

# World Audio-Visual & Entertainment Summit

**WAVES 2025**

Mumbai, India





**World's first convergence event for the entire M&E sector**

**World Audio-Visual & Entertainment Summit**

**India's Global Summit**

# Vision for WAVES

- Enhance India's soft power
- Make India the Global Content hub & a net exporter of content
- Enhance Indian Media's global market share
- Create employment in M&E sector
- Investment of global M&E companies in India
- Opportunity to invite top political leadership
- Position India as the epicenter of Global M&E

# An Industry-led

Hub & Spoke Platform



Confederation of Indian Industry



Where The Heritage of Indian Cinema Comes Alive ...

# What is WAVES?

India's endeavor to be the epicenter of the Global M&E landscape

## Pillar 1

Broadcasting & Infotainment

- News Media
- TV & Radio
- Carriage Services
- Music
- Advertising
- Live Events

## Pillar 2

AVGC-XR

- Animation
- Visual Effects (VFX)
- Gaming
- Comics
- E-Sports
- AR/VR/XR
- Metaverse

## Pillar 3

Digital

- Social Media Platforms
- OTT Platforms
- Online Creators
- Generative AI
- Emerging Technologies
- App Economy

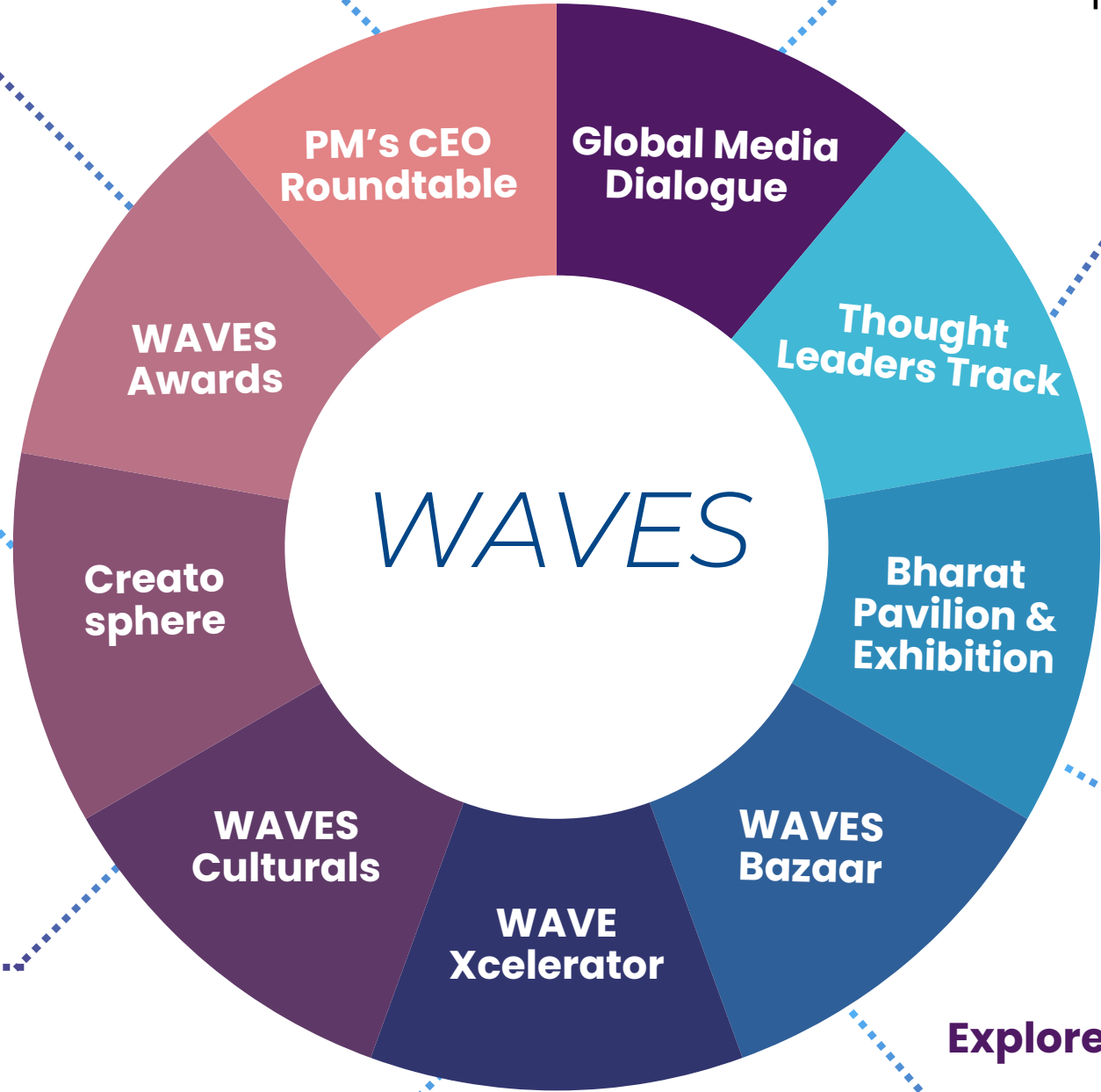
## Pillar 4

Films

- Films, Documentaries, Short Films, Videos
- Film Technologies
- Production
- Post-Production
- Distributors
- Exhibitors

# WAVES

## At a Glance



### PM's CEO Roundtable

Opportunity to **interact at the highest level**



### Global Media Dialogue

Opportunity to **interact with Ministers, officials and policy leaders** from various countries



### WAVES Awards

**Recognize** the best of the M&E Industry



### Thought Leaders Track Plenary & Conference Sessions



### Creatosphere

**Interact and collaborate** with winners of Create in India Challenge  
**Masterclasses & workshops** for content creators



### Bharat Pavilion & Exhibition

Showcase exclusive presence  
Spot at Bharat Pavilion



### WAVES Cultural

Classical concerts, classicals & fusion performances



### WAVES Bazaar

**Explore, engage and collaborate** with Indian innovators and content creators



### WaveXcelerator

Showcasing Indian Media startups

## Venue

Jio World Convention Centre  
& Jio World Garden

Mumbai, India

