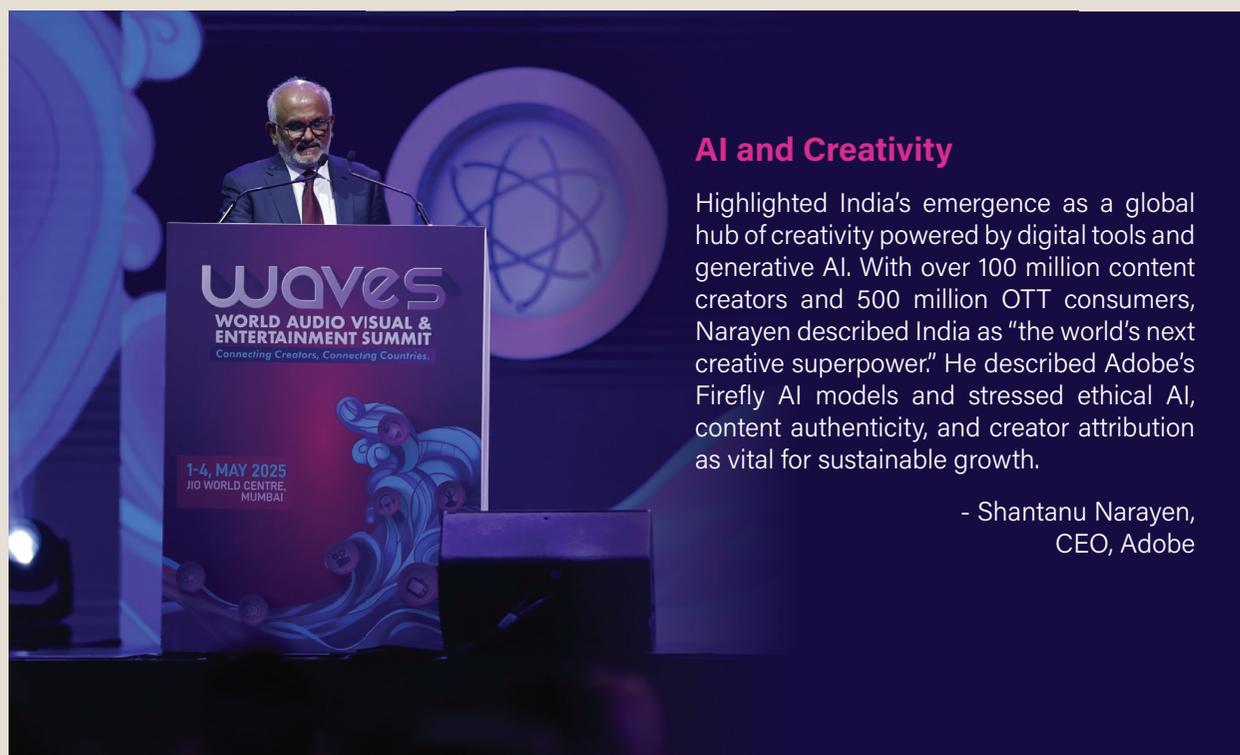
## Conference and Plenaries

**140**  
Sessions

**35**  
Masterclasses

**55**  
Breakout  
Sessions

**50**  
Plenaries



### AI and Creativity

Highlighted India's emergence as a global hub of creativity powered by digital tools and generative AI. With over 100 million content creators and 500 million OTT consumers, Narayen described India as "the world's next creative superpower." He described Adobe's Firefly AI models and stressed ethical AI, content authenticity, and creator attribution as vital for sustainable growth.

- Shantanu Narayen,  
CEO, Adobe

### YouTube to offer more support to boost the Creator Economy

Announced INR 850 crore investment to accelerate India's Creator Economy, citing over 15,000 Indian channels with more than 1 million subscribers. Joined by global creators Mark Rober and Gautami Kawale (Slayy Point), Mohan underlined YouTube's role in taking Indian stories global. "India isn't just leading in music and film—it's now a Creator Nation," he said. Kawale shared how regional Indian content, when rooted in culture, has universal appeal, while Rober spoke about the power of STEM content crossing borders through AI-enabled dubbing and localization.

- Neal Mohan,  
CEO, YouTube

### WPP and the Advertising Renaissance

Described the advertising industry's \$1 trillion global footprint and its shift towards AI-led storytelling. He unveiled WPP's open video production platform and shared a campaign featuring Shah Rukh Khan to demonstrate hyper-personalized content creation using motion AI. "AI is not replacing creativity—it is expanding it," Read said, outlining the role of MSMEs and digital tools in democratizing access to quality advertising.

- Mark Read,  
CEO, WPP



**Balancing Act – Do Audiences Shape Creators or Creators Shape Audiences?**

**Speakers:** Perna Singh, Sameer Nair, Shefali Shah, Aditi Rao Hydari, Monika Shergill, Zahan Kapoor

**Moderator:** Marya Shakil

**Breaking New Ground: Evolution of Storytelling in a Digital Era**

**Speakers:** Ruchikaa Kapoor Sheikh, Guneet Monga Kapoor, Siddharth Roy Kapur, Supriya Yarlagadda, Michael Lehmann, Tanya Bami

**Moderator:** Baradwaj Rangan



**Building a Global Powerhouse: Saudi Arabia's Vision for Gaming and Esports**

**Speakers:** HE Faisal bin Bandar bin Sultan Al Saud

**Moderator:** Girish Menon

**Crafting the impossible: Practical stunts and digital worlds in the age of AI**

**Speakers:** Dan Glass, Guy Norris

**Moderator:** Biren Ghose





**Building the Next Global Entertainment Revolution from India**

**Speaker:** Mukesh Ambani

**Cinema: The Soft Power**

**Speakers:** Kareena Kapoor Khan, Vijay Devarakonda

**Moderator:** Karan Johar



**Connected Devices Changing the World of Entertainment**

**Speakers:** Shalini Govil Pai, Sushant Sreeram, Brijesh Bhatia, Tushar Vyas, Nitin P. Pai

**Moderator:** Gaurav Chaudhuri

**Documentary launch: Google Labs & YouTube: A Creative Session with Shankar Mahadevan**

**Speakers:** Shankar Mahadevan

**Moderator:** Paul Smith



### Creative Bridges: Unlocking The Power of Cultural & Creative Partnerships Between the UK & India

Speaker: Lisa Nandy



### Design, Media, and Creativity in the Age of AI

Speaker: Shantanu Narayen

### Form to Fame

Speakers: Abhay Verma, Tanya Maniktala, Nitanshi Goel, Nikita Dutta, Medha Shankr, Vishal Jethwa

