

# WORLD AUDIO-VISUAL & ENTERTAINMENT SUMMIT

1<sup>st</sup> to 4<sup>th</sup> May 2025  
Jio World Convention Centre, Mumbai, India

## INTRODUCTION

The World Audio Visual & Entertainment Summit (WAVES) in its first edition is a unique hub and spoke platform poised for the convergence of the entire Media and Entertainment (M&E) sector. The event is a premier global event that aims to bring the focus of the global M&E industry to India and connect it with the Indian M&E sector along with its talent. With the global M&E sector poised at ~USD 2.96 Trillion in 2024, WAVES offers to become the strategic M&E sector platform to capitalize its dynamic landscape, foster growth, collaborations and innovations.

India's M&E industry is poised for significant growth, with a potential market size of \$50 billion by 2029. WAVES aims to further the sector by putting the spotlight onto India, imbibing the best global practices and through policy interventions. WAVES is an industry-led event supported by the gamut of M&E industry.

WAVES aims to provide impetus to the Indian M&E sector growth by bringing together country delegations, global and Indian industry leaders, policymakers, M&E industry and its innovators to explore opportunities, address challenges and shape the future of the M&E industry. The Global M&E industry includes Films, TV, Broadcast, Print, Radio, News, New Media, Advertising, Animation, VFX, Gaming & E-sports, AR/VR/XR, Music, LIVE events etc.

The first edition of the World Audio Visual & Entertainment Summit (WAVES) will be organized from 1<sup>st</sup> to 4<sup>th</sup> May 2025 at the Jio World Convention Centre, Mumbai, India.

## VISION FOR WAVES

- Spiritual Legacy to Global Harmony
- Make India the Global Content Hub and a net exporter of content
- Building a rich intellectual property ecosystem inclusive of India's diverse cultural tapestry, and a rich repository of stories and languages
- Enhance Indian media's global market share
- Position India as a major global investment market
- Foster strategic partnerships and collaborations of Global and Indian counterparts to expand market reach, co-produce content and leverage complementary strengths
- Connect with a diverse range of industry leaders, policymakers, and innovators

WAVES is the platform for the global M&E sector with exclusive investment opportunities to position the Indian M&E industry as a potent partner through a convergence of all segments of the industry on a single platform. WAVES aims to be a beacon for innovation, collaboration and growth, connecting the world's M&E stakeholders and unlocking new frontiers of creativity, entrepreneurship and excellence.

## LEVERAGING WAVES

- Access to Country delegations and global policymakers
- Access to global markets and audiences, resulting in heightened networking opportunities translating to Craft2Commerce
- Opportunities for partnership and collaboration, leading to an increase in business growth
- Knowledge sharing and best practice adoption, resulting in an increase in industry efficiency
- Exposure to cutting-edge technologies and innovations, leading to an increase in R&D investment
- Networking opportunities with global industry leaders, resulting in an increase in business connections
- Focus on B2B meetings, leading to growth in the overall sector

## WHAT COMPANIES / PARTICIPANTS SHOULD DO?

- Download the Terms & Conditions from the WAVES website
- Book early to ensure logistics are well-planned
- Plan meetings well in advance with stakeholders at WAVES
- Attend Conference sessions of interest
- Plan major announcements at WAVES for Global reach
- Plan and deliberate partnerships to formalise at WAVES
- Invest in the Indian M&E sector through opportunities at WAVES
- Discover the potential of Indian youth in the Create in India Challenges and offer to support the winners at WAVES and beyond
- Become a WAVES Sponsor to gain global and domestic visibility
- Disseminate the information on WAVES as an unmissable opportunity
- Encourage young minds within Companies, Organisations, Localities to participate in the CIC
- Onboard the company and its supply chains onto WAVES Bazaar; Global e-marketplace as a Buyer and/or Seller.
- Explore opportunities to Invest/ Pitch at the WaveXcelerator.

## COMPONENTS OF WAVES

### 1. PM CEO Roundtable

Roundtable discussion of Prime Minister of India with Top Global CEOs

### 2. Global Media Dialogue

Interaction of Ministers with key policymakers dealing with the media and entertainment sector across the globe.

### 3. Thought Leaders Track

- Conferences
- Breakout sessions

### 4. Exhibition

Pavilions by M&E industries, showcasing Indian and Global innovations and the latest trends, fostering B2B, B2C, B2G collaborations and opportunities for investment in India, Immersive & Experiential Zones, Gaming Arcade, etc.

