

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)

कार्यालय : पंचम तल, 'ए' विंग, शास्त्री भवन, नई दिल्ली-110 001
दूरभाष : +91-11-23386748, 23386742
Office : 5th floor, 'A' Wing, Shastri Bhawan, New Delhi-110 001

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 1st to 4th 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)

कमरा सं. : 119, 'ए' विंग, शास्त्री भवन, नई दिल्ली-110 001
दूरभाष : +91-11-23381193, 23381194, ई-मेल : mos-moib@gov.in
Room No. 119, 'A' Wing, Shastri Bhawan, New Delhi-110 001
Tel. : +91-11-23381193, 23381194, E-mail : mos-moib@gov.in

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

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



CONNECTING CREATORS

WAVES

WORLD AUDIO VISUAL &
ENTERTAINMENT SUMMIT

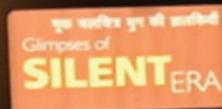
1-4 May 2025, MUMBAI

CONNECTING COUNTRIES

ENVISIONING THE FUTURE

Vision that Propels WAVES

दर्राँ
DISCOVERERS
IN CINEMA



World
Creators
Forum



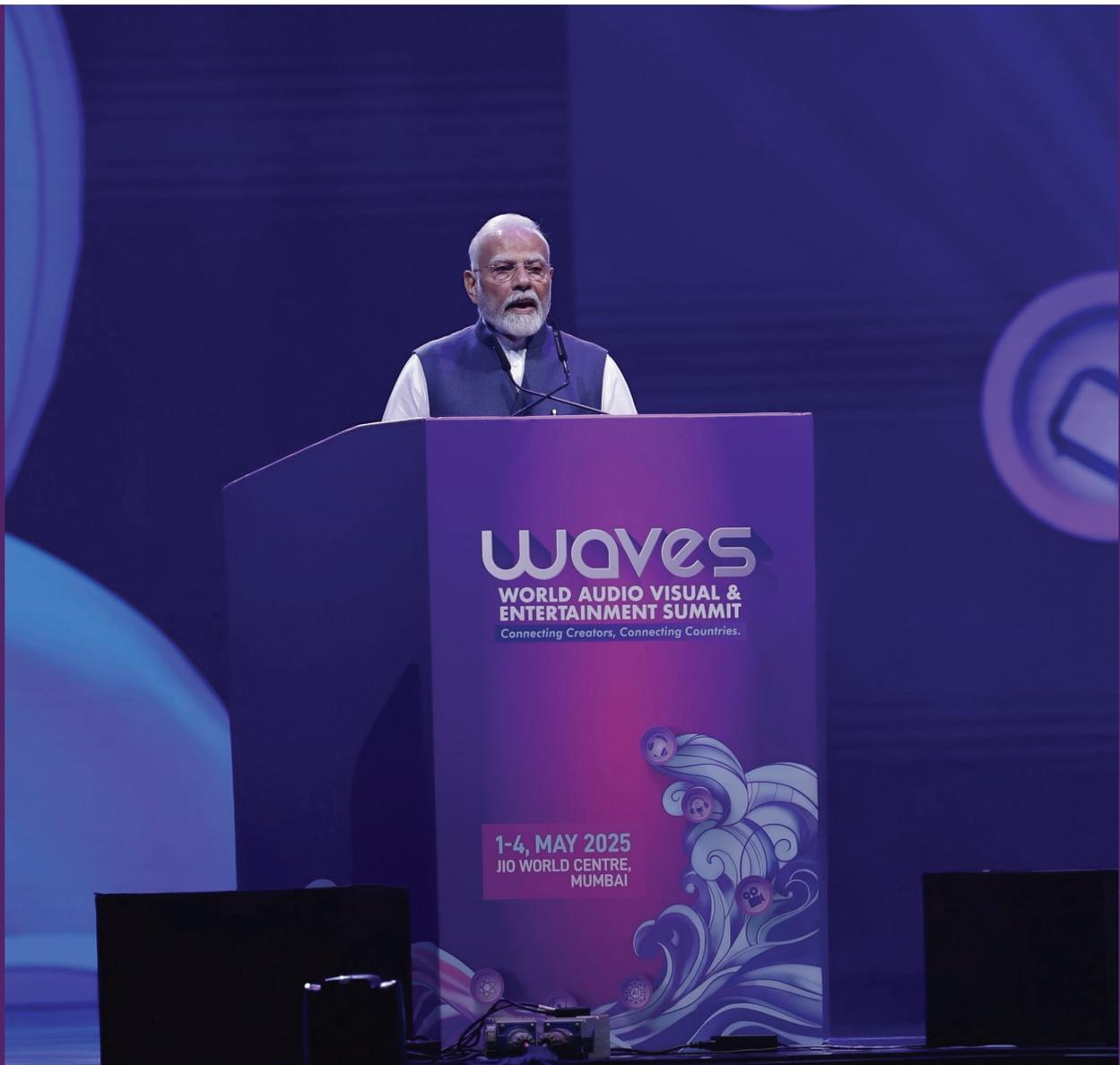
भारतीय सिनेम का मुक्त युग
**SILENT ERA
IN INDIAN CINEMA**

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

WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT

Connecting Creators, Connecting Countries.

1-4, MAY 2025
JIO WORLD CENTRE,
MUMBAI



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

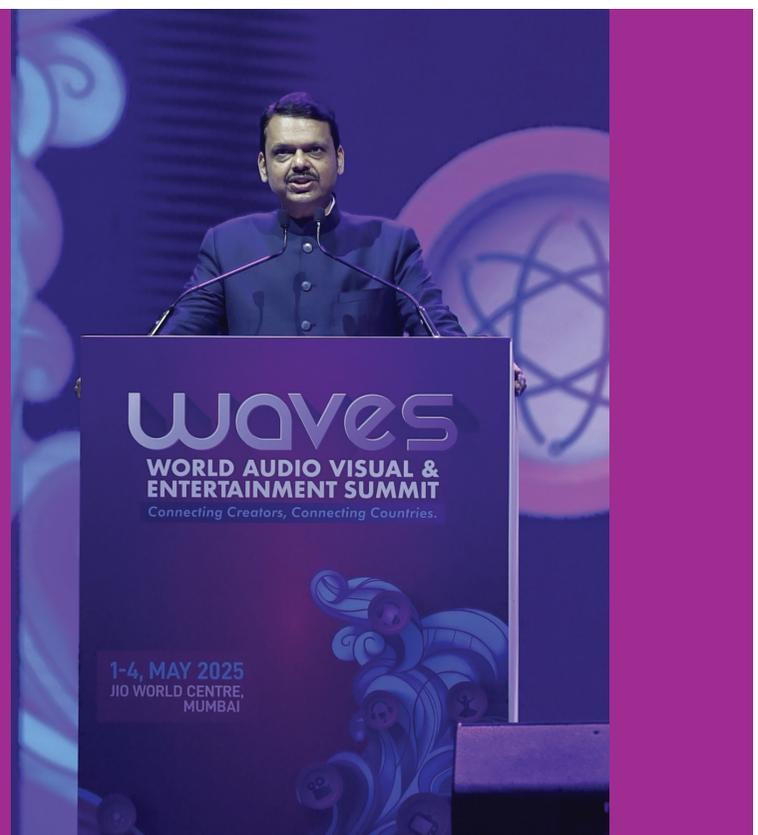
It is crucial that young talent is made ready for an age of creative collaborations through relevant skill development. Innovation is key to the leapfrogging that will build Viksit Bharat