Moderator: Kookie Gulati



### Future of Cinema - Reimagining Filmmaking Through AI

Speakers: Mandar Natekar, Raghavendra Naik

Moderator: Chaitanya Chinchikar

### Evolution of Digital News: Staying Relevant in the Age of Information Overload

**Speakers:** Sanjay Sindhvani, Dinara Toktosunova, Nalin Mehta

**Moderator:** Siddharth Zarabi



### Financing Challenges in Film Industry Across the Globe

**Speakers:** Shreyansh Hirawat, Sanjay Bhandari, Kang Sung Kyu, Bobby Bedi

**Moderator:** Dr. Abhay Kumar Sinha



### Future of News and Entertainment in the Age of AI

**Speakers:** Shekhar Kapur, Viktoria Polikarpova, Vijay Subramaniam, Bivek Sharma, Timur Bekmambetov

**Moderator:** Pragya Misra



### How YouTube Propelled Indian Music Exports Revenue: The T-Series Blueprint

**Speakers:** Lyor Cohen, Bhushan Kumar





**Future of Gaming: Powering the Next Play**

**Speakers:** Shuji Utsumi, Sean Hyunil Sohn, Nitish Mittersain, Manvendra Shukul, Bimal Julka

**Moderator:** Keiko Hagihara Bang

**India's Innovation Renaissance: The Next Decade of Global-First Startups**

**Speakers:** Kiran Mazumdar Shaw

**Moderator:** Maneet Ahuja



**Indigenous Sports: From India to the Global Stage**

**Speaker:** Shri Mohan Charan Majhi

**Indigenous Sports: From India to the Global Stage**

**Speakers:** Raksha Khadse, Nic Coward, Anupam Goswami, Sudhanshu Mittal, Fazel Atrachali, Yannick Colaco

**Moderator:** Mantra Mugdh





### Unifying Power of Media Content

Speaker: Alexander Zharov

### Keynote by Lyor Cohen, Global Head of Music, Google and YouTube

Speaker: Lyor Cohen



### Launch of white paper on Fantasy Sports as a catalyst for India's AI Revolution in Sports

Speakers: Joy Bhattacharjya, Bhavit Sheth, Naren Kachroo



### Legends Legacies: The Stories that Shaped India's Soul

Speakers: Mohanlal, Chiranjeevi, Mithun Chakraborty, Hema Malini, Akshay Kumar





**Lights, Camera, Destination!  
Branding India Through Films**

**Speakers:** Mugdha Sinha, Prithul Kumar, Bhumi Pednaker, Nitin Tej Ahuja, Rajendar Kumar

**Moderator:** Supriya Suri

**Lights, Camera, XR: How Virtual Production is reshaping Global Cinema**

**Speakers:** Ketan Mehta, Brian Nitzkin, Simon Ingram, Ashish Kulkarni

**Moderator:** Rajeev Kheror



**Live, Immersive, and Digital Experience: How Sports Leagues Are Driving Innovation**

**Speakers:** Manoj Badale, Vita Dani, Matthew Hayden, Monish Shah, Anil Kumble

**Moderator:** Jatin Sapru

**OTT Revolution: How AI, Personalization & Interactive Content Are Changing Streaming Landscape**

**Speakers:** Gaurav Gandhi, Neeraj Roy, Bharath Ram, Monika Shergill, Gaurav Banerjee

**Moderator:** Rohit Jain





**Media in India: Past 25 years and Journey Ahead - to 2047**

**Speakers:** Uday Shankar

**Moderator:** Vivek Couto

**Launch of the MPA Economic Contribution of the Film, Television & Online Curated Content (OCC) Industry Report**

**Speakers:** Kevin Vaz, Kaitlin Yarnall, Justin Warbrooke, Kelly Day

**Moderator:** Urmila Venugopalan



**Opportunities brought by AI in Media & Entertainment**

**Speaker:** Richard Kerris

**Piracy: Safeguarding content through technology by CII**

**Speakers:** Vivek Couto, Dr. Shruti Mantri, Praveen Anand, Anurag Kashyap, Anil Lale

**Moderator:** Neil Gane



### Panel Discussion: Intersection of Sports, Technology, Entrepreneurship & Media - The REAL STEM

**Speakers:** Ravi Shastri, Prashant Khanna, Nulleh Sarker, Harsh Jain, Dhaval Ponda

**Moderator:** Dheer Momaya



### Pan-Indian Cinema: Myth or Momentum?

**Speakers:** Nagarjuna, Anupam Kher, Karthi, Kushboo Sundar

**Moderator:** Naman Ramchandran

### Streaming the New India: Culture, Connectivity & Creative Capital

**Speakers:** Ted Sarandos

**Moderator:** Saif Ali Khan



### Studios of the Future: Putting India on the World Studio Map

**Speakers:** Aamir Khan, Namit Malhotra, Dinesh Vijan, Ajay Bijli, Charles Roven, Ritesh Sidhwani

**Moderator:** Mayank Shekhar

## Redefining Soft Power – States Using Cinema as Cultural Diplomacy

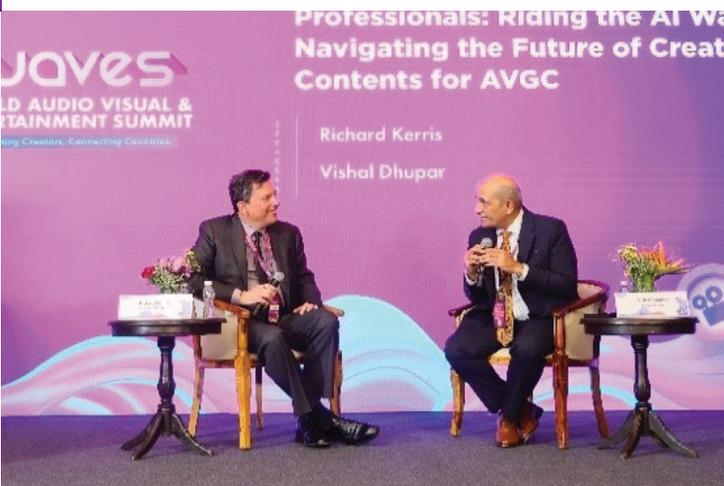
**Speakers:** Raghav Chandra, Nikhil Nanda, Arushi Nishank, Pooja Sharma