### 5. Waves Bazaar

An industry-led global marketplace for identifying business partners for tie-ups  
Convergence of Buyers and Sellers from different countries.

## 6. WAVEXcelerator

Investment opportunity for Startups in the M&E sector and live pitching sessions.

## 7. Bharat Pavilion

Celebrating the journey of Bharat from its ancient cultural heritage of storytelling & presenting it in its future-ready avatar.

## 8. CreatoSphere

- Masterclasses & Workshops
- Creators Conclave
- Grand Finale of Create in India Challenges

## 9. Cultural Events

Cultural events by Global and Indian performers

## DELEGATES AT WAVES

- Country delegates
- Indian industry delegates and Trade Associations
- Delegates from States/UTs
- Companies and Startups
- Technology companies
- Co-production companies and film fund organisations
- Buyers and sellers
- Skill set delegates -Directors, Producers, Content Creators, Scriptwriters, etc.

## EXHIBITION

- Film and video production equipment and technologies
- Virtual Reality (VR) and Augmented Reality (AR) solutions
- Advanced camera and filming technologies
- Broadcasting and streaming solutions
- Digital media platforms and content delivery networks
- Animation and visual effects tools
- Gaming technologies and interactive experiences
- Sound and audio production systems
- Innovative media and entertainment technologies, such as artificial intelligence (AI), immersive experiences and emerging tech trends

- B2B opportunities
- Launch and promote new products

## WAVES BAZAAR AND WAVEXCELERATOR

- Global Content
- Presence of Distribution platforms
- Entertainment content - Ideas, Scripts, WIP/ Completed works, Distribution rights etc.
- Buyers and Sellers meets
- Audio content, Podcasts, Audio services, Music
- Global partnerships
- Product Launches
- Launch new programmes
- Find Co-production partners
- Financing of projects
- Pitching sessions
- Buy and Sell formats for international distribution
- Buy and Sell niche content like Kids' content, Comics, Animation, etc.
- Global Marketplace for the Creators' Economy

## CREATE IN INDIA CHALLENGE SEASON 1

### OVERVIEW

Create in India Challenge (CIC): Season 1 has been launched as a precursor to the World Audio Visual Entertainment Summit (WAVES) 2025 with the Grand Finale to be hosted during WAVES-2025 from 1<sup>st</sup> May – 4<sup>th</sup> May 2025. CIC provides a comprehensive platform to showcase global talent and foster innovation in various creative fields. CIC hosts competitions across the M&E sector in fields such as Animation, Gaming, Comics, Films, Broadcasting, Music, New Media, Emerging technologies, etc.

CIC will play a pivotal role in engaging the youth across the globe and will generate participative excitement for WAVES. The fostering of youth participation would lead to discovery of emerging/ latent talent and also provide a platform for Content Creators and IP owners across the country. The Challenges are also promoting collaborative efforts between the different associations within the country and are resultantly drawing out the best talent from across the length and

breadth of India through leveraging each other's strengths to present capable Creators onto the Global stage - WAVES - 2025.

On 29<sup>th</sup> September 2024, Hon'ble Prime Minister of India, Shri Narendra Modi during the Mann ki Baat episode reached out to the country to maximise participation in the CIC initiative and Call to Action for building the Creators' Economy. The Create in India Challenges are as follows:-

## CHALLENGES

CHALLENGE	ASSOCIATION
<b>ANIMATION</b>	
Anime Challenge	M&E Association of India
Animation Filmmakers Competition	Dancing Atoms
WAVES Awards of Excellence	Association Internationale du Film d'Animation (ASIFA), India
WAVES VFX Competition	ABAI
<b>BROADCASTING</b>	
Waves Promo Video Challenge	Indian Broadcasting & Digital Foundation (IBDF)
Truth Tell Hackathon	India Cellular and Electronics Association (ICEA)
<b>GAMING</b>	
Game Jam	Indian Game Developer Conference
Esports Tournament	ESPORTS Federation of India
City Quest: Shades of Bharat	E-Gaming Federation
Innovate2Educate- Handheld Device Challenge	Indian Digital Gaming Society (IDGS)

