



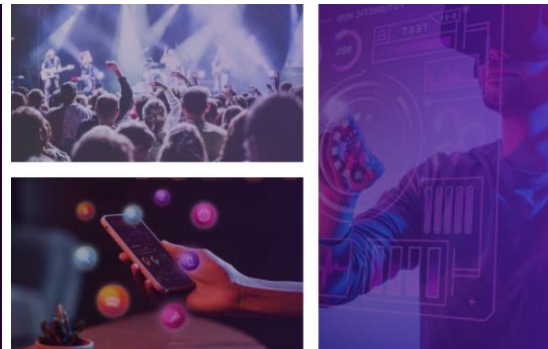
## Assuring India's Global Leadership in Media & Entertainment through WAVES

### World Audio Visual & Entertainment Summit

(Ministry of Information and Broadcasting)

August 23, 2024

India is one of the world's largest and perhaps most diversified content producers. At heart, it aims to entertain, while at the same time, the industry has embraced diversity and has continued to innovate. Be it movies or any form of content across platforms, news, sports, or OTT, Indian content has left an indelible mark on the world. While our films and television channels were always accessible across 130 countries, the advent of globally distributed OTT platforms will be a game changer for India. India can become a high-quality and cost-efficient content creation hub for the world. India is already seen as a hub for animation and VFX, and the world has recognised its potential. Media and Entertainment Industry is recognised as one of the champion sectors by the Government of India.



In light of this, the Ministry of Information and Broadcasting is set to organise the 1st World Audio Visual & Entertainment Summit (WAVES) in India to strengthen India's Media & Entertainment industry and expand its global footprint with icons of the M & E fraternity across the world focusing on entertainment economics and technology. Union Minister of Information and Broadcasting (I&B), Shri Ashwini Vaishnaw, on August 22, 2024, launched **25 Challenges** as part of the 'Create in India Challenge - Season 1' for the **World Audio Visual & Entertainment Summit (WAVES)**.



WAVES will be a pivotal forum, fostering dialogue, trade collaboration, and innovation within the evolving M&E industry landscape. It will convene industry leaders, stakeholders, and innovators to explore opportunities, tackle challenges, attract trade to India, and shape the sector's future.

### Activities at the Summit



### 25 Challenges of 'Create in India' – Season 1

25 Challenges as part of the 'Create in India Challenge - Season 1' for the World Audio Visual & Entertainment Summit (WAVES) are set to be hosted by leading industry associations and organisations, covering a wide range of disciplines, including animation, filmmaking, gaming, music, and visual arts. The following challenges, hosted by leading industry associations and organisations, cover various disciplines, including animation, filmmaking, gaming, music, and visual arts. These challenges are being done in the run-up to the main event:

1. Anime Challenge by Media and Entertainment Association of India
2. Animation Filmmakers Competition by Dancing Atoms
3. Game Jam by India Game Developer Conference

4. Esports Tournament by Esports Federation of India
5. City Quest: Shades of Bharat by E-gaming Federation
6. Handheld Educational Video Game Development by Indian Digital Gaming Society
7. Comics Creator Championship by Indian Comics Association
8. Young Filmmakers Challenge by Federation of Indian Chambers of Commerce & Industry and Whistling Woods International
9. XR Creator Hackathon by Wavelaps and XDG
10. AI Film Making Competition by InVideo
11. WAVES Promo Video Challenge Indian Broadcasting & Digital Foundation
12. TruthTell Hackathon by India Cellular & Electronics Association
13. Community Radio Content Challenge by Community Radio Association
14. Theme Music Competition by Indian Music Industry
15. WAVES Hackathon: Adspend Optimizer by Advertising Agencies Association of India
16. WAVES AI Art Installation Challenge by Internet and Mobile Association of India
17. WAVES Explorer by Internet and Mobile Association of India
18. Reel Making Challenge by Internet and Mobile Association of India
19. Film Poster Making Competition National Film Archive of India – National Film Development Corporation
20. Virtual Influencer Creation Contest by AVTR meta labs
21. Battle of the Bands by Prasar Bharati
22. Symphony of India by Prasar Bharati
23. India: A Bird's Eye View by Broadcast Engineering Consultants India Limited
24. Anti-Piracy Challenge by Confederation of Indian Industry
25. Trailer Making Competition by Federation of Indian Chambers of Commerce & Industry