**Moderator:** Arfi Lamba



## Professionals: Riding the AI Wave Navigating the Future of Creative Contents for AVGC

Richard Kerris  
Vishal Dhupar



## Riding the AI Wave, Navigating the future of creative contents for AVGC

**Speakers:** Richard Kerris, Vishal Dhupar

## The Changing Face of Indian Cinema

**Speakers:** Vikrant Massey, Ravi Mohan, Sonali Kulkarni, Om Raut

**Moderator:** Naman Ramchandran

## The Changing Face of Indian Cinema



## Evolution of Music – What it Takes to Go Global Today

## The Evolution of the Music - What it Takes to go Global Today

**Speakers:** Dustee Jenkins, Badshah

**Moderator:** Aparshakti Khurana





### Role of IP & Copyright for Audio-Visual Performers and Content Creators

**Speakers:** Daren Tang, Feroz Abbas Khan, Steve Krone, Anjum Rajabali

**Moderator:** Ameet Datta

### Taking Indian Culture to the World

**Speaker:** Nita Ambani





### The AI-Powered Creator Economy: Opportunities and Challenges in India

**Speakers:** Brandon B, Raghav Anil Kumar, Umesh Dinda, Achina Mayya

**Moderator:** Ajay Vidyasagar

### Trends and Virality: How Gen Z Consumes Content

**Speakers:** Adam Mosseri, Shraddha Kapoor

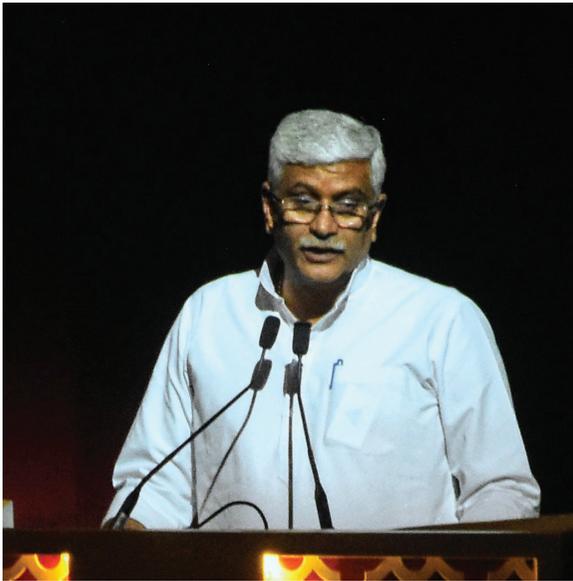




## WAVES Culturals & Concerts

- **Cultural Showcase:** WAVES 2025 celebrated India's rich cultural diversity through immersive exhibitions and collaborations
- **Concert Economy:** To transform the concert economy into a dynamic force that boosts tourism, showcases India's cultural vibrancy, and positions the nation as a global hub for live entertainment
- **Global Spotlight:** The summit highlighted India's growing role in the global creative economy
- **Event Highlights:** Key moments included the Waves of India album launch and launch of A.R. Rahman's Jhala band
- **Creative Fusion:** Innovative acts blended Indian and global artistry, reinforcing India's cultural leadership





“WAVES is a Dynamic Platform that Aligns with Prime Minister Narendra Modi’s Vision of Showcasing and Economically Empowering India’s Creative Talents”

- Shri Gajendra Singh Shekhawat  
Hon'ble Union Minister of Culture and Tourism

“Today, India isn’t just a world leader for film and music – it’s rapidly becoming what I’m excited to call a ‘Creator Nation.’”

- Neal Mohan, CEO, YouTube



“WAVES is a big opportunity for creators working in the field of creator economy. It is a big event for print media, satellite TV channels, digital media, OTT platforms and filmmakers.”

- Dr. L. Murugan  
Hon'ble Minister of State for Information and Broadcasting



## Day 1

- 'Waves of India' album launched on May 1, 2025, featuring legends like A.R. Rahman, M.M Keeravani, Shankar Mahadevan
- Key track Satyam Shivam Sundaram symbolized unity in Diversity through rich musical fusion
- Tetsuo Sisters performed traditional Li songs, spotlighting Northeast India's cultural depth
- Udgosh celebrated folk and tribal music, paying tribute to India's oral storytelling heritage
- Ragas Redefined fused classical ragas with modern genres, reimagining tradition for today
- Melodies Across Bharat showcased regional styles like Carnatic and Hindustani, honoring diversity
- India Meets East featured a fusion by Beat Pella House x Dharavi Dream Project with East Asian styles
- India Meets West saw KING and Alan Walker collaborate, capped by Walker's global EDM performance

## Day 2

- Sounds of India – Presented by Spotify along with Maharashtra Government
- Showcasing India's folk tradition by Shantanu Moitra
- Swar Tarang – showcasing Maharashtra's dance form
- Cultural currents – Tribute to India's heritage
- Showcasing Indian film music by Shankar Mahadevan
- Spotify House: An insightful session on Influence of classical music in modern & popular music
- Nritya Sangam - The rich tapestry of Indian classical dances through two captivating performances

