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WAVES 2025: India Leads the Creative Revolution of the World

Be it epic literature like *Ramayan* & *Mahabharat*, or lifestyle depicting statues in various postures in the ancient temples telling us folklore of the past, India has always been at the forefront of the art of storytelling. In the global spirit of One Earth, One Family, One Future, as we Indians currently engage with the present world in an increasingly interconnected manner in the 21st Century, the ancient and beautiful art of storytelling helps us unite well with other nations as they appreciate our rich cultural & linguistic diversity along with our soft power. Today in 2025, when the art of storytelling as the fulcrum of media & entertainment, is evolving itself, be it reels, podcasts, blogs, comics, or 'engaging content' in the form of interactive high-tech video games, telling us a story, who else than us can lead creative revolution of the world by reshaping the media & entertainment industry. This is precisely what the World Audio Visual & Entertainment Summit, WAVES seeks to achieve in our entertainment capital, Mumbai.

In the past, just as some economic thought leaders gave us Davos as a venue for the World Economic Forum & Cannes, a global Brand for the Film festival, India is destined to remain ahead of time by emerging as a global leader in the media & entertainment sector. Given our rich linguistic & cultural diversity, I have no doubt in my mind that we Indians are the best placed to lead the world by making the art of storytelling modern by fusing technology with the scientific art of creative communication. The Summit wishes to give to the world, a single unified platform, where the creators can fulfill their dreams of earning 'name & fame', adjudged by professionals & industry leaders of varied creative professions that lie in the media & entertainment industry. WAVES is not only offering a Bazaar to creators but also emerging as a platform for Global Media Dialogue so that the whole world can work together on common concerns. It is showcasing India as a leader in the media & entertainment industry using its soft power and a diverse creative talent pool before the world.

WAVES is bringing together all major media & entertainment leaders for the creators to tap the huge potential the sector has to offer to them in the times to come. The time has come when the creative talent of India needs to rock the world with the help of storytelling, which has been the bedrock of the media & entertainment industry

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

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for many generations, much before cameras began to change the art of storytelling about 125 years back. With the advent of high-tech shoots, visual effects & display techniques, the traditional art of storytelling is becoming both immersive as well as addictive.

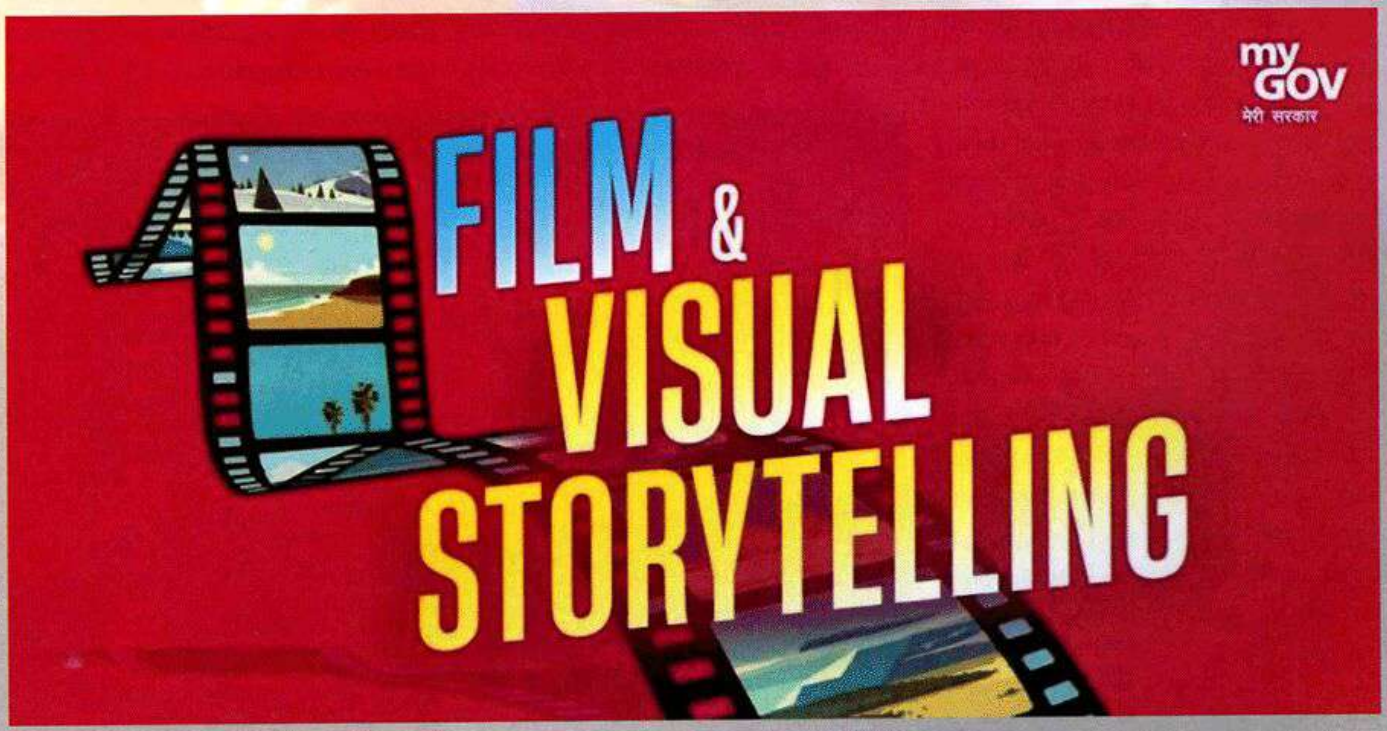
While visual media remains glamorous vis-a-vis audio media & text-based literature, the impactfulness of creative story writing now truly lies in the art of connecting hearts across the globe. In the tech era, where augmented & virtual reality, and high-end visual effects lead the expression, the fundamental & beautiful art of portraying societal issues of contemporary times in my opinion is an area where creators of India can lead the world. We have a very rich history of dealing with sensitive social issues sensibly, as has been depicted in our literature.