- 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



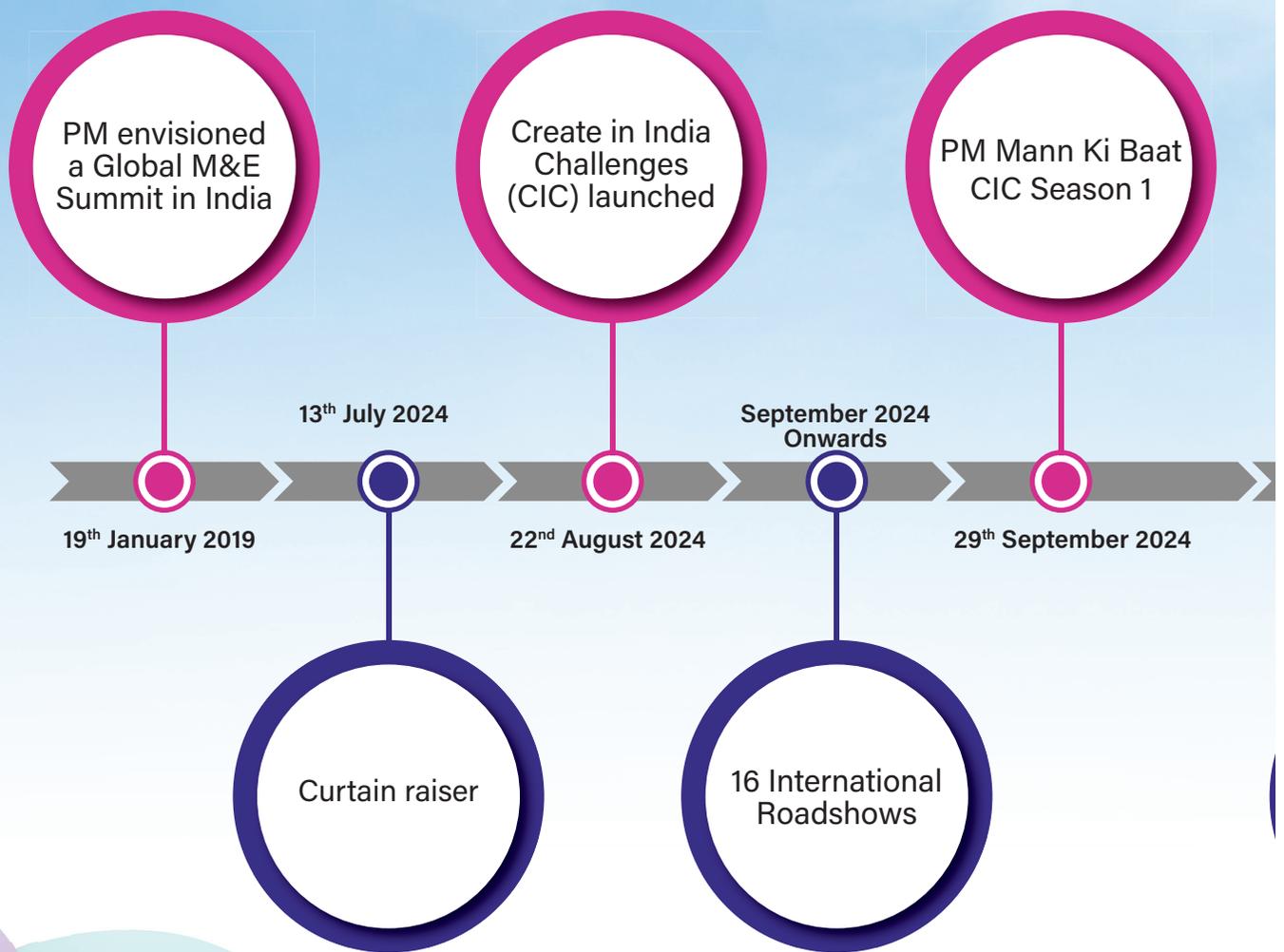


THE WAVES STORY

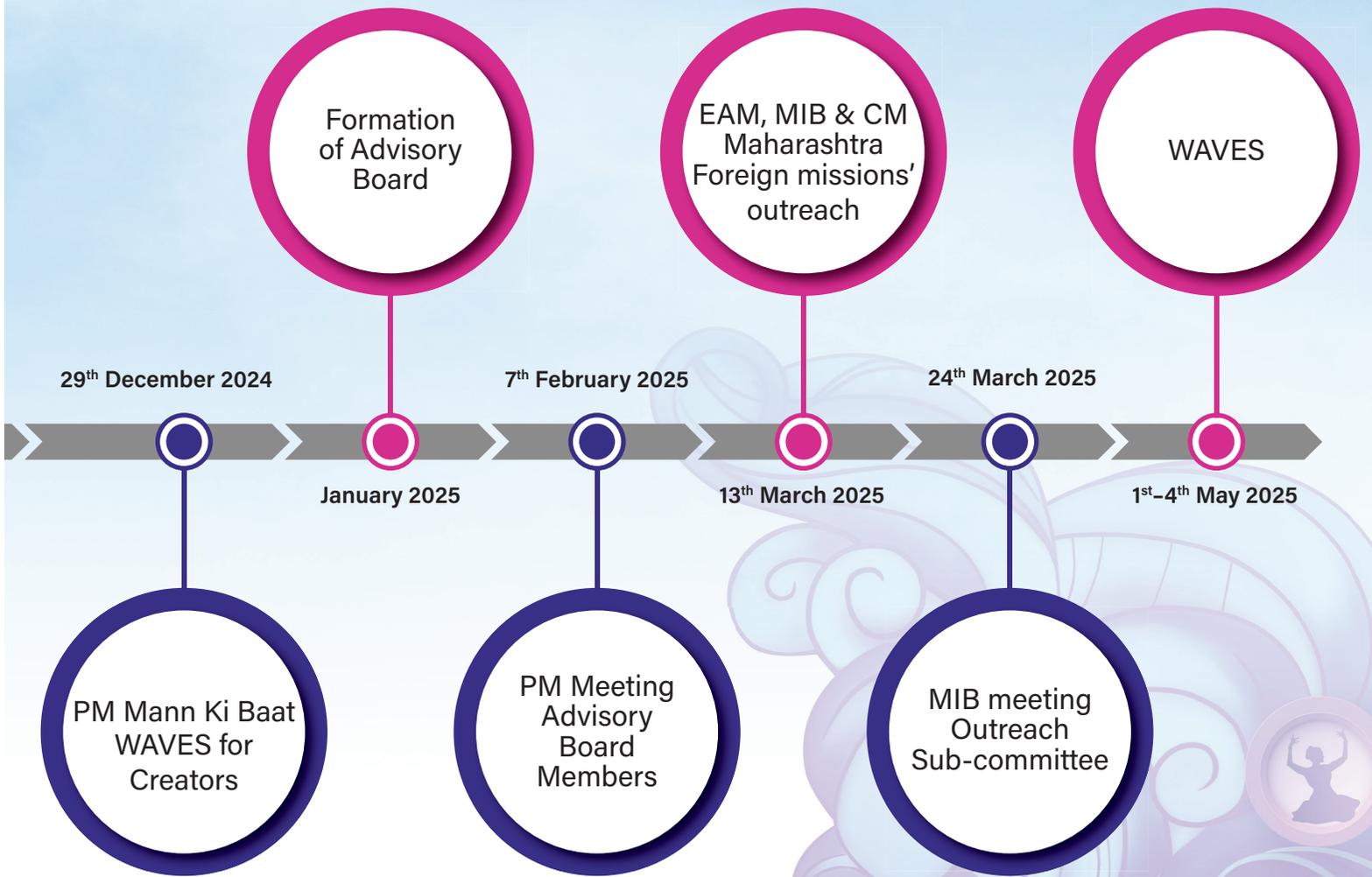
Growth and Evolution of WAVES



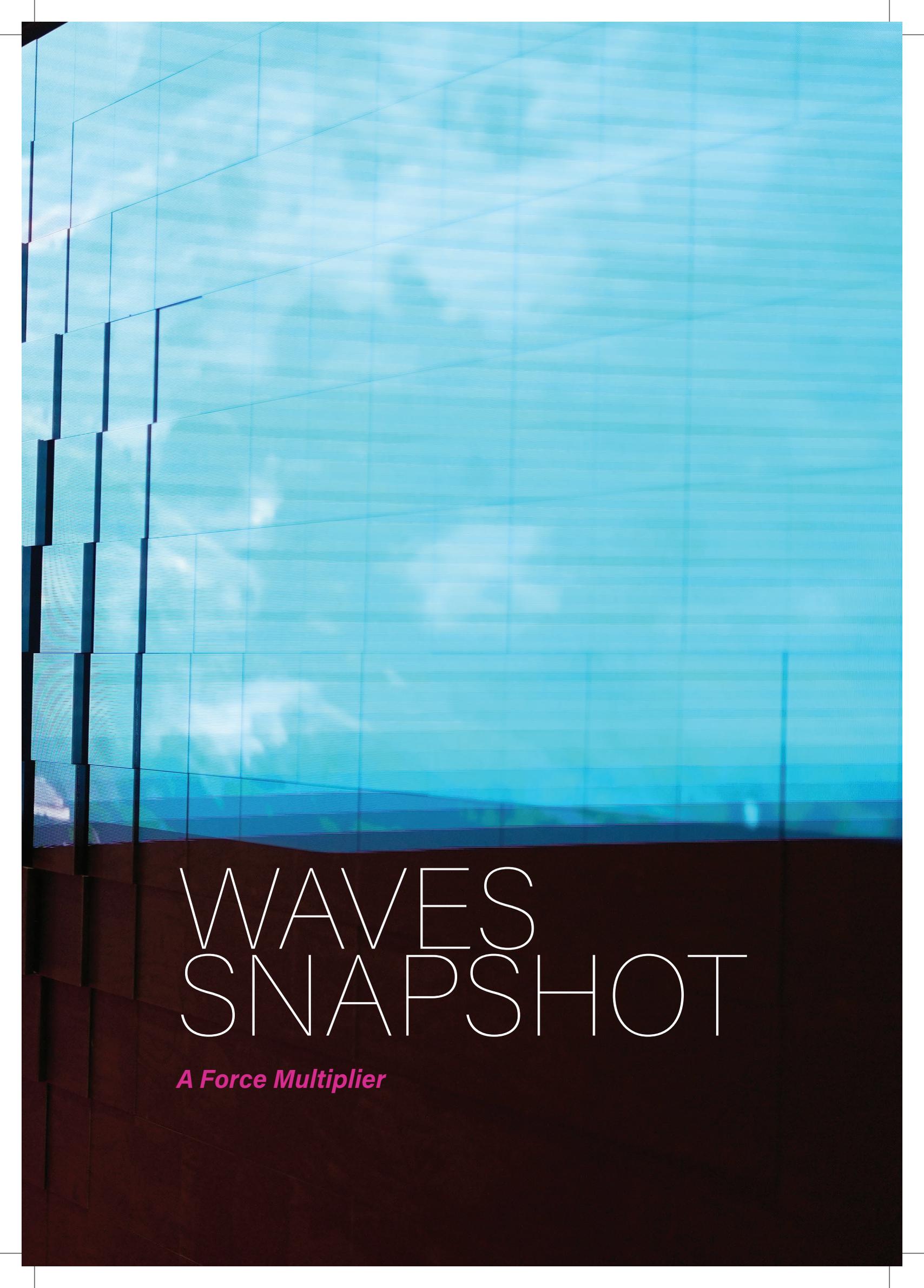
Growth & Evolution



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

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

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 –

