

# WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT WAVES 2025

“Come, sail with us”

February 5–9, 2025  
Bharat Mandapam, New Delhi





# MEDIA & ENTERTAINMENT SECTOR

## GLOBAL

GLOBAL MEDIA & ENTERTAINMENT SECTOR IS ONE OF THE BIGGEST INDUSTRIES IN THE WORLD

**USD 2.32 trillion**

Total Global Media & Entertainment (M&E) revenue rose 5.4% in 2022, to US \$2.32 trillion

*PWC Global Entertainment & Media Outlook  
2023–2027*

## INDIAN

**INR 2.3 trillion**

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Indian M&E sector grew over 8% in 2023 to cross INR 2.3 trillion (US \$27.9 billion)

# PRESENTING INDIA TO THE WORLD & BRINGING THE GLOBAL M&E PLAYERS TO INDIA: VISION & OBJECTIVES

- ❖ Position World Audio Visual & Entertainment Summit (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
- ❖ To drive India's creative economy through IP creation for India & for the World
- ❖ To position India as a business-friendly investment destination
- ❖ To showcase India's M&E infrastructure and enhance industry outcomes
- ❖ To embrace and adapt to new trends, technology and transformations in the M&E landscape

# COMPONENTS OF MEDIA & ENTERTAINMENT SECTOR

BROADCASTING
TELEVISION
CARRIAGE & DTH
RADIO (GOVT/ PRIVATE/ COMMUNITY STATIONS/PODCASTS, etc)
FILMS
ANIMATION, VFX , GAMING & COMICS (AVGC) & E-SPORTS
SOUND & MUSIC INDUSTRY (INCLUDING STREAMING SERVICES)
ADVERTISING (INCLUDING OOH, DIGITAL ADS, GRAPHIC DESIGN, ART & CREATIVITY)
DIGITAL MEDIA, APPS & OTT PLATFORMS
SOCIAL MEDIA PLATFORMS
GENERATIVE AI & ALLIED TECHNOLOGY
AUGMENTED REALITY (AR), VIRTUAL REALITY (VR) & EXTENDED REALITY (XR
METaverse & EMERGING TECHNOLOGIES



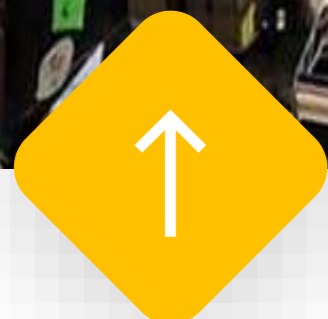
World Audio Visual & Entertainment Summit 2025

# HERALDING THE NEXT WAVE IN Media & Entertainment

## HIGHLIGHTS



COMMERCE



CREATIVITY



TECHNOLOGY



SKILLS



# GLOBAL MEDIA DIALOGUES

A Conclave of Countries and Global M&E industry leaders  
Conclave of Ministers along with prominent industry leaders from countries in the M&E sector will be convened at the Summit.

The Conference Track aims to build:

- Strategic partnerships and collaborations
- Policy recommendations and industry best practices
- Opportunities for investment, co-production, and technology transfer





# Structure of WAVES

## KNOWLEDGE Series

Sessions such as –

- Conferences, Panel discussions
- Global Thought-leaders, government representatives, policymakers & regulators
- Discussions on Policy Reforms
- Latest tech and innovation developments
- Case studies
- Technical Sessions
- International research agencies presenting consumer behaviors, consumption patterns and global viewership data

## EXHIBITION & Platforms

- Pavilions/ Stalls
- Innovative Tech & Cultural showcase
- Showcase the skills & talent of youth and start-ups especially in the AVGC sector
- AR VR XR Experiential Zone
- Tech Expos and Demos

## MEDIA MARKETPLACE

### 3-Day

- Media marketplace to showcase India's innovation, M&E services, pre & post production prowess & technological potential
- Start-Up Corner
- Pitching Sessions
- Global Investors and Buyers (Content Market)
- Collaboration Hub
- B2B and B2G meetings
- State and country specific activities

## CULTURAL Evenings

- Showcasing Indian culture
- Dance and music
- Networking event
- Cocktail night
- Heritage Walks
- Food Tours



# CREATE IN INDIA CHALLENGE: SEASON 1

(steered by industry bodies)