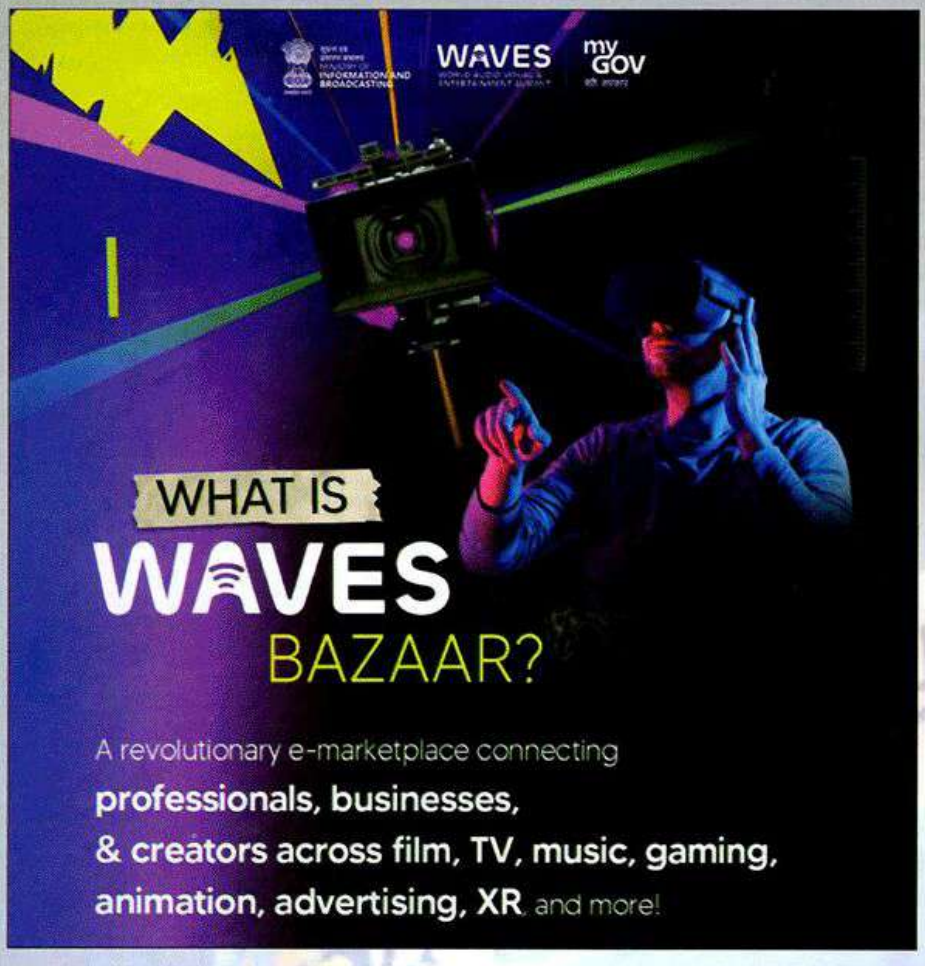
Knitted together in one string of *Ek Bharat Shreshtha Bharat*, New India is capable of leading the world with an aim to promote not only socially relevant and healthy entertainment but also that content, that promotes global peace, harmony & brotherhood.