## Day 3

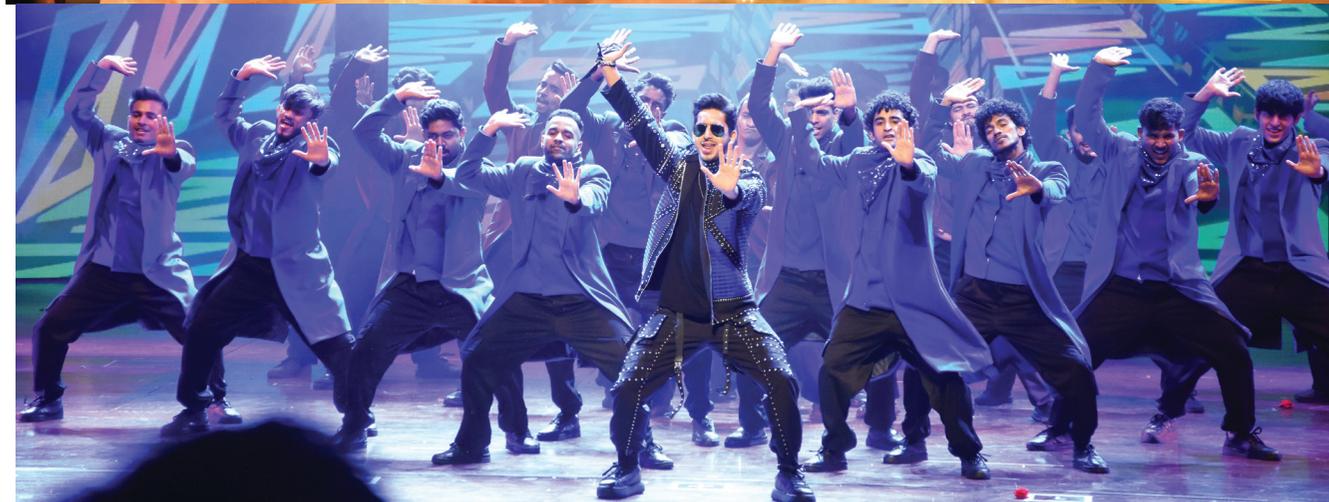
- Anadi – The Eternal Spirit of Bharat
- Miniatured Presentation – The classical dance form of Kerala
- THE DIVINE AND THE LIVING – Divine world of Sattriya Dance, a classical art form from Assam
- Dekhni Dance – Tradition meets melody-one of Goa's oldest art forms
- International Cultural Performances – Malaysia, Mexico, Indonesia
- Spotify House – Influence of sufi, folk & ghazal into popular music and film music



MAY 01  
2025















MAY 02 2025







ecting Countries.





MAY 03  
2025













MAY 04  
2025





 Ministry of Information and Broadcasting  
Government of India

# waves





# BRAND WAVES

*Media and Press Coverage*

# WAV



**WAVES**  
WORLD AUDIO VISUAL &  
ENTERTAINMENT SUMMIT

 Ministry of  
and Broad  
Government

## WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT

Connecting Creators, Connecting  
For Info and Registration visit [www.waves2023.com](#)

# ES



Department of Information  
Broadcasting  
Government of India



महाराष्ट्र शासन

## ENTERTAINMENT SUMMIT

Connecting Countries.

visit: <https://wavesindia.org>

1-4, MAY 2025  
JIO WORLD CENTER,  
MUMBAI

## Media and Coverage

Platform-wise activity of Ministry of Information & Broadcasting's social media accounts  
(1-4 May) 2025

S.No	Platform/Category	Total Posts	Post with Graphics	Post with Videos
1	X (Twitter)	71	30	41
2	Facebook	120	30	90
3	Instagram	71	28	43
4	YouTube	54	-	54
5	Whatsapp Channel	74	30	44
6	LinkedIn	1	1	-
7	Public App	90	-	90
8	LIVE	16	-	16
	<b>Total</b>	<b>497</b>	<b>119</b>	<b>378</b>
	Reposts of other officials/govt. accounts' posts		<b>189</b>	

**91 Million+**  
Overall Views/Impressions

Prime Minister Shri Narendra Modi inaugurates WAVES 2025

01-May, 2025



Envisioned by Hon'ble PM Shri Narendra Modi, WAVES is an important platform for the Entertainment in...

01-May, 2025



Mukesh Ambani Unveils Vision for India-Led Global Entertainment Revolution at WAVES 2025

01-May, 2025



Global Media Dialogue 2025: Member Nations adopt WAVES Declaration and agree to collaborate on giving...

02-May, 2025



It's an incredible time for India to be the content hub of the world, says Shraddha Kapoor

02-May, 2025



Govt committed to creating a creator-first ecosystem in India, says MoS Dr. L. Murugan

03-May, 2025



# 'आयआयसीटी'ला जागतिक कंपन्यांचे सहकार्य

केंद्रीय मंत्री अश्विनी वैष्णव यांचे प्रतिपादन



## कृत्रिम बुद्धिमत्तेमुळे कलाकाराविना दृश्य चित्रित करणे शक्य

अश्विनी वैष्णव यांनी आज रात्री १० वाजेच्या सुमारास मुंबईत आयआयसीटी (आयआयसीटी) ही टेक्नॉलॉजीच्या क्षेत्रात एक महत्त्वाची भूमिका बजावत आहे. अश्विनी वैष्णव यांनी आयआयसीटीच्या क्षेत्रात एक महत्त्वाची भूमिका बजावत आहे. अश्विनी वैष्णव यांनी आयआयसीटीच्या क्षेत्रात एक महत्त्वाची भूमिका बजावत आहे.

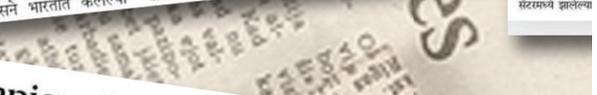
# India's cinematic future, creator economy take c

On the inaugural WAVES Summit (Thursday), a powerful message unfolded from the event. The heart of the global entertainment industry is in the cul-...  
 Highlights  
 • Khos dominated the ongoing debate on 'creators' and 'talent' in the film industry.  
 • Deepika Padukone probed the summit on 'creators' and 'talent', noting its unique position in bridging traditional film with emerging mediums.  
 • The summit is a timely and timely initiative, noting its unique position in bridging traditional film with emerging mediums.  
 • Deepika Padukone probed the summit on 'creators' and 'talent', noting its unique position in bridging traditional film with emerging mediums.



## डेड सारंडोस यांच्याकडून मनोरंजन विश्वातील बदलांचा वेध

गुणवत्तूची कसा फायदा झाला याविषयी विचारण केले. नेटफ्लिक्सला फायदा झाला. नेटफ्लिक्सला फायदा झाला. नेटफ्लिक्सला फायदा झाला.



## Modi champions 'orange economy' at WAVES

The 'orange economy', also known as the creative economy, refers to economic activities that leverage intellectual property to generate wealth and jobs. The PM hailed Indian content creators, even as he stressed the importance of responsible creativity. "Today, foreign consumers are consuming Indian entertainment with subtitles. Screen size is becoming smaller, but the consumption is growing, the message is becoming bigger. In an orange economy, I want to tell all you content creators, you are bringing a new way to India's creative life. Our government is with you in your efforts," he said.