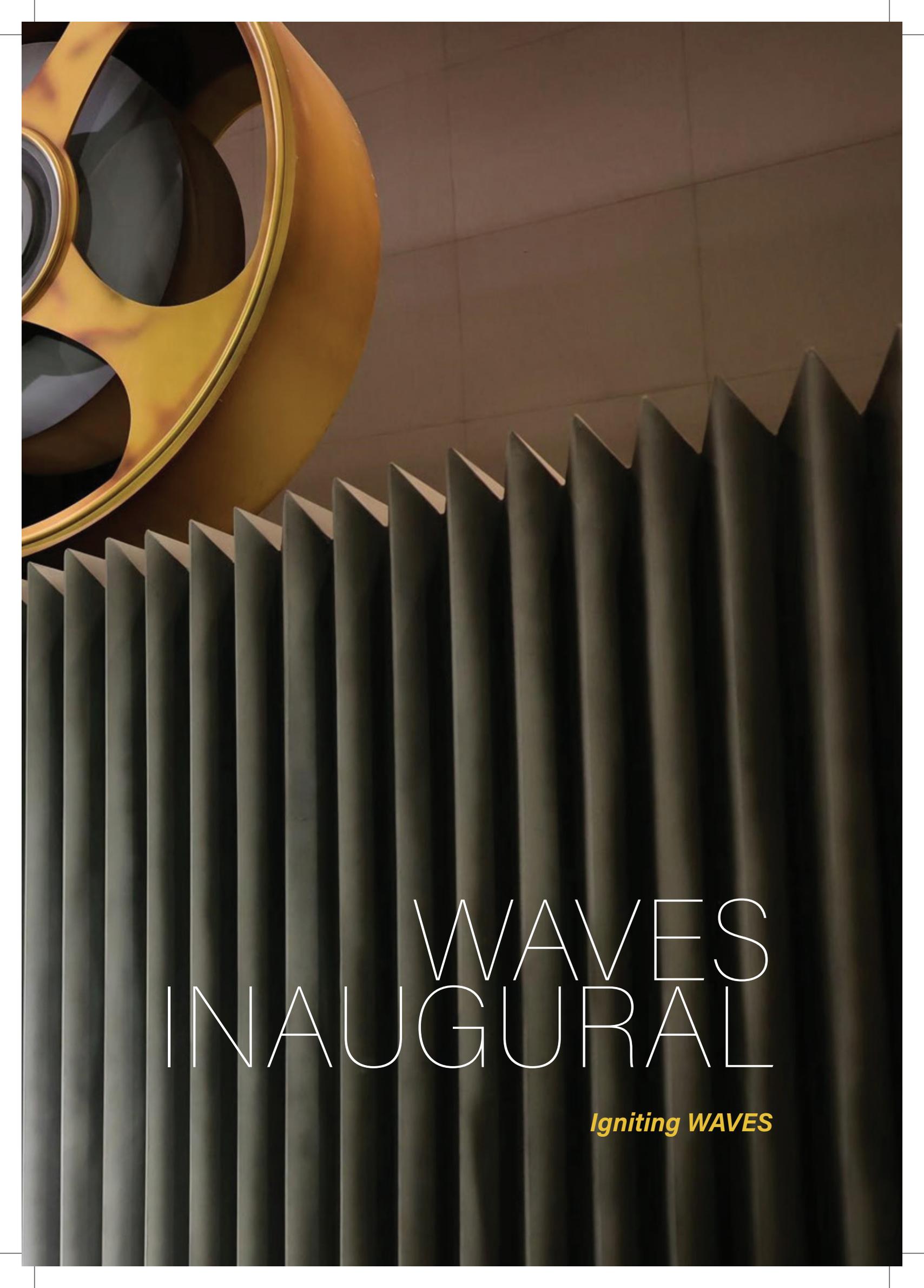
- Google
- Apple
- Microsoft
- Meta
- Star India
- Adobe
- Toon Boom
- HUION
- WACOM
- NVIDIA

Launch of the first Indian Film Festival in New Zealand

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

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

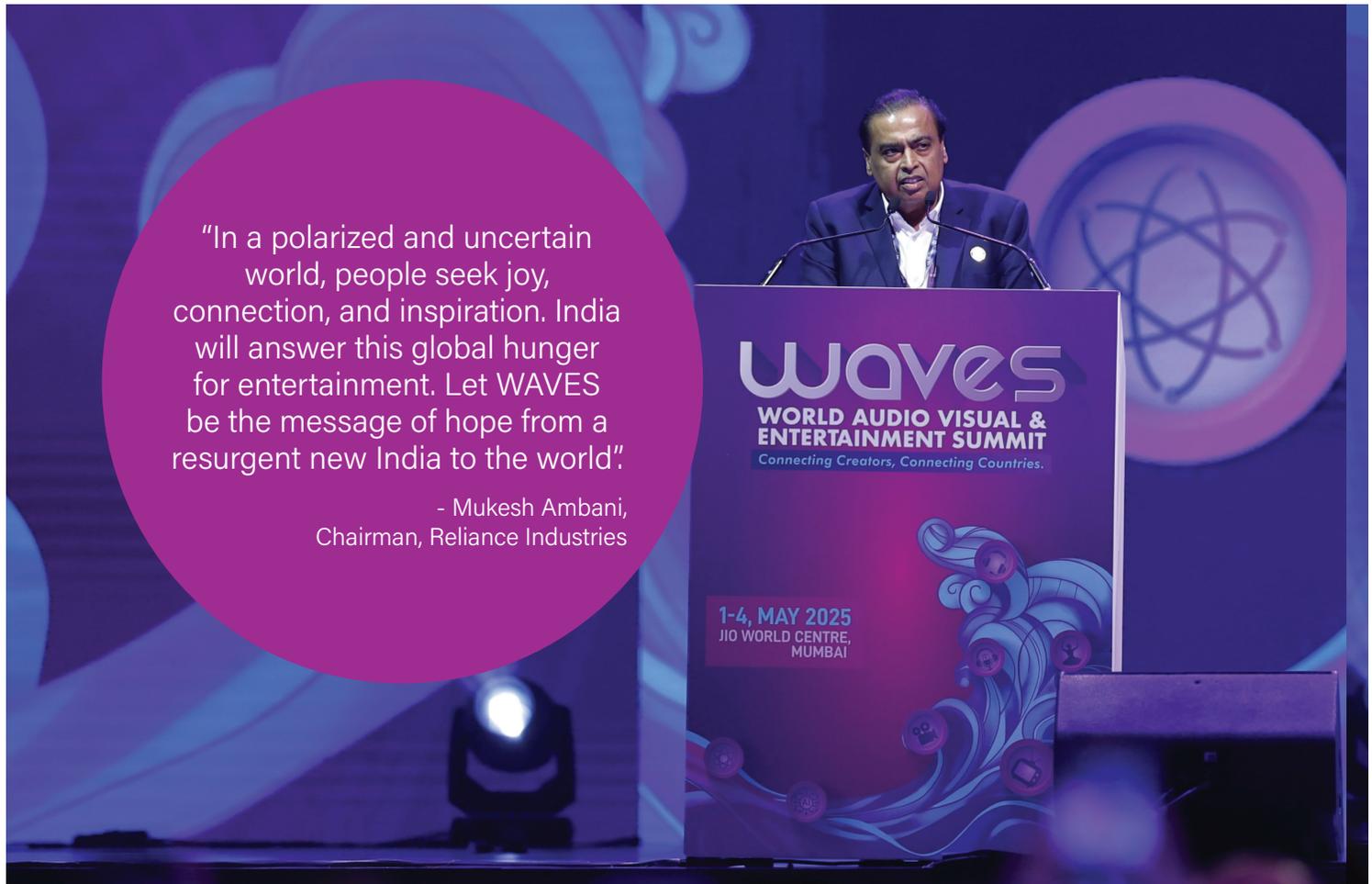
"Waves of India" album, celebrated the nation's cultural richness and unity through sound, and global collaboration