The Ministry of Information & Broadcasting along with the External Affairs Ministry reached out to nearly 100 countries to make WAVES truly global. Through ambassadors & high commissioners of different countries, India urged the nations to bring together creators, policymakers & industry players from across the globe. Furthermore, the participation of industry leaders is resulting in the evolution of WAVES as a global platform to the creative industry of the world.

India has a creative future. As we all strive towards Viksit Bharat, the pivotal role of the creator economy can not be undermined in our journey towards a five trillion-dollar economy. Our creator economy is infusing fresh energy into India's growth story. Be it young creators, established artists, Bollywood professionals, regional cinema experts, or artistic innovators in animation, gaming, and entertainment technology, the creation of a USD 1 billion fund, aims at empowering India's content creators. This fund will provide creators with access to capital, enhance their skills, and enable them to tap into global markets, scaling up production, upgrading technology, and expanding the reach of Indian creators worldwide.

To support this growth, the Ministry of Information & Broadcasting has allocated ₹391.15 crore to establish on the lines of prestigious IITs & IIMs, the Indian Institute of Creative Technologies (IICT) in Mumbai. They will revolutionize the Animation, Visual Effects, Gaming, Comics, and Extended Reality (AVGC-XR) sector, nurturing a talent pool for both Indian and global entertainment industries. Through a public-private partnership, the institute





will foster innovation, create Indian intellectual property, and leverage India's cultural heritage for modern storytelling.

WAVES is not just about celebrating creativity. It is about truly creating a unique global platform for creative exchange, fostering collaboration, and driving innovation in the M&E industry. The impact of WAVES on India's creator economy will be profound, as it seeks to empower creators from every corner of the country, unlocking their untapped potential and providing them with the tools and opportunities to thrive on the global stage. WAVES 2025 is committed to digital inclusivity, ensuring that creators from all backgrounds, including those from rural and underserved areas, have access to the tools and platforms they need to succeed. The summit with workshops and training sessions on digital tools, content creation, and distribution, is enabling creators to leverage technology to tell their stories more impactfully. By bridging the digital divide, WAVES is creating a level playing field where talent, regardless of geography or socio-economic status, can flourish.