## Countries adopt declaration for collaboration in media content

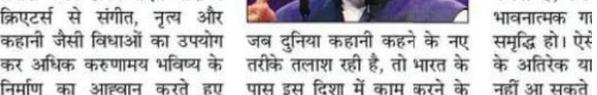
MUMBAI: Representatives of over 50 countries on Friday, pledged to encourage more people-to-people, culture-to-culture and country-to-country exchanges, by championing media and entertainment as a channel for dialogue. They committed to support content, access and affordability in media content; and to uphold content that respects human rights, and cultural sensitivities while fostering cross-border collaborations. The pledges were part of a declaration of the first Global Media Dialogue in Mumbai, held during the ongoing World Audio Visual Summit (WAVES 2025), and organised by the ministry of information and public relations (I&PR) and the external affairs ministry. Aimed at nurturing international collaboration, talent exchange and capacity building in media, the dialogue focused on the role of governments in fostering peace and harmony in an increasingly globalised media environment. It culminated in the adoption of the 'WAVES Declaration by the member nations'. In his welcome address, I&PR minister Ashwini Vaishnaw creativity which connects people across borders. He said that content creation and consumption is changing fast as technology is reshaping the way we tell stories. "We are at an inflection point where we need to incentivise new content creation," Vaishnaw said. Welcoming delegates from 72 countries to Mumbai, Vaishnaw emphasised the crucial role of collaborations, and asserted the need to focus on co-production treaties, joint funding and a commitment to bridge the global divide and foster global peace and harmony. Calling WAVES 2025 a microcosm of the global community, external affairs minister S. Jaishankar, referred to the broad contours of the Global Media Dialogue 2025, throwing light on the world order - with a strong cultural dimension - undergoing transformation. "It is essential that we give ideas, practices and creativity," he said. He added, "It is equally crucial to make young talent ready for an age of creative collaborations through relevant skill development. Jaishankar continued, in the times ahead, while the possibilities are beyond imagination, yet use of emerging technologies while reducing bias, democratising content and prioritizing global workforce, there is need works, policies and practices," in WAVES as a platform to deliberate on the key issues before the global media and entertainment sector.

## Business model of Hindi films flawed, says Aamir Khan

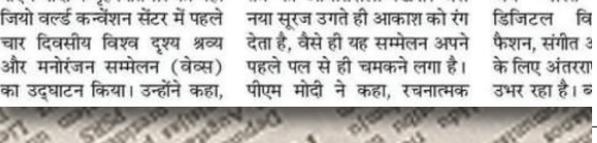
MUMBAI: Actor Aamir Khan on Friday said that the current business model of Bollywood "does not make sense, irrespective of the quality of films being made." "It's a very faulty business model," said Khan, speaking at a session on 'Studies on the World Studio Map held during the ongoing World Audio Visual Summit (WAVES) in Mumbai. On the shrinking window between theatrical release of films and their OTT debut, he said he was killing their box office collections as viewers have to wait for only a short time to watch a film at home. "It's an argument that Khan has been making on several forums of late. "It's a funny discussion why films aren't doing well. That's not to come to theatres. But the window is too small and you are killing your own business," he said. "It's like saying if you don't come and buy from me, I will drop it free at your home after eight weeks," the actor added. Ajay Bijli, managing director, PVR Inox Ltd, who was part of the panel discussion, agreed. "There's a need to handle the journey of a film used in theatres, then released on pay-per-view and then go to subscription-based OTT free immediately after eight weeks," he said. "Today, a film becomes free after eight weeks," he added. However, he added, OTTs have cutting edge content, and which is an advantage.

## विश्व के लिए भारत में सृजन का यही सही समय : मोदी

मुंबई। प्रधानमंत्री नरेंद्र मोदी ने कहा कि प्रौद्योगिकी लोगों के जीवन में अहम भूमिका निभा रही है, ऐसे में मानवीय संवेदनाओं को बनाए रखने के लिए अतिरिक्त प्रयास करने होंगे। पीएम मोदी ने क्रिएटर्स से संगीत, नृत्य और कहानी जैसी विधाओं का उपयोग कर अधिक कर्णपामय भविष्य के निर्माण का आह्वान करते हुए कहा, विश्व के लिए भारत में सृजन का यही समय है और सही समय है। पीएम मोदी ने बृहस्पतिवार को यहां जियो वर्ल्ड कन्वेंशन सेंटर में पहले चार दिवसीय विश्व दृश्य श्रृंखला और मनोरंजन सम्मेलन (वेव्स) का उद्घाटन किया। उन्होंने कहा, दुनिया में मा-बढ़ावा देने और को गहरा कर हमारा लक्ष्य रो-बल्कि ऐसे म-करना है, जि-भवानत्मक ग-समृद्धि हो। ऐसे के अतिरिक्त य-नहीं आ सकते-प्रधानमंत्री ने क-समय में एक-प्रतिभाओं को-जब भारत डिजिटल वि-फैशन, संगीत ३-के लिए अंतर्रा-उभर रहा है। ३



जब दुनिया कहानी कहने के नए तरीके ढूंढ रहा है, तो भारत के पास इस दिशा में काम करने के लिए बहुत कुछ है। वेव्स सम्मेलन अंतरराष्ट्रीय प्रतिभाओं और सनातनता के वैश्विक परिवेश तंत्र का आधारशिला रहेगा। जैसे नया सूरज उगते ही आकाश को रंग देता है, वैसे ही यह सम्मेलन अपने पहले पल से ही चमकने लगा है। पीएम मोदी ने कहा, अर्चनात्मक