### **Growing Creators Economy: Opportunities, Infrastructure, and Job Creation**

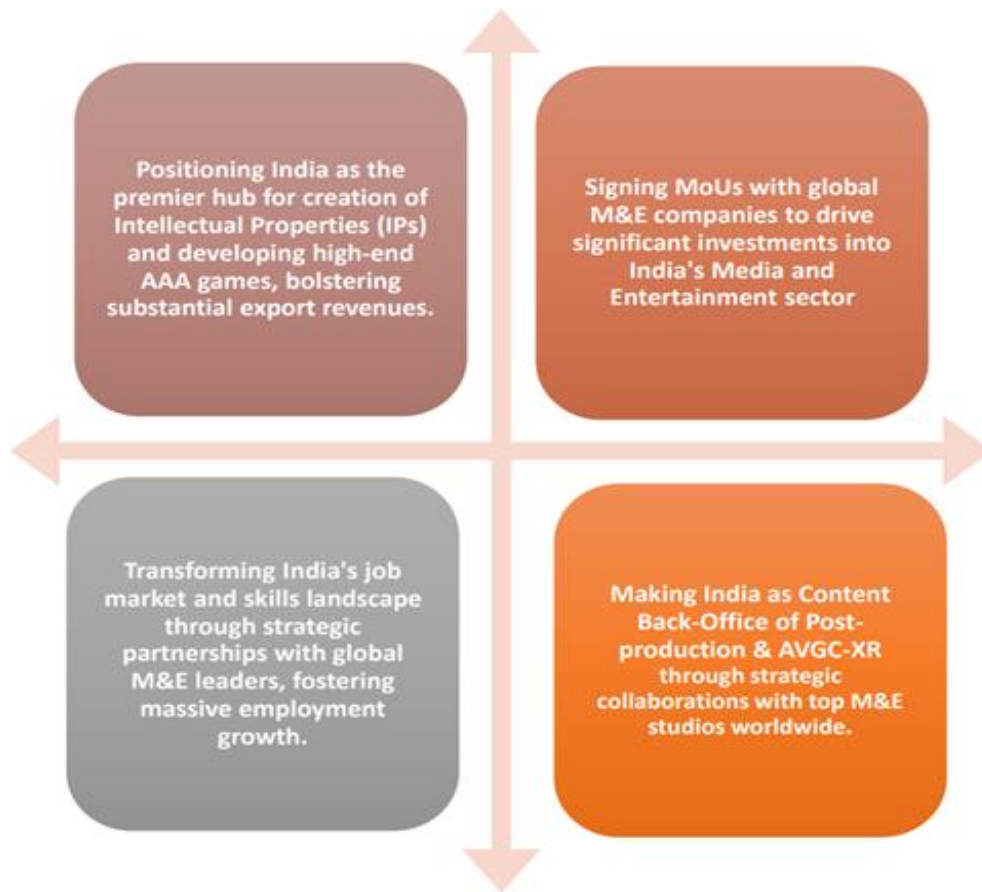
While highlighting the immense potential in this economy, the creators' economy has become a wonderful tool to showcase our rich cultural heritage, way of life, yoga, traditional medicine system, and diversity in our cuisines. The Government of India is leaving no stone unturned to encourage this economy and therefore, is ensuring the talent & skill development and availability of necessary infrastructure in this sector.

To further develop this creators' economy, the government is focused on creating world-class talent development programs and infrastructure. There are plans to establish world-class universities and facilities that will enhance the capabilities of creators in media and entertainment.

In today's era there is a great scope of using new technology and tools in this sector thereby ensuring a good scope for employment generation. It is estimated that if successfully executed, the program can **generate 2-3 lakh jobs** in the sector.

WAVES initiative is a significant milestone in the ongoing mission to nurture and elevate India's creative ecosystem. It aligns seamlessly with our Prime Minister's visionary call of 'Design in India, Design for the World' as articulated during his 78th Independence Day address. Highlighting the immense potential and talent within our nation, WAVES stands as a testament to this potential and will serve as a global platform where the brightest minds, most talented creators, and visionary leaders from around the world will converge to share knowledge, exchange ideas, and push the boundaries of creativity.

### WAVES Opportunities



*Inward Opportunities*



### ***Outward Opportunities***

In conclusion, WAVES is poised to be a landmark event in the global Media & Entertainment landscape, setting new benchmarks for innovation, creativity, and international collaboration. By positioning India as a global leader in M&E, WAVES will not only enhance the export of Indian media services but also foster long-lasting partnerships and investments. As India embarks on this journey to become the "Creative Capital of the World," WAVES will serve as a crucial platform to showcase the nation's strengths and pave the way for future growth.

### **References:**

- <https://wavesindia.org/wave-pillars>
- <https://www.pib.gov.in/PressReleaseIframePage.aspx?PRID=2048202>
- <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=2047812>

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