- "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







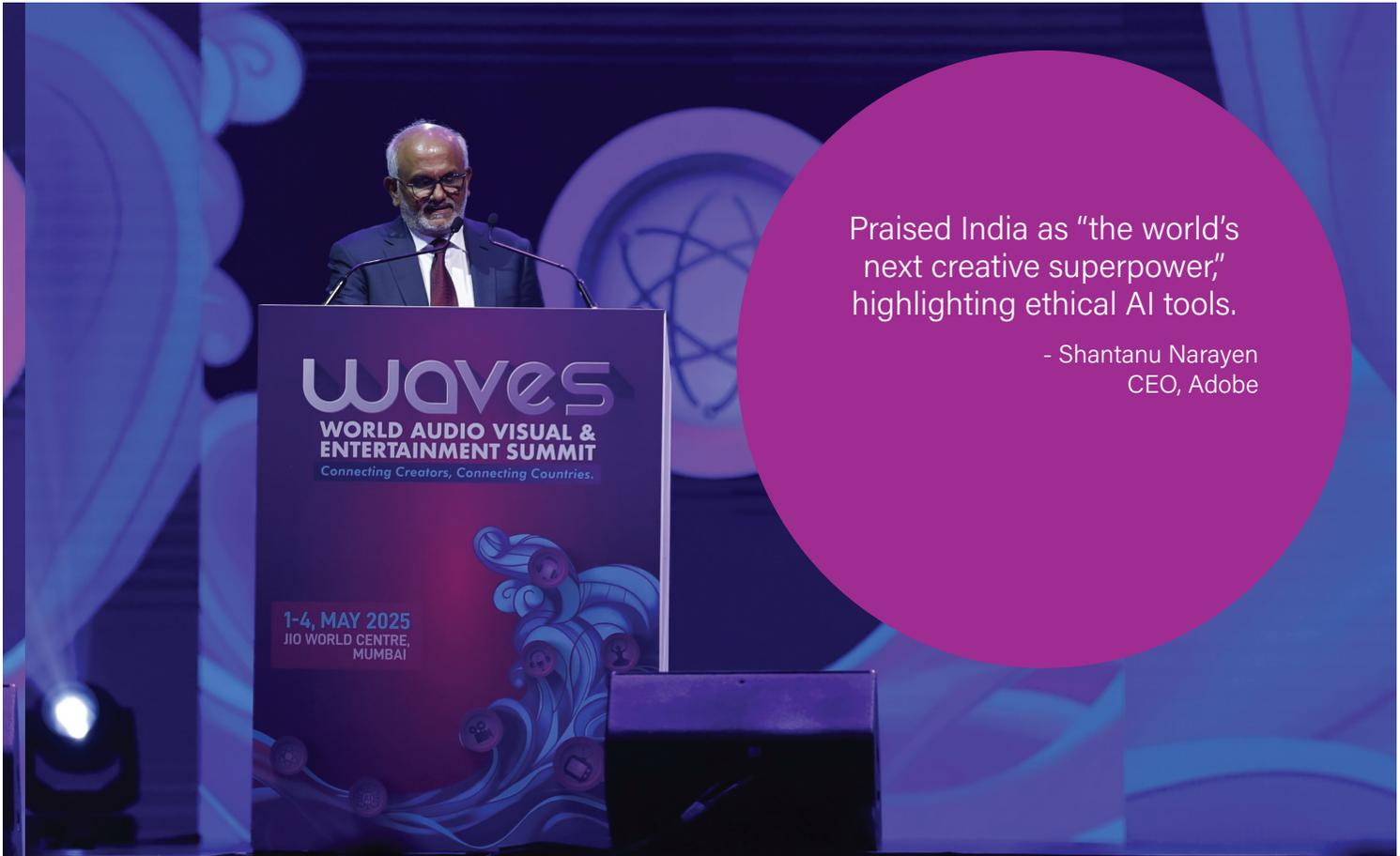
"In a polarized and uncertain world, people seek joy, connection, and inspiration. India will answer this global hunger for entertainment. Let WAVES be the message of hope from a resurgent new India to the world!"

- Mukesh Ambani,
Chairman, Reliance Industries



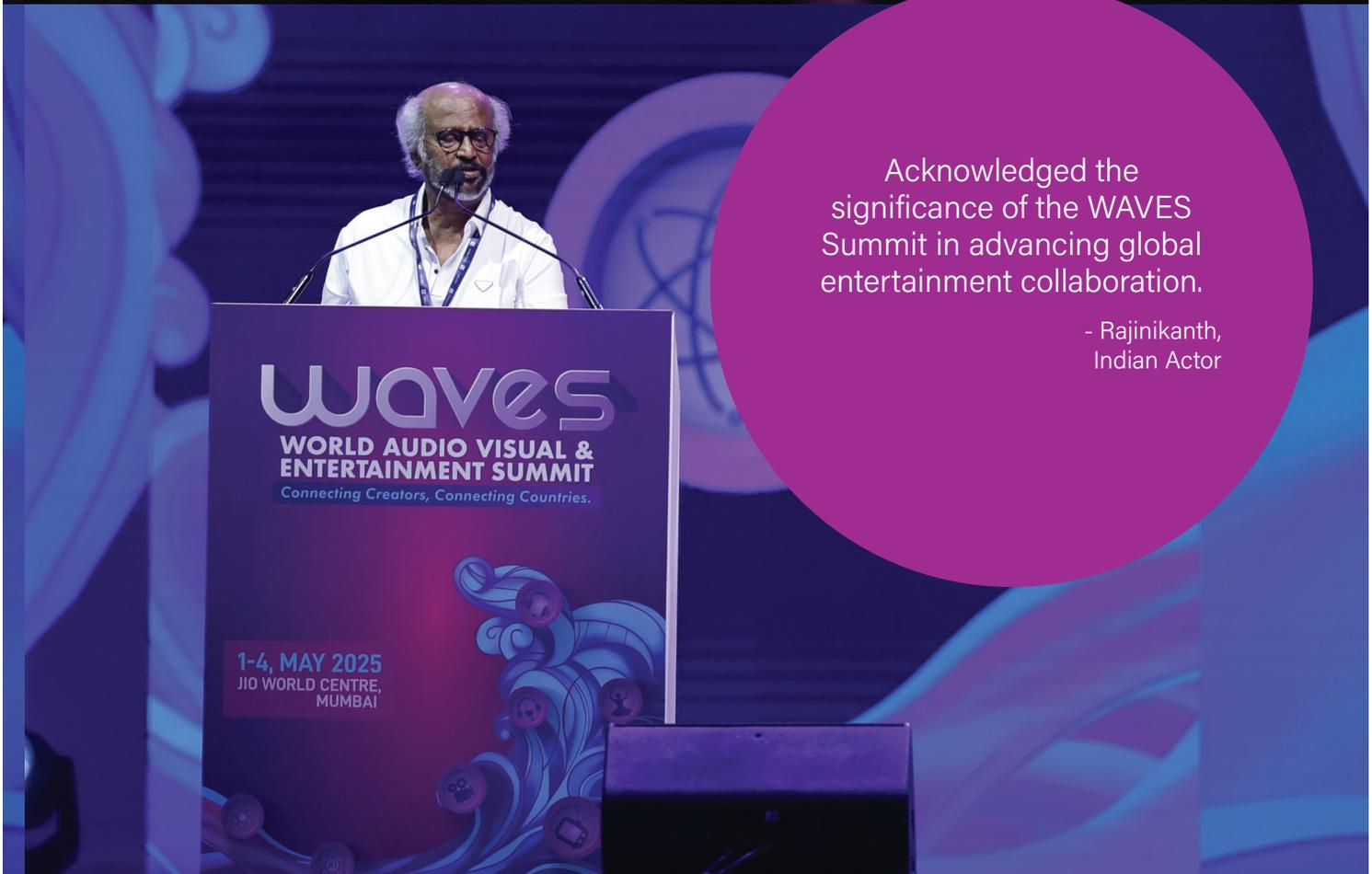
"WAVES is a beautiful initiative by the Government of India. I'm glad to be part of it!"