# ORANGE ECONOMY TO MAKE WAVES: P

PRIME Minister Narendra Modi on Thursday outlined the government's vision for India's creative economy. He said the government is laying out a strategy to support content, access and affordability in media content; and to uphold content that respects human rights, and cultural sensitivities while fostering cross-border collaborations. The pledges were part of a declaration of the first Global Media Dialogue in Mumbai, held during the ongoing World Audio Visual Summit (WAVES 2025), and organised by the ministry of information and public relations (I&PR) and the external affairs ministry. Aimed at nurturing international collaboration, talent exchange and capacity building in media, the dialogue focused on the role of governments in fostering peace and harmony in an increasingly globalised media environment. It culminated in the adoption of the 'WAVES Declaration by the member nations'. In his welcome address, I&PR minister Ashwini Vaishnaw creativity which connects people across borders. He said that content creation and consumption is changing fast as technology is reshaping the way we tell stories. "We are at an inflection point where we need to incentivise new content creation," Vaishnaw said. Welcoming delegates from 72 countries to Mumbai, Vaishnaw emphasised the crucial role of collaborations, and asserted the need to focus on co-production treaties, joint funding and a commitment to bridge the global divide and foster global peace and harmony. Calling WAVES 2025 a microcosm of the global community, external affairs minister S. Jaishankar, referred to the broad contours of the Global Media Dialogue 2025, throwing light on the world order - with a strong cultural dimension - undergoing transformation. "It is essential that we give ideas, practices and creativity," he said. He added, "It is equally crucial to make young talent ready for an age of creative collaborations through relevant skill development. Jaishankar continued, in the times ahead, while the possibilities are beyond imagination, yet use of emerging technologies while reducing bias, democratising content and prioritizing global workforce, there is need works, policies and practices," in WAVES as a platform to deliberate on the key issues before the global media and entertainment sector.

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## क्रिएटिव्ह इंडस्ट्रीसचा विकास

क्रिएटिव्ह इंडस्ट्रीसचा विकास होत आहे. क्रिएटिव्ह इंडस्ट्रीसचा विकास होत आहे. क्रिएटिव्ह इंडस्ट्रीसचा विकास होत आहे.

## वेव्स 2025 मुंबई में कि

वेव्स 2025 मुंबई में कि... वेव्स 2025 मुंबई में कि...

## वैश्विक सृजन का यही सही समय : मोदी

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CONNECTING CREATORS

**WAVES**

WORLD AUDIO VISUAL &  
ENTERTAINMENT SUMMIT

*1-4 May 2025, MUMBAI*

CONNECTING COUNTRIES

# ASSOCIATIONS AT WAVES 2025



# VISION FOR TOMORROW

## *Way Forward*

- Announcement of dates for the next WAVES edition

---

- Bharat Pavillion to be relocated to NMIC, Mumbai

---

- WAVES to have an independent set-up well ahead of the next edition

---

- Waves Bazaar to be a year-long global e-market place with sustained efforts for onboarding buyers, sellers and projects

---

- WaveX to ensure a sustained follow-up with Start-ups and Investors

---

- Transform Creatosphere into a year-round national hub, fostering India's creative talent through mentorship, industry ties, and global outreach

---

- Over 700 global creators identified in 'Create in India challenges': next phase to expand into 25 languages

---

- Implementation of strategic initiatives for the next edition of the WAVES Summit



# WAVES

**WORLD AUDIO VISUAL &  
ENTERTAINMENT SUMMIT**

*Connecting Creators, Connecting Countries.*

**1-4, MAY 2025**  
JIO WORLD CENTRE,  
MUMBAI



# ADVISORY BOARD

## *Mission Support*



**Mr. A. R. Rahman**  
Indian Music Composer



**Mr. Aamir Khan**  
Indian Actor



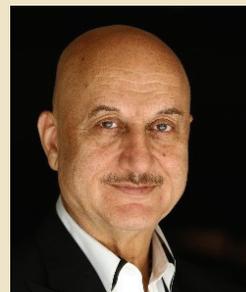
**Mr. Anand Mahindra**  
Chairman, Mahindra Group



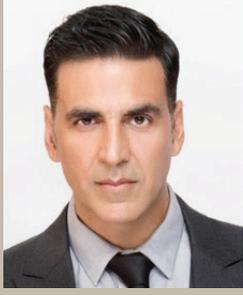
**Mr. Adar Poonawalla**  
CEO, Serum Institute of India



**Mr. Anil Kapoor**  
Indian Actor



**Mr. Anupam Kher**  
Indian Actor



**Mr. Akshay Kumar**  
Indian Actor



**Mr. Ajay Bijli**  
Managing Director, PVR INOX Ltd



**Mr. Amitabh Bachchan**  
Indian Actor



**Ms. Ekta Kapoor**  
Indian Television Director & Film  
Producer



**Ms. Hema Malini**  
Indian Actress



**Ms. Kavita Vinod Khanna**  
Founder Trustee, Kavita and Vinod  
Khanna Foundation



**Ms. Kiran Mazumdar Shaw**  
Chairperson, Biocon Group



**Mr. Mike Hopkins**  
Head, Prime Video and Amazon  
Studios



**Mr. Mithun Chakraborty**  
Indian Actor & Film Producer



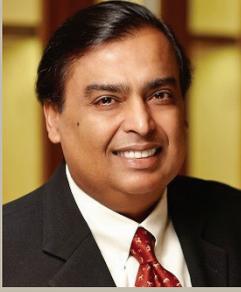
**Mr. Nagarjuna Akkineni**  
Indian Actor



**Mr. Chiranjeevi**  
Indian Actor



**Ms. Deepika Padukone**  
Indian Actress



**Mr. Mukesh Ambani**  
Chairman, Reliance



**Mr. Ranbir Kapoor**  
Indian Actor



**Mr. Mohanlal**  
Indian Actor



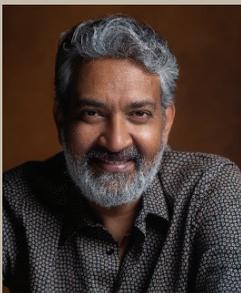
**Mr. Bhushan Kumar**  
Chairman & Managing Director,  
T-Series



**Ms. Asha Bhosle**  
Indian Playback Singer



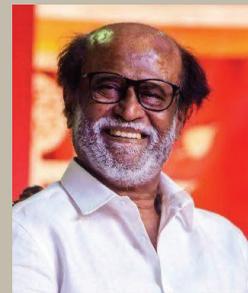
**Mr. Namit Malhotra**  
Founder and CEO, Prime Focus  
and DNEG