## Event Outline

Total

**4 Days**



Duration

**1st May 2025–4th May 2025**

Conferences  
WAVES Bazaar

**3 Days**



**1st May 2025–3rd May 2025**

Exhibition

**All Days**



Business Hrs: 1st May–2nd May 2025

**1st May 2025–4th May 2025**



# Global Media Dialogue

## Ministers Track

Interaction of Ministers and key policymakers dealing with M&E sector across the globe

Outcome

## WAVES Declaration 2025





## Status of HMIB Invitations Extended to Countries

### Invites sent to 29 countries

- Australia
- Bahrain
- Japan
- Malaysia
- Morocco
- Netherlands
- Papua New Guinea
- Portugal
- Russia
- Singapore
- South Korea
- Spain
- Turkmenistan
- UK
- Vietnam
- Brazil
- Colombia
- Dominican Rep
- Fiji
- France
- Iraq
- Israel
- Italy
- New Zealand
- Peru
- South Africa
- Switzerland
- Venezuela
- Mexico

### Invites to be sent to 16 countries

- Indonesia
- Norway
- Saudi Arabia
- Armenia
- Bhutan
- China
- Republic of Guyana
- Nigeria
- Benin Republic
- Poland
- Slovenia
- Republic of Uzbekistan
- Mauritius
- Germany
- Argentine Republic, Buenos Aires
- Oriental Republic of Uruguay Montevideo

***Letters to be Sent with Updated Dates***

# PM's CEO Round Table

- ▶▶▶ PM's Interaction with the top global CEOs
- ▶▶▶ India as a business opportunity for investments and innovation



**'Create in India, Create for the World'**

# Creatosphere

to amplify

## India's Creators' Economy

Masterclasses/ Workshops

Creators Conclave

Infusion of funds

WAVES CIC Awards

Create in India Challenge Grand Finale



# Create in India Challenge Season 1

22 challenges open to International Participation

- Waves Promo Video Challenge
- Truth Tell Hackathon
- Community Radio Content Challenge
- WAVES Hackathon: Adspend Optimizer
- Make the World Wear Khadi
- Wah Ustad
- Battle of Bands
- Resonate: The EDM Challenge
- WAVES Anime & Manga Contest
- Waves VFX
- CityQuest: Shades of Bharat
- Innovate2Educate- Handheld Device Challenge
- A.I. Avatar Creator Challenge
- WAVES Awards of Excellence
- Tech Triumph
- WAVES Comic Chronicles
- AI Art Design
- WAVES Explorer
- Reel Making Competition
- Young Filmmakers Challenge
- Film Poster Making Competition
- Trailer Making Competition