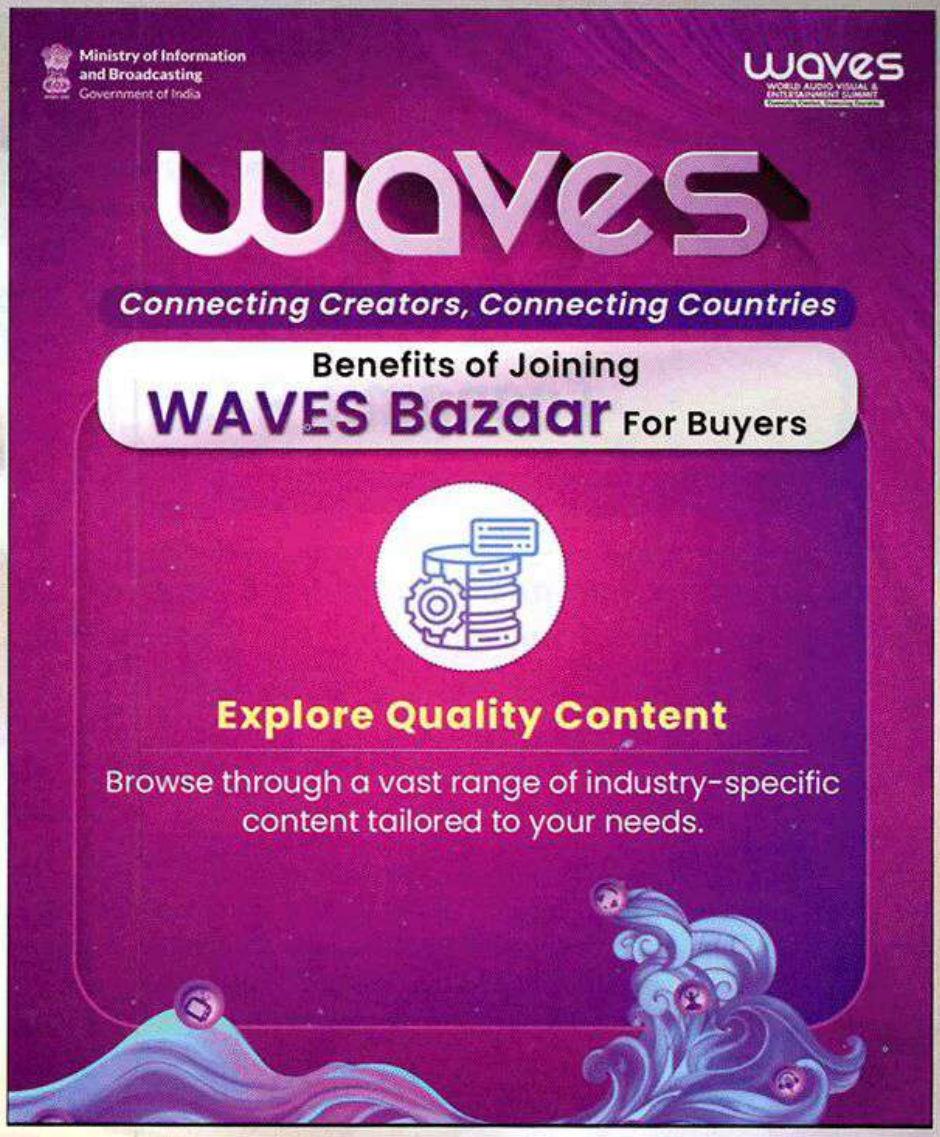
One of the most groundbreaking aspects of WAVES 2025 is that it handpicks creativity from not only India but from across the globe. In a vibrant zone, named CreatoSphere, shortlisted creative talent is presented before the world. This talent, identified from smaller towns and rural areas is being mentored & nurtured by experts. Through talent hunt activity in CreatoSphere, the WAVES is democratizing access to the creator economy, enabling a new generation of storytellers and innovators to emerge from India's heartland. The professional bodies dealing in Gaming, Comics, music, animation, broadcasting, esports, visual effects & animation, etc. have shortlisted about 800 creators. Fund facilitation support is also being offered by the industry leaders helping shortlisted creative participants develop their creative ideas into a product, needed for the

media & entertainment industry. Such final products of these young creators have the opportunity to be sold & purchased in WAVES Bazaar by top entertainment firms, giving instant recognition to creators for their products while at the same time protecting their intellectual property rights. This dynamic platform acts as a bridge between buyers and sellers, enabling industry professionals to showcase their expertise, connect with potential clients, and secure meaningful collaborations.

Complementing the Bazaar is the WAVEXcelerator, an initiative that connects startups with investors and mentors through live pitching sessions, fostering innovation and funding in the sector. Together, these platforms will ignite a spark of creativity and collaboration, driving technological advancements and entrepreneurship in the M&E industry.

The fusion of creativity and technology is at the heart of WAVES 2025. The summit showcases the latest advancements in AR, VR, XR, and AI, demonstrating how these technologies can be harnessed to create immersive and engaging content. From virtual film sets to AI-driven animation, the possibilities are endless. By embracing these technological innovations, India is poised to lead the next wave of the global creative economy. WAVES also envisions building a rich intellectual property ecosystem inclusive of India's diverse cultural tapestry, and a rich repository of stories and languages, enhancing India's Media global market share.

As the global M&E industry is projected to reach USD 50 billion by 2029, India is strategically positioned to capture a significant share of this expanding market. With policies promoting foreign direct investment (FDI) in film and advertising, streamlined business reforms, and active promotion of international co-productions, the Indian government is committed to creating a thriving and inclusive M&E ecosystem. WAVES 2025 is a critical step in this direction, aiming to position India as the global capital of the Orange economy. Our rich culture was once showcased by Swami Vivekananda at the Chicago World's Fair on the global stage through initiatives like yoga, culture, creativity, and Ayurveda.



WAVES is an extension of this effort, aiming to make India the global hub of the creator economy. WAVES 2025 is not just a summit; it is a movement that will redefine India's place on the world map, boosting its cultural diplomacy and elevating its M&E industry to new heights. By empowering creators, fostering innovation, and promoting collaboration, WAVES will ensure that India's stories, voices, and ideas resonate on the global stage. Together, let us sail towards a future where India's creative revolution inspires the world. ❑