- 25 Challenges
- Skill & Talent Hunt
- Registrations are open at <https://wavesindia.org/challenges-2025>
- Multi-level Competitions in creative content creation, gaming, animation, e-sports, AI art, digital media, etc.
- Rewards/Awards
  - Cash Rewards**
  - Mentorship and Training:**
  - Industry Exposure and Networking Opportunities:**
  - International Collaborations:**
  - Recognition and Awards:**
  - Participation and Submission**





# CONVERGENCE OF THE M&E SECTOR

## PILLARS OF WAVES

### Pillar 1

#### Broadcasting & Infotainment

Broadcasting  
News & Information  
Media  
Television  
Radio  
Carriage  
DTH  
Sports Broadcasting  
Music  
Advertising

### Pillar 2

#### AVGC-XR

Animation  
Visual Effects (VFX)  
Gaming & E-Sports  
Comics  
Augmented Reality/  
Virtual Reality  
Metaverse & Extended  
Reality

### Pillar 3

#### Digital Media

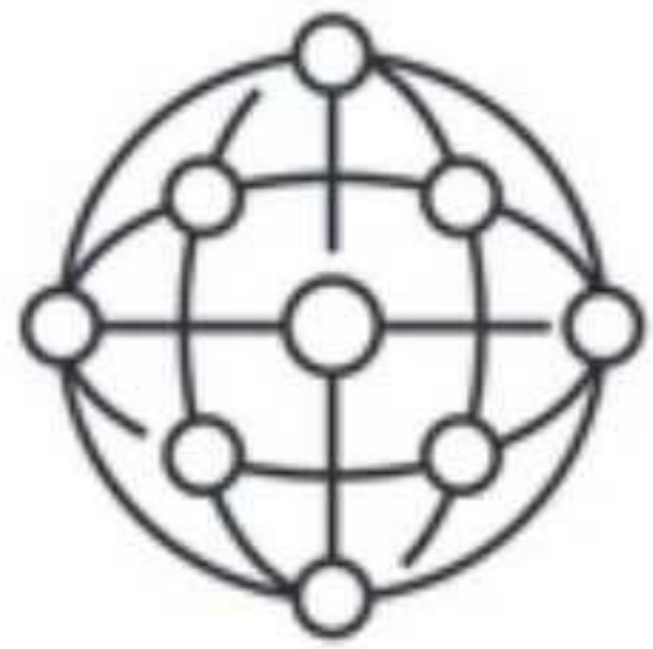
Digital Media & App  
Economy  
OTT Platforms  
Social Media Platforms  
Generative AI & Emerging  
Technology

### Pillar 4

#### Films

Co-Production  
Film Technology  
(Shooting, Post-  
Production)  
Globalisation of Indian  
Cinema

## PILLAR 1: BROADCASTING & INFOTAINMENT



Broadcasting



Govt., Private FM,  
Community Radio  
Stations, Internet  
Radio, Podcasts



News & Information  
Media



Television



Advertising  
(Including OOH, Digital Ads,  
Graphic Design, Art & Creativity)



Sound & Music  
Industry



Carriage & DTH

### Potential Themes/ Subjects for Sessions

Media globalization & localization

Covering unconnected households for infotainment

Broadcasting in the digital age: Adapting to the challenges of the 21<sup>st</sup> Century

Sound & Music Industry: Evolving Industry Dynamics and Tech

Future of Digital Advertising & Emerging Opportunities

## PILLAR 2: AVGC-XR

### ANIMATION, VISUAL EFFECTS (VFX), GAMING, COMICS & EXTENDED REALITY



Animation



Gaming



Pre-production & Post-production



Visual Effects



Augmented & Virtual Reality (AR & VR)



Comics



Metaverse & Extended Reality (XR)

### Potential Themes/ Subjects for Sessions

Making India the 'Creative Capital of the World' by encouraging IP creation

Showcase India's technological advancement, innovations and start-ups of the M&E industry

Encourage design and development of interactive entertainment in India for the world

