

waves

WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT

Connecting Creators, Connecting Countries.

1-4, MAY 2025
JIO WORLD CENTRE,
MUMBAI



Inaugural Ceremony

10:30 AM - 12:00 PM, Jasmine Hall, May 1st, 2025

The Stage is set for WAVES 2025 (World Audio Visual & Entertainment Summit), India's landmark global platform that brings together the full spectrum of the Media & Entertainment (M&E) ecosystem. The Inaugural function will be a showcase of India's culture, tradition and India's growth in the media and entertainment sector

Bharat Pavilion

09:30 AM - 05:30 PM, Pavilion 3, May 1st to May 4th, 2025

A tribute to India's soul, Bharat Pavilion encapsulates the country's ancient storytelling legacy offering global audiences a deep dive into India's media and entertainment growth story.

Exhibition Pavilion

09:30 AM - 05:30 PM, Pavilion 1,2 and 3, May 1st to May 4th, 2025

A dynamic showcase of imagination meeting innovation. From cutting-edge tech to future-forward trends, it exhibits Indian and Global breakthroughs in Media & Entertainment.

Gaming Arcade

09:30 AM - 05:30 PM, Pavilion 1, May 1st to May 4th, 2025

Get ready to experience an electrifying hub of immersive gameplay.

Waves Bazaar

105 A&B, 104 A, 103, Qube, and Studio, May 1st - May 3rd, 2025

A global marketplace for the Creator Economy, WAVES Bazaar facilitates B2B and B2G collaborations, buyer-seller meets, co-production tie-ups, and the exchange of content rights across formats, from scripts and music to niche content like animation and comics.



WaveX

Room 104-B, May 2nd to May 4th, 2025

A platform where investors meet disruptors, and visionary ideas turn into global ventures through live pitching sessions, funding opportunities, and showcasing innovations in the M&E sector.

Creatosphere

Lotus Ballroom 02 & 03, 204 A&B, May 1st to May 4th, 2025

CreatoSphere is a visionary hub crafted by creators, for creators—a dynamic stage celebrating imagination and innovation, tradition and technology. Featuring curated zones from VR, animation and films to games, VFX, comics, music, and much more, it showcases the finest talent from the Create in India Challenge Season-1. Through immersive exhibits, masterclasses, and collaborative sessions, CreatoSphere sparks dialogue, fuels ideas & shapes the future of creative expression.

Global Media Dialogue

Lotus -I, May 2nd, 2025

A pivotal platform for exchanging best practices that drive the evolution of the media and entertainment (M&E) sector. Through thought-provoking discussions, industry leaders, innovators, and government representatives from across the globe will explore strategies to enhance cross-border cultural exchanges, foster innovation, and cultivate cross-cultural understanding.

National Sammelan on Community Radio

11:30 AM, Jasmine II, May 3rd 2025

The National Sammelan on Community Radio will deliberate and focus on issues related to latest trends, policies and programmes for empowering abilities to strengthen engagement with the local community through the powerful platform of community radio.

CIC Awards

2:30 PM, Jasmine I, May 2nd, 2025

Create India Challenge award ceremony

Day 01 - May 1st, 2025

10:00 AM, Jasmine Plenary Hall, JWCC

WAVES