- 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





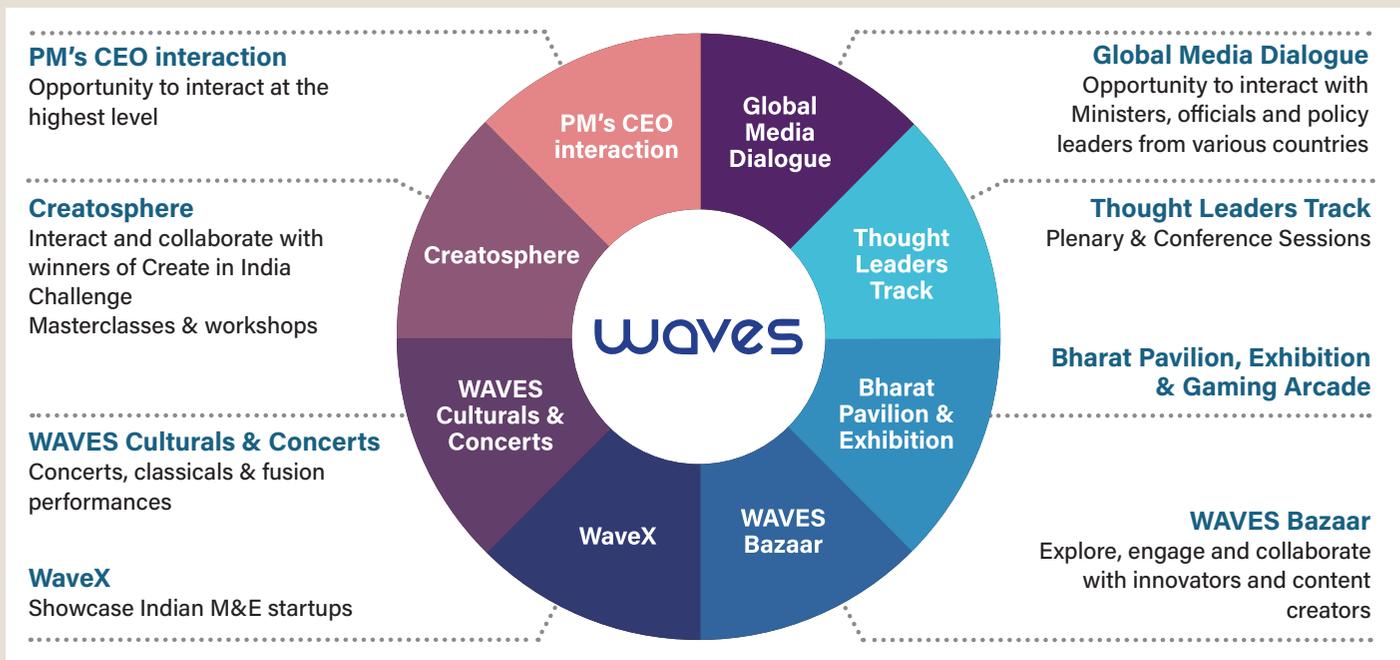
CONNECTING CREATORS

WAVES

WORLD AUDIO VISUAL &
ENTERTAINMENT SUMMIT

1-4 May 2025, MUMBAI

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

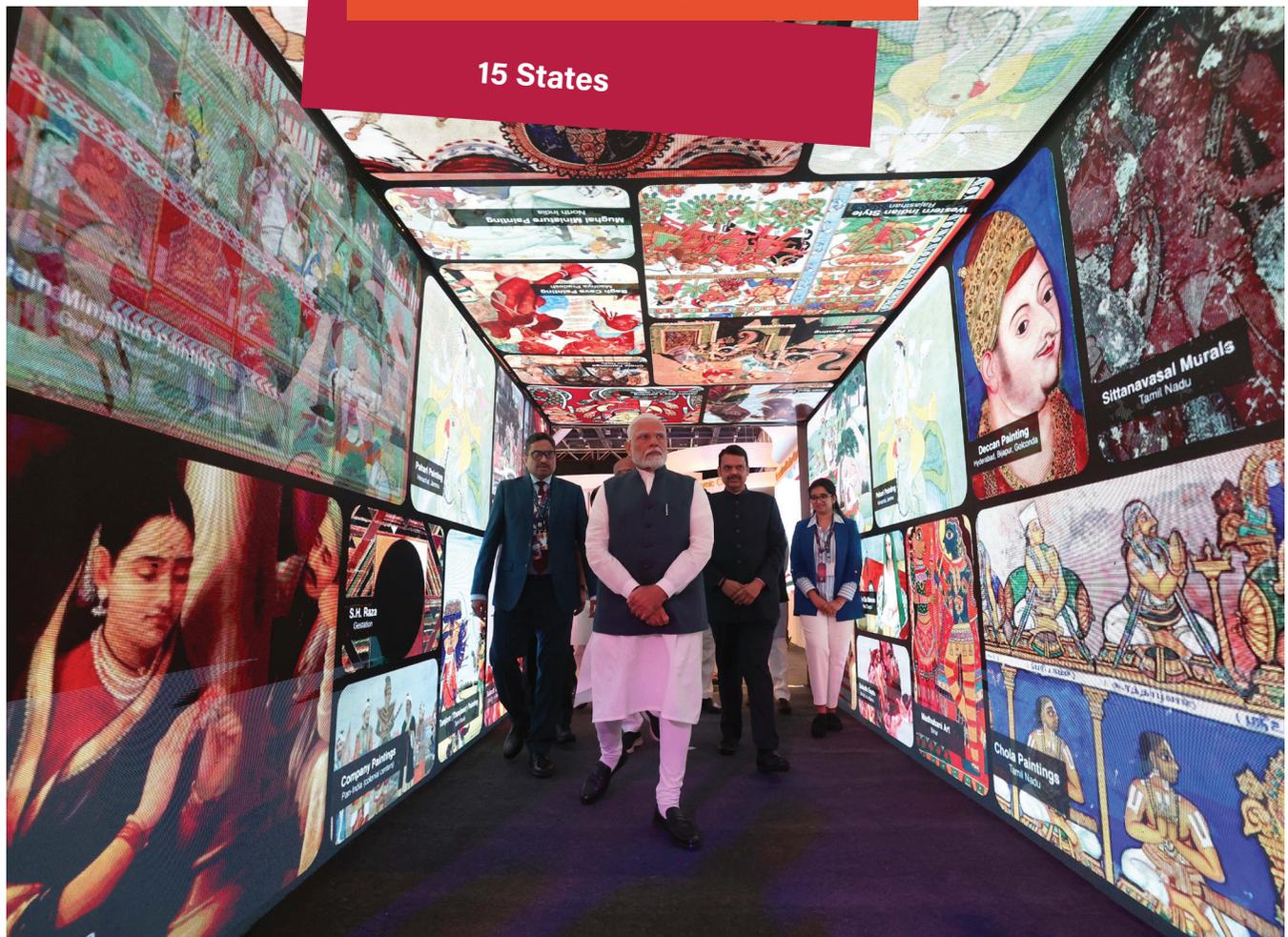
- Hon'ble Prime Minister Shri Narendra Modi **inaugurated the Bharat Pavilion** on 01 May 2025
- **Cultural Showcase:** Highlighted India's creative legacy through interactive exhibits and performances.
- **Four Thematic Zones:** Shruti (oral traditions), Kirti (written heritage), Drishti (visual storytelling), 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