Bharat Tech Triumph	Interactive Entertainment & Innovation Council (IEIC)
<b>COMICS</b>	
Comics Creator Championship	Indian Comics Association
WAVES Comic Chronicles	Internet and Mobile Association of India
<b>AR/XR/VR</b>	
XR Creator Hackathon	Wavelaps and XDG
A.I. Avatar Creator Challenge	AVTR Metalabs
<b>GENERATIVE AI</b>	
AI Art Installation Challenge	Internet and Mobile Association of India
<b>RADIO</b>	
Community Radio Content Challenge	Community Radio Association
<b>FILM</b>	
Film Poster Making Competition	NFDC- National Film Archive of India
Trailer Making Competition	Federation of Indian Chambers of Commerce & Industry
Young Filmmakers Challenge	Whistling Woods International and FICCI
<b>ADVERTISING</b>	
Make the World Wear Khadi	Advertising Agencies Association of India
WAVES Hackathon: Adspend Optimizer	Advertising Agencies Association of India
<b>SOCIAL MEDIA</b>	
WAVES Explorer	Internet and Mobile Association of India

Reel Making Competition	Internet and Mobile Association of India
<b>MUSIC</b>	
Wah Ustad	Dilli Gharana
Theme Music Competition	Indian Music Industry
Resonate: The EDM Challenge	The Indian Music Industry
Battle of the Bands	Prasar Bharati
Symphony of India	Prasar Bharati
<b>EMERGING TECHNOLOGY</b>	
India: A bird's Eye View	Broadcast Engg Consultants India Ltd
Anti-Piracy Challenge	Confederation of Indian Industry

## PRIZES AND BENEFITS

### CASH REWARDS

- Monetary prizes for top performers in each competition
- Financial support to help cover expenses related to participation and development of projects
- Investment opportunities for promising ideas and ventures

### RECOGNITION AND AWARDS

- Public recognition of achievements and contributions
- Awards and certifications to validate skills and expertise
- Feature in industry publications and media outlets
- Invitations to prestigious events and conferences



## MENTORSHIP AND TRAINING

- Mentoring and support from industry experts and professionals
- Workshops and master classes on relevant skills and techniques
- Personalized feedback and coaching to enhance participants' abilities

## INDUSTRY EXPOSURE AND NETWORKING OPPORTUNITIES

- Access to industry leaders and decision-makers
- Opportunities to connect with potential collaborators and partners
- Exposure to industry trends and best practices
- Networking events to build relationships & expand professional networks

## INTERNATIONAL COLLABORATIONS

- Opportunities to connect with international counterparts and explore global markets
- Collaboration on joint projects and initiatives
- Access to international resources and support

## PARTICIPATION AND SUBMISSION

- Open to individuals and teams
- Online and in-person competitions
- Detailed guidelines and submission deadlines are available on the official website of the WAVES <https://wavesindia.org/>

## EXPECTED OUTCOMES

- Facilitating collaborations and investments with the global media and entertainment sector to boost trade and create employment opportunities and sustainable practices
- Generating policy recommendations to support Growth, Innovation, and Investment in the M&E sector

- Displaying cutting-edge technologies in the M&E sector to drive innovation and audience engagement
- Facilitating global collaborations and investments in India's M&E sector to boost trade and create employment opportunities
- Promoting co-productions between Indian and Global producers to develop diverse, high-quality content for global audiences, establishing India as a global content hub
- Encouraging global exchange of ideas, stories, and scripts between content creators and producers to enhance India's presence in the global media market
- Providing a gateway for the export of Indian media and entertainment services worldwide, leveraging incentives and showcasing India's capabilities
- Offering opportunities for global industry stakeholders to interact with Indian counterparts for fostering innovation and best practice adoption
- Facilitating the buying and selling of content between Indian and international markets, expanding the reach of Indian content globally
- Leveraging Indian strength as a strong market as a consumer of global entertainment products in global collaboration.

## CONCLUSION

WAVES is a pioneering initiative envisioned by the Hon'ble Prime Minister of India for gainfully leveraging India's rich spiritual legacy for global harmony and propel the Creator's economy in the right direction. WAVES promises to shape the future of India's M&E industry and establish it as a unique global M&E platform. With its focus on Growth, Collaboration, and Innovation, WAVES offers a unique opportunity for the industries to capitalize on the dynamic M&E landscape. India's industry looks forward to collaborating with global business partners to achieve the objective of creating a sustainable and vibrant M&E ecosystem.

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