# WAVES Awards Categories

31 Awards

WAVES Awards under  
Create in India Challenge Season 1

Indian  
Category

Global  
Category

Special  
Mention

Winner Based  
Category

12 Awards

'Best of the Year'  
Global Awards

- Game of the Year:
- Film of the Year
- Animation Film of the Year
- Web series of the Year- Drama/Comedy/Musical
- Advertising Campaign of the Year
- Start-up of the Year
- Influencer of the Year
- International Influencer of the Year
- Young Creator of the Year
- Micro Creator of the Year
- Podcaster of the Year
- Song of the Year

7 Awards

Special Selection  
Awards

- G.O.A.T Award/ Life Time Achievement Award
- Businessperson of the Year Award
- Social Impact Award
- Tech Icon Awards
- Stories of Change
  - Stories of Change- Broadcast
  - Stories of Change- Print
  - Stories of Change- Digital

# WAVES Bazaar

- Global e-Marketplace for M&E launched
- Physical meeting spaces for buyers, sellers & other stakeholders at the venue

## Outcomes

- Match-making of talented Indian & global creators and studios
- Partnerships for co-production with Indian & global studios
- Networking with global producers & broadcasters
- Cost efficient, high-quality content acquisition

**Sign up on** <https://wavesbazaar.com/>



# WaveXcelerator

- Exploring Investment opportunity for startups in the M&E sector
- Live pitching sessions for Startups

## Outcomes

- Financial Investment
- Support through Incubation & Acceleration Programs in IICT and other educational institutions
- Mentorship program for selected Startups
- Possibility of grants under Startup India mission to be explored



# Thought Leaders Track

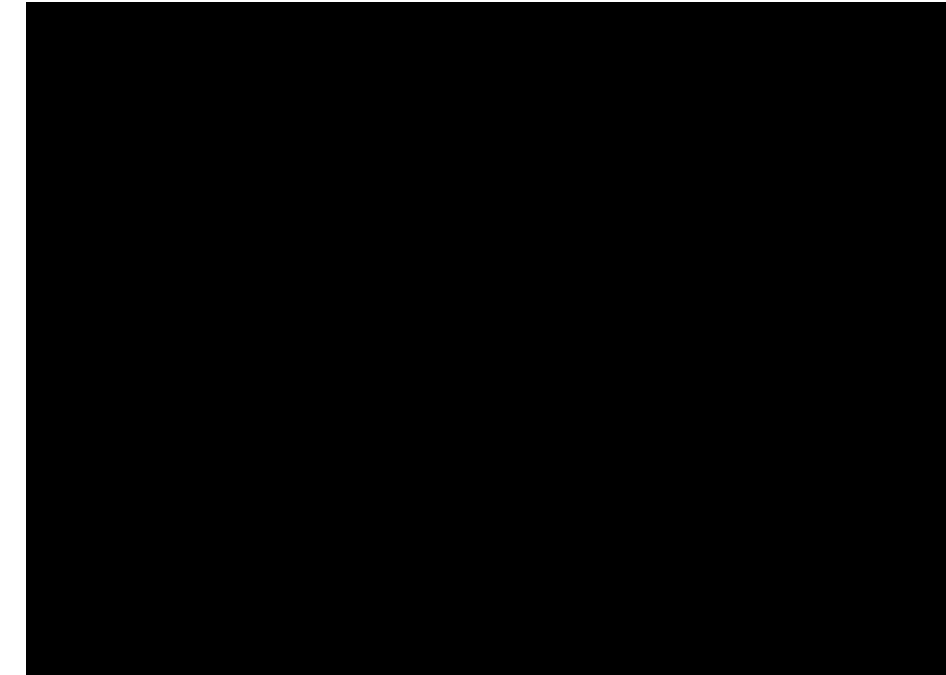
Plenary Sessions

Conference Sessions

Breakout Sessions

## Outcome

- Gaining global diverse perspectives and insights of top CEOs and thought leaders
- Showcasing Indian M&E Sector to the world
- Strategic discussions for collaborations





# Exhibition

## Key Highlights

- Participation of M&E companies for B2B collaborations
- Pavilions by major companies in the M&E sector
- Showcasing Indian Intellectual properties
- Experiential and immersive zones
- Gaming Arcade
- Bharat Pavilion



# Thank You