Promote States as film shooting destination & Post-production and VFX potential

Facilitate collaborations & partnerships in M&E industry and attract investments

## PILLAR 3: DIGITAL MEDIA



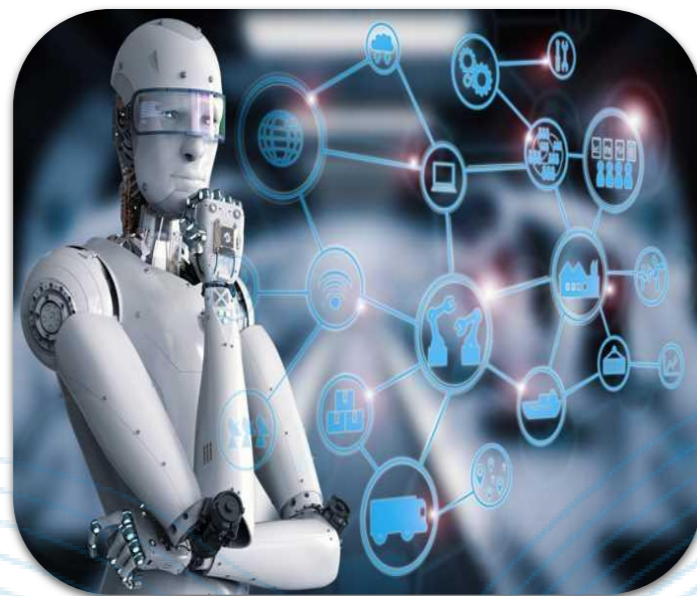
Digital Media & App Economy



Over The Top (OTT)



Social Media platforms



Generative AI & Emerging Technology

### Potential Themes/ Subjects for Sessions

Emerging trends & technology in the New Media/ Digital Media Consumption

Enhancing access to technology

AI in Media : Promoting India based AI Technology

Potential of emerging technologies like interactive gaming for OTT platforms

Influence of global and micro influencers in social media marketing, and their impact on brand campaigns