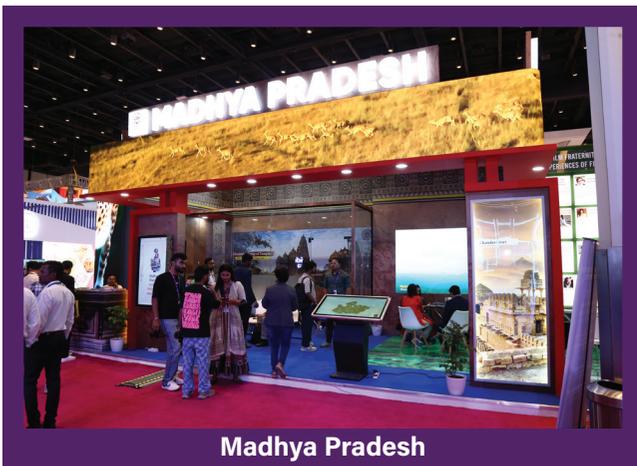


waves

State Pavilions at WAVES



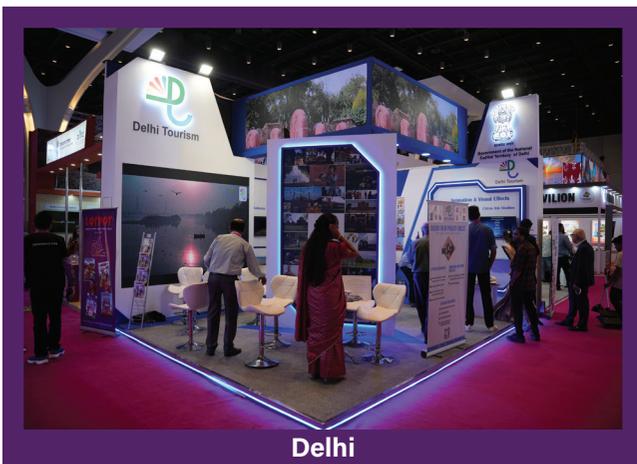
Haryana



Madhya Pradesh



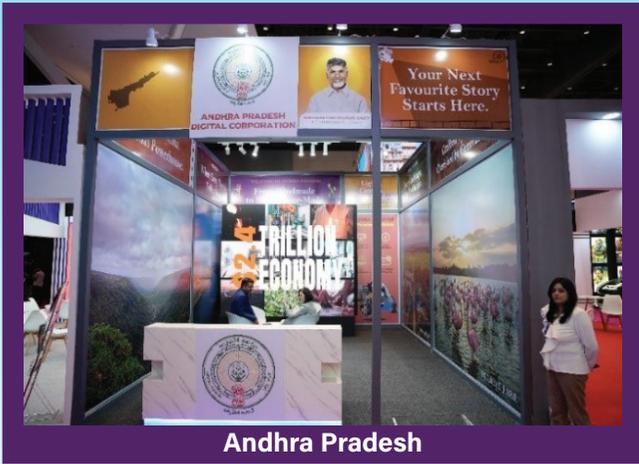
Gujarat



Delhi



Telangana



Andhra Pradesh



Maharashtra



Meghalaya



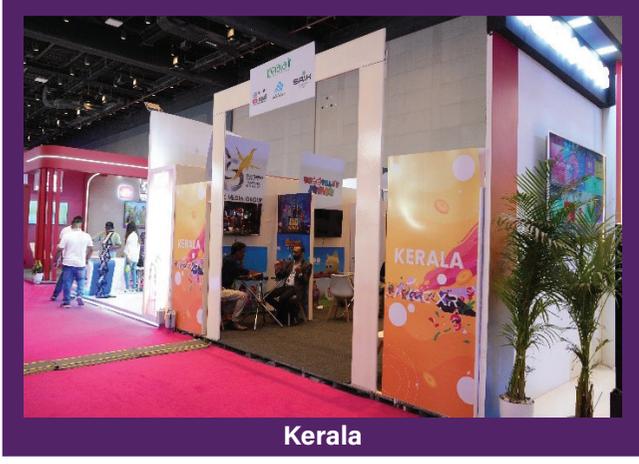
Punjab



Rajasthan



Uttar Pradesh

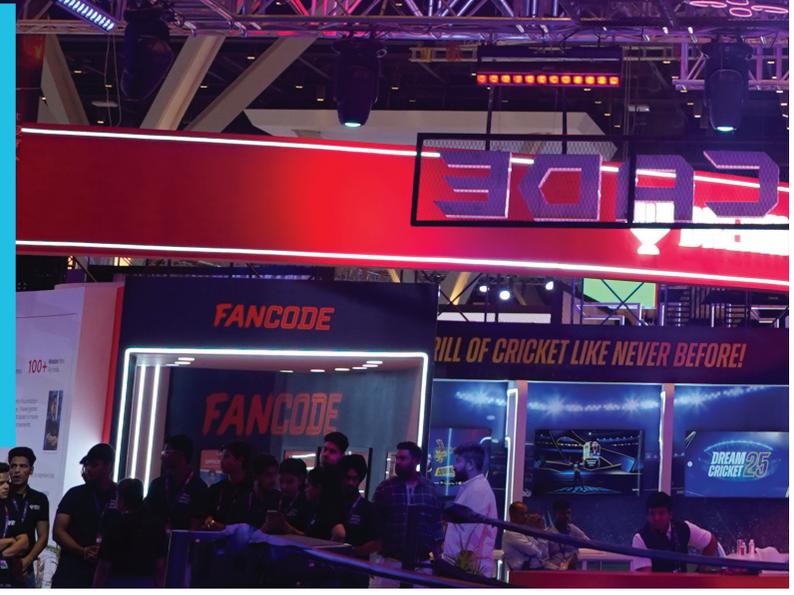
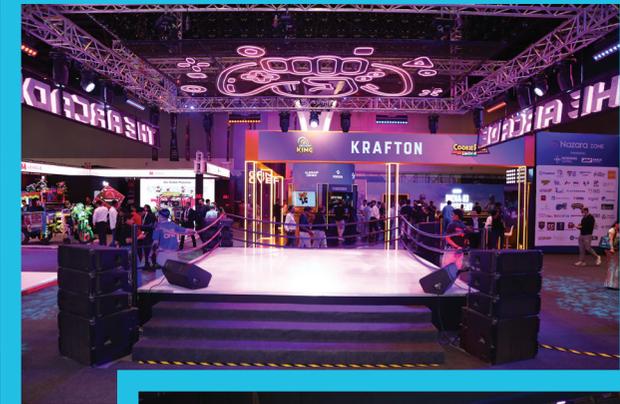


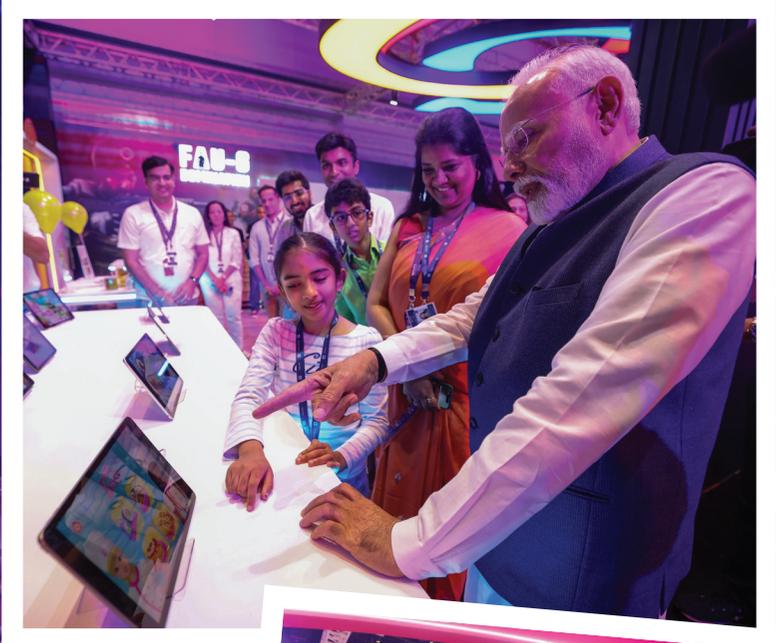
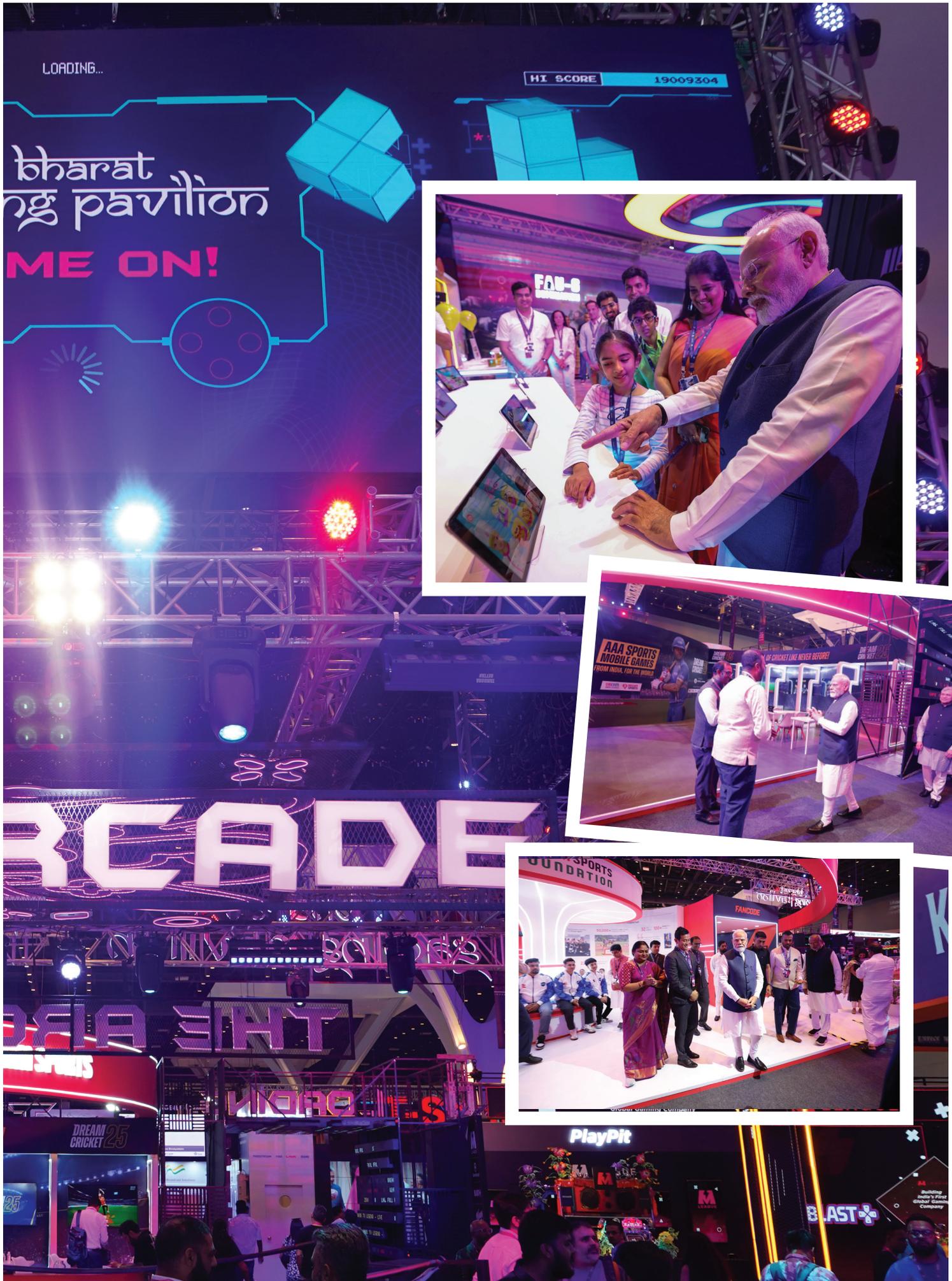
Kerala



Goa

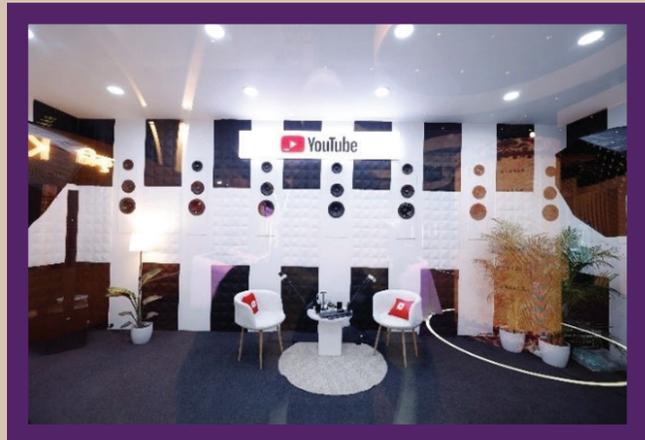
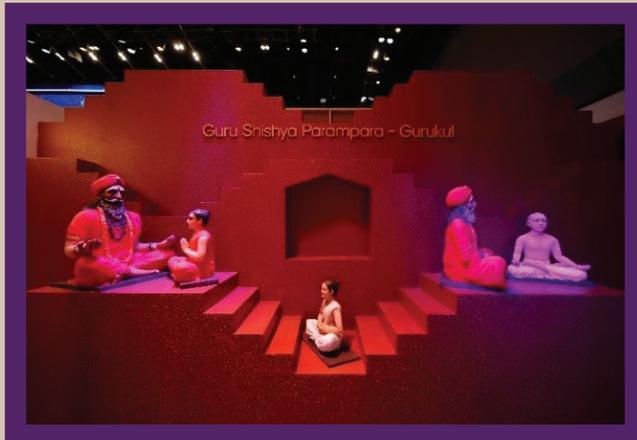
Gaming Arcade at WQVES