**Mr. SS Rajamouli**  
Indian Filmmaker



**Mr. Shahrukh Khan**  
Indian Actor



**Mr. Rajinikanth**  
Indian Actor



**Mr. Ravi Ahuja**  
President and CEO, Sony Pictures  
Entertainment



**Mr. Sanjiv Goenka**  
Chairman, RP-Sanjiv Goenka  
Group



**Mr. Shekhar Kapur**  
Indian Filmmaker



**Mr. Satya Nadella**  
CEO, Microsoft



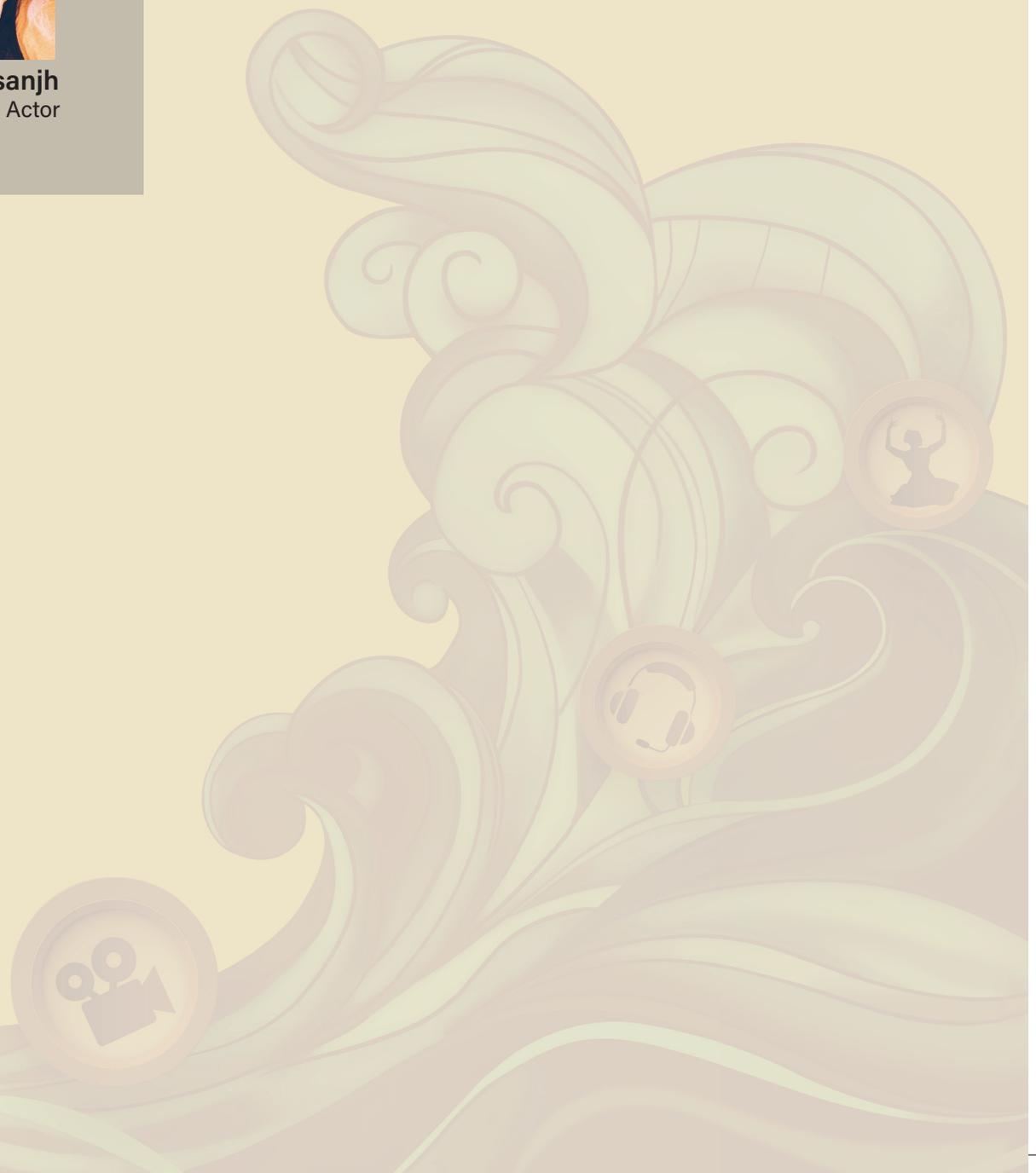
**Mr. Sundar Pichai**  
CEO, Alphabet Inc. and Google



**Mr. Theodore Sarandos**  
Co-CEO, Netflix



**Mr. Diljit Dosanjh**  
Indian Singer & Actor



# APPENDIX

## *Proposed Strategic Initiatives*



### **Ecosystem & Capacity Building**



- **Digital Media Practitioners' Community**  
Create collaborative online platform for digital creators, editors, technologists.
- **Creative Education Hubs**  
Establish dedicated institutions or clusters offering interdisciplinary creative education, blending arts, technology, and entrepreneurship.
- **Industry-Academia Skilling Partnerships**  
Launch a platform for joint skilling programs between creative industry leaders and educational institutions to offer hands-on, industry-relevant training.
- **Accredit Content Creators & Influencers**  
Framework to certify, onboard, and promote digital creators.
- **Collaboration with M&E Institutes**  
Form partnerships with institutes to onboard and develop talent.
- **Expand Advisory Board**  
Broaden expert panel with global academic and institutional stakeholders.
- **IICT Mentorship for CIC Winners**  
Provide mentorship and international exposure to CIC winners.
- **Local Incubators/Accelerators**  
Build accelerators to support startups in M&E sectors.
- **Digital Media Academy + Apprenticeships**  
Train in gaming, animation, digital content creation with apprenticeships.
- **Enable Public-Private Partnerships (PPP) for Regional Production Hubs**  
Build production and distribution infrastructure in underserved areas (e.g., Northeast, Ladakh) to nurture regional storytelling.
- **Support Women, Rural & Diverse Creators**  
Expand inclusive initiatives like Netflix's "Women Back to Work" VFX program and provide grants and mentorship to support diverse content creators from Northeast, tribal, and regional backgrounds.



## Policy Interventions

- **Rights Protection Office (IPRO)**  
Create office for IP registration, tracking, and piracy protection.
- **Local Content Quotas/Subsidies**  
Mandate quotas and provide subsidies for Indian content.
- **Dedicated M&E Sector Funds**  
Launch sub-funds and partnerships to support content, innovation, exports.
- **MDoNER Expansion to M&E**  
Include M&E in Northeast development with funding and training.
- **Incentives for International M&E Firms**  
Offer fiscal incentives for global companies to set up in India.
- **Legal Clinics for Creators**  
Offer low-cost IP/legal aid to creators through regional clinics.
- **Increase Cinema Screen Penetration**  
Deploy low-cost cinema solutions in underserved and rural areas.
- **Develop a Unified Regulatory Framework for Digital & Linear Platforms**  
Create a unified regulatory framework to ensure balanced governance across traditional broadcasters and digital platforms, fostering coherence, innovation, and collaboration among TRAI, MIB, and MeitY.