## PILLAR 4: FILMS



Co-production  
Agreements

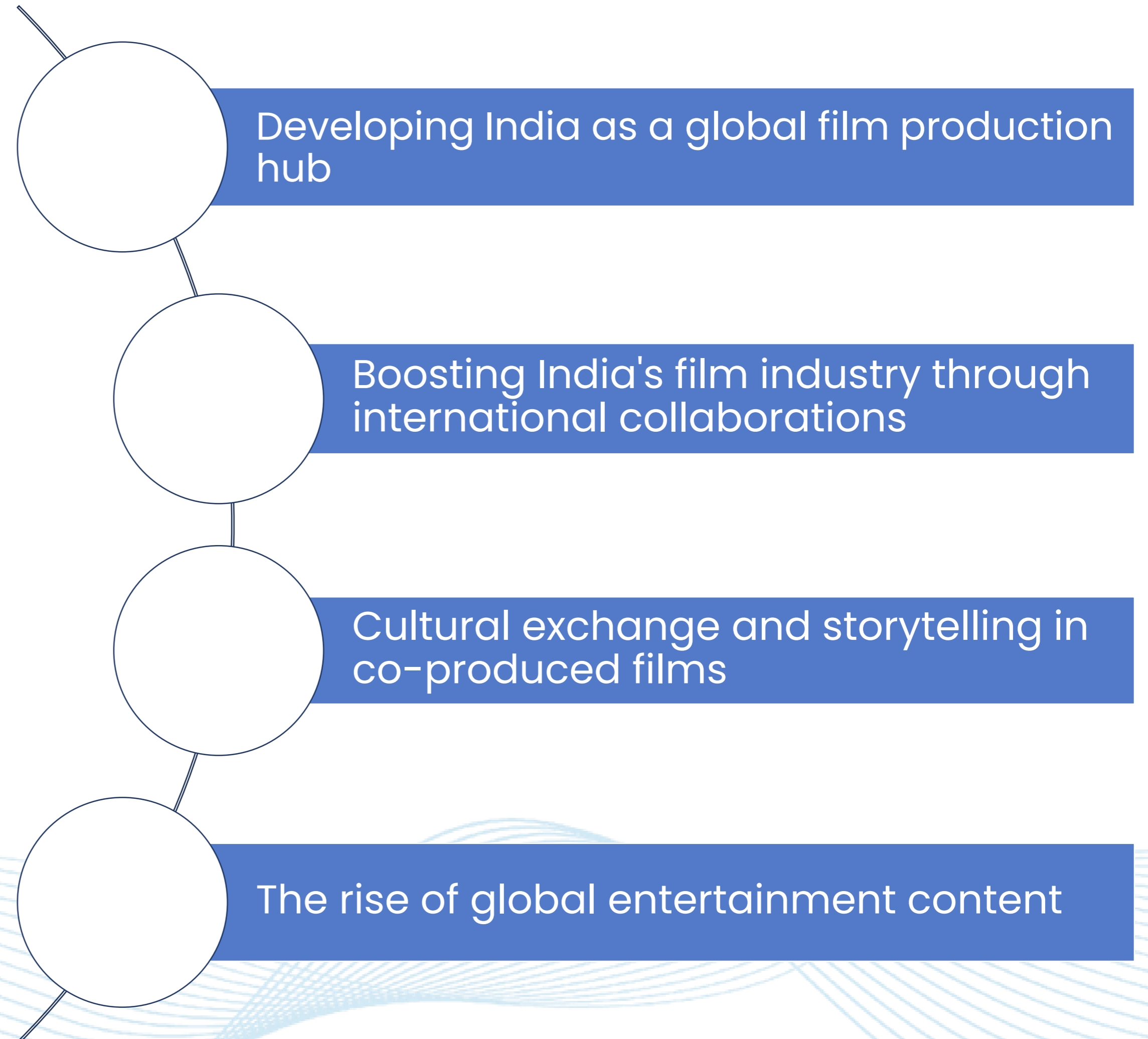


Film Technology



Globalisation of  
Indian Cinema

### Potential Themes/ Subjects for Sessions



# TECHNOLOGY



- Game Developer Conference
- Tech Master Classes
- Product Launch
- Global Startup Showcase
- Media & Entertainment technology showcase
- Adaptation of content to the evolving technology

## STARTUP SHOWCASE

Startup Showcase brings together startups from different participating countries to present their company and pitches to the investors and VC funds



## TECH SHOWCASE



Nero's Palace  
VR Experience



Mandalorian virtual  
production shooting



Le Musk

## TECH SESSIONS

Tech wizards sharing their breakthroughs and insights about cutting-edge technology shaping the future of entertainment.



## Product Launch

Showcasing the product to the global market and create an exceptional demand for the new products & services.

# MARKETPLACE

- Generation of international and cross-country partnerships and business tie-ups
- Showcase of India's innovation, M&E services, and technological potential
- Accelerate co-creation in the creative economy through thought leadership
- Promote Indian Intellectual Properties (IPs), provide opportunities for young talents to learn from and contribute to the growth of Indian IPs

## DIALOGUE & COLLABORATIONS

Facilitating dialogue and collaborations in the creative economy to lead the holistic development of the sector



TECHNOLOGIES & STARTUPS



EXHIBITORS & PLATFORMS



AVGC-XR Leaders



MEDIA FUNDS



# MARKETPLACE

## Roundtable of Country Leaders

### CONTENT **MARKETPLACE**

- Opportunity for Global Buyers and Investors
- Country-specific sessions to promote trade & co-productions
- Collaboration Opportunities for creators on global projects
- Networking Opportunities
- Access to Investors & funding agencies

### OPERATIONALIZING COLLABORATIONS



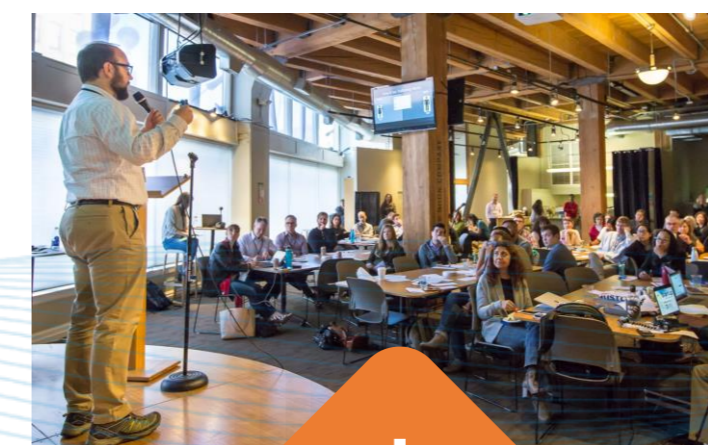
Collaboration Hubs



Collaboration Matchmaking



Agreements, Deal Structuring



Pitching Sessions



Project Funding

# EXPECTED OUTCOMES OF THE SUMMIT

- Create a landmark platform to promote new thinking about media and entertainment
- Enhanced export of Indian media and entertainment services worldwide
- Industry Collaborations, MOU s & Co-production activities with global counterparts
- India branding as 'Creative Capital of the World'
- Selling Indian content to the world audience through international sale agents
- Position India as the leading country to encourage collaborations in state-of-the art technology, infrastructure and skilled workforce for the growth of global M&E industry
- WAVES to become a must attend global event for products and services related to the Sector



Thank You.