Bharat Pavilion at WQVES

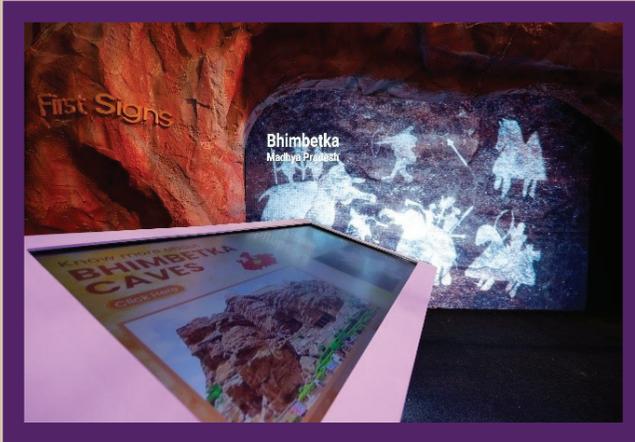
Shruti



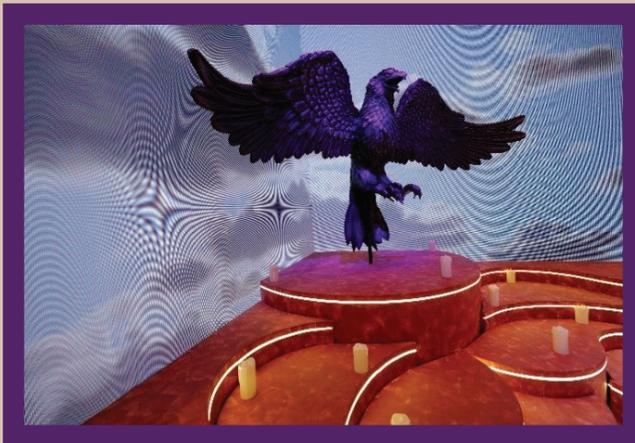
Kriti



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

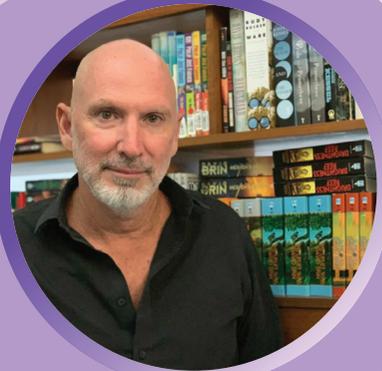
Richie Mehta

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



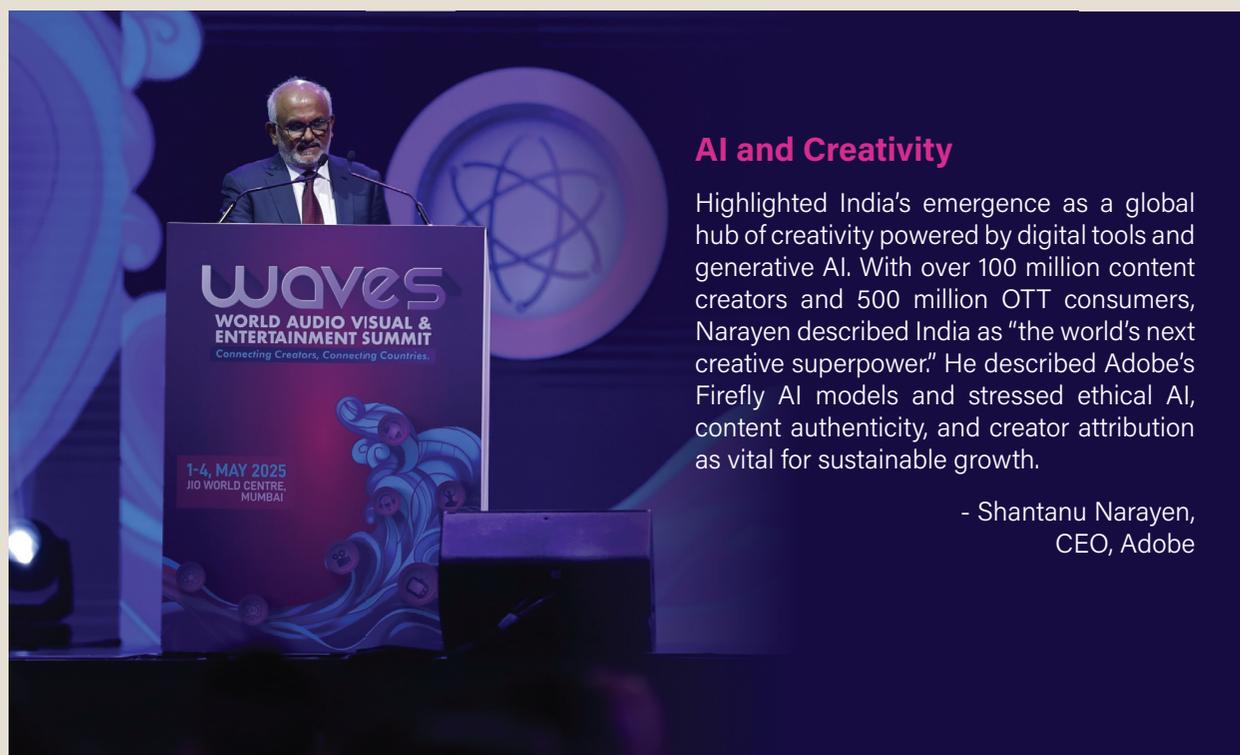
Conference and Plenaries

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

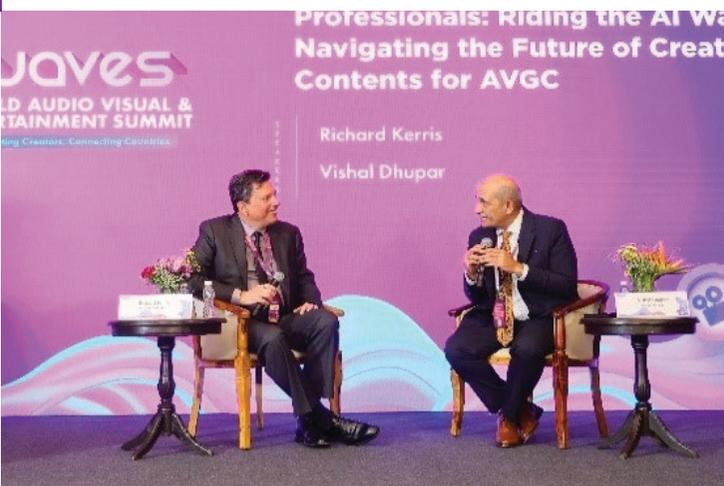
Speakers: Raghav Chandra, Nikhil Nanda, Arushi Nishank, Pooja Sharma

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



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

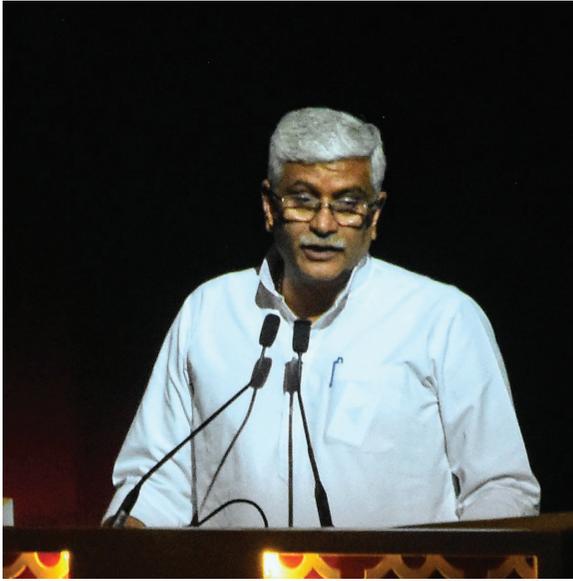




WAVES Culturals & Concerts

- **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 the World

For Info and Registration visit [www.wavesummit.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
	Total	497	119	378
	Reposts of other officials/govt. accounts' posts		189	

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



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



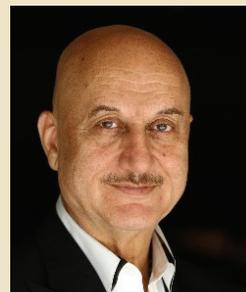
Mr. Anand Mahindra
Chairman, Mahindra Group



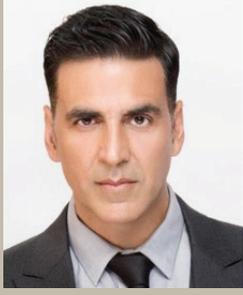
Mr. Adar Poonawalla
CEO, Serum Institute of India



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



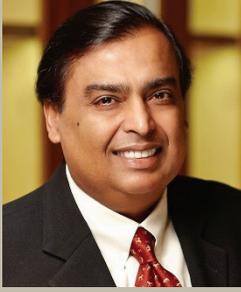
Mr. Nagarjuna Akkineni
Indian Actor



Mr. Chiranjeevi
Indian Actor



Ms. Deepika Padukone
Indian Actress



Mr. Mukesh Ambani
Chairman, Reliance



Mr. Ranbir Kapoor
Indian Actor



Mr. Mohanlal
Indian Actor



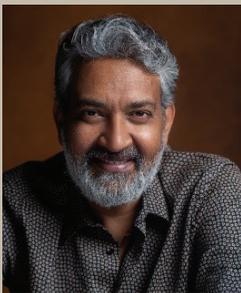
Mr. Bhushan Kumar
Chairman & Managing Director,
T-Series



Ms. Asha Bhosle
Indian Playback Singer



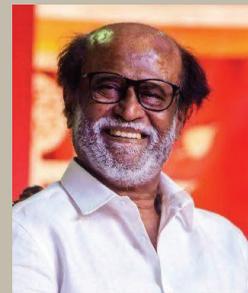
Mr. Namit Malhotra
Founder and CEO, Prime Focus
and DNEG



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



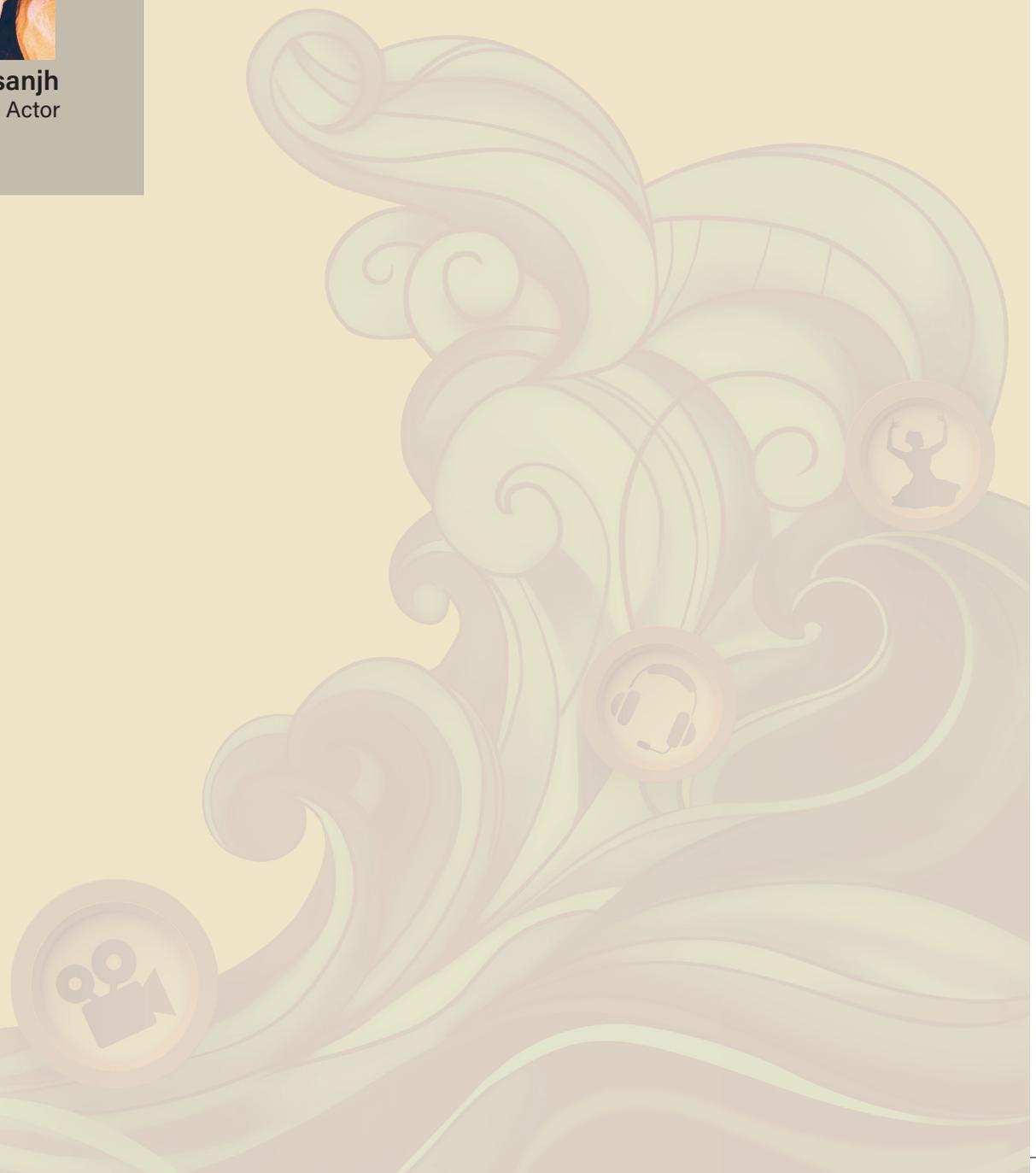
Mr. Sundar Pichai
CEO, Alphabet Inc. and Google



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.



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.

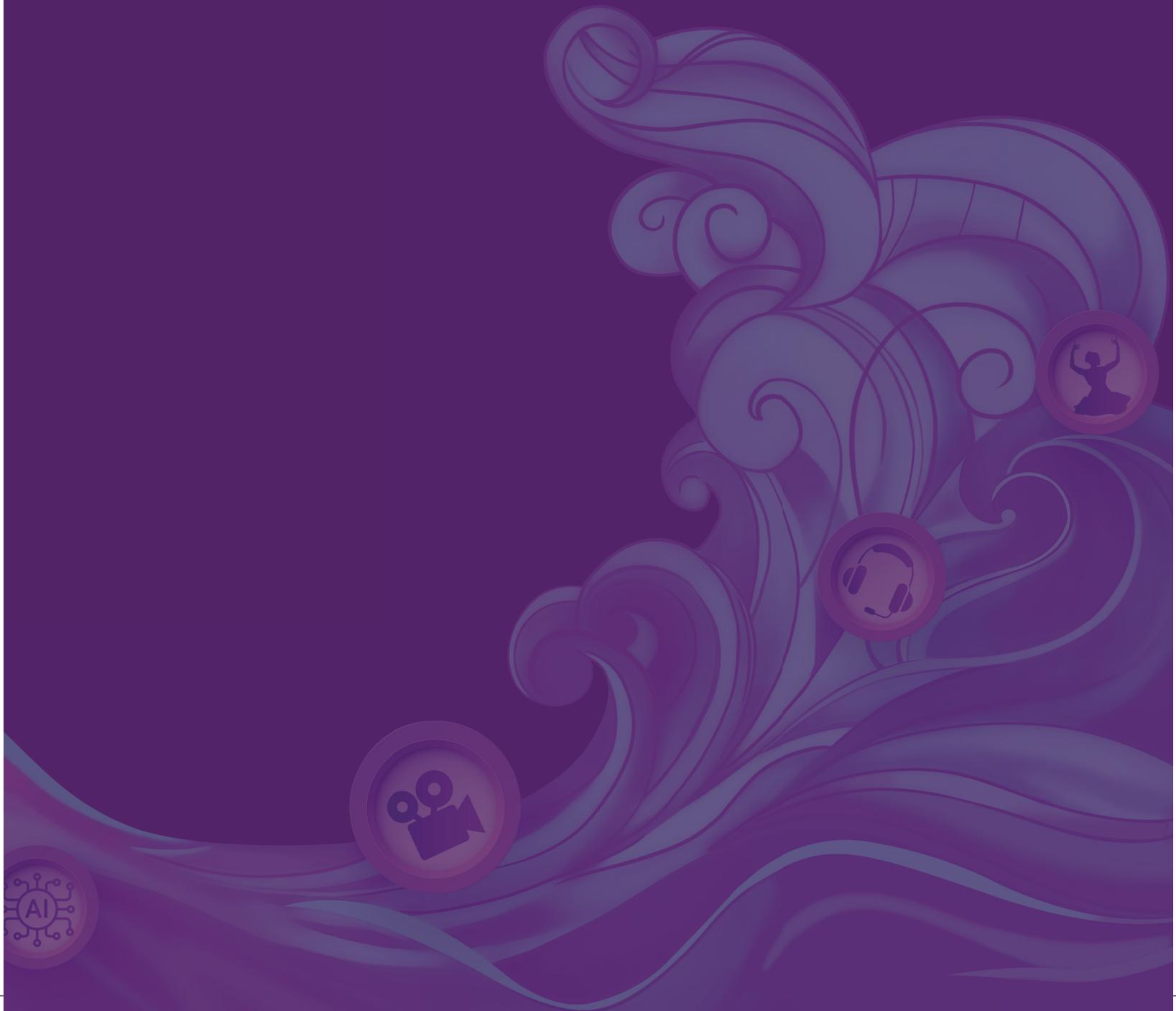
Measurement & Export Support



- **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