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## WAVES Initiatives (Core Summit & Platform Initiatives)

- **WAVES Annual Event Dates**  
Fix third week of February as annual event; align with global summit calendars.
- **Establish WAVES as Organization**  
Institutionalize WAVES as a dedicated, year-round coordinating body.
- **WAVES Digital Twins (Metaverse)**  
Create a hybrid metaverse experience for virtual participation and innovation.
- **WAVES Partnerships for Thought Leadership**  
Curate strategic alliances for Creatosphere and conference content.
- **Monetize Creatosphere Outputs**  
Enable creators to commercialize tools, content, and IPs.
- **Ambassador-Led International Outreach**  
Use embassies to onboard global participation and boost WAVES visibility.
- **Platform for WAVES-Registered Companies**  
Promote verified WAVES entities for inclusion in key government projects.
- **WAVES Bazaar**  
Yearlong commerce and engagement platform for M&E products and services.  
Digitize and streamline onboarding of Buyers, Sellers & Projects, ensuring compliance and ease.
- **Restructure NFDC**  
Revamp NFDC to align with WAVES and support wider M&E sectors.



## Infrastructure, Data & Technology Enablement

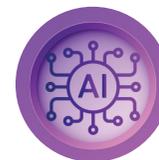
- **Build Local Creative Hubs**  
Designate regions with facilities and incentives to nurture creative clusters.
- **Create National Gaming Platform**  
Launch integrated gaming ecosystem with developer tools and public APIs.
- **Digital Content Sandboxes**  
Enable safe experimentation and real-time collaboration in cloud environments.
- **Build Data Hubs**  
Create secure, interoperable data infrastructure for M&E innovation.
- **Strengthen Public Access to AI Tools**  
Facilitate partnerships that allow creators access to AI and generative platforms like Adobe Firefly, Meta, and open-source alternatives.

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## Measurement & Export Support

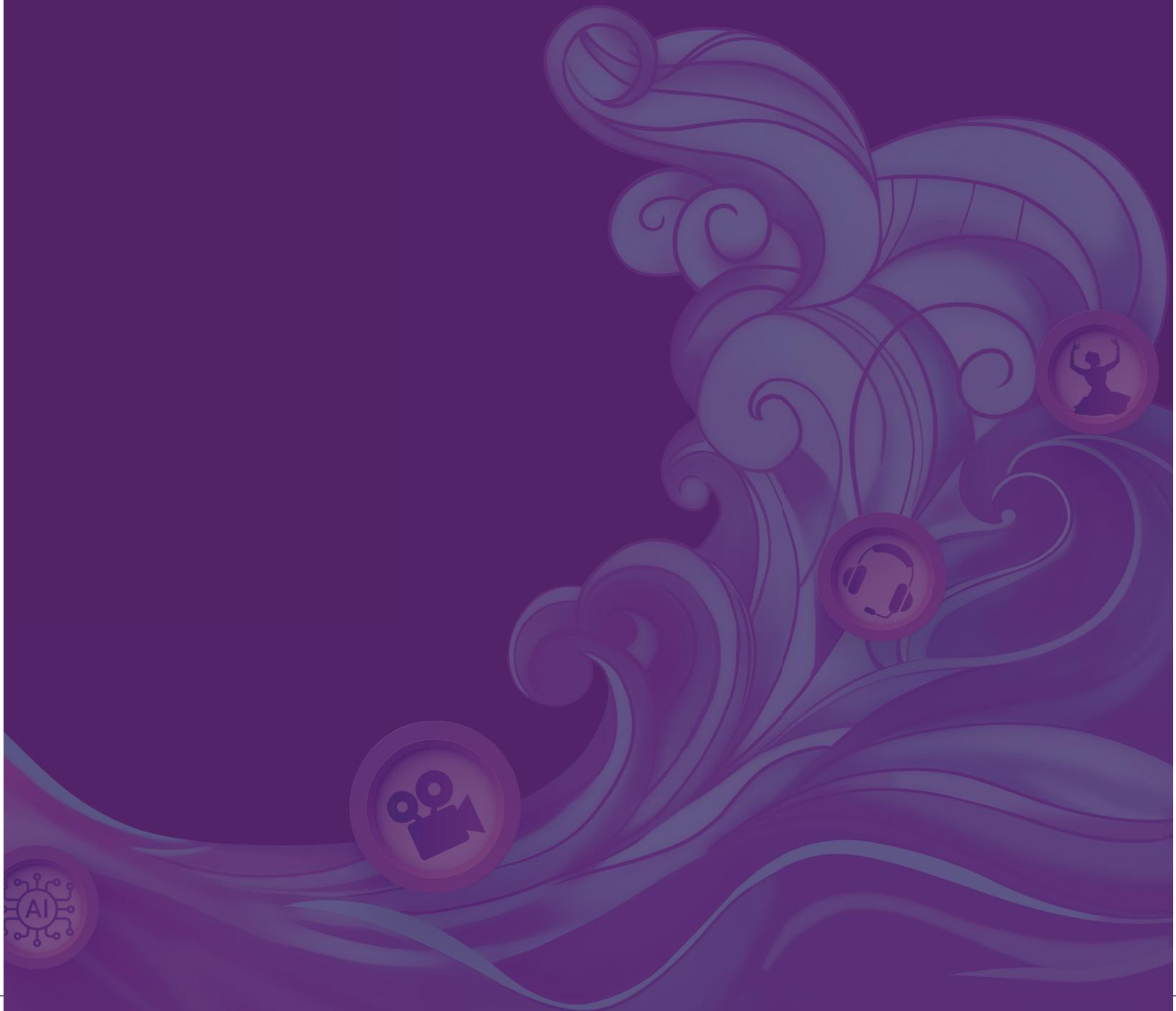


- **Develop KPIs for WAVES Initiatives**  
Establish performance indicators for all strategic WAVES components.
- **Develop Econometric Impact Models**  
Quantify GDP, job, and skill impacts of WAVES components.
- **Content Export Agencies (CEA)**  
Establish WAVES to promote Indian content globally.











**Ministry of Information  
and Broadcasting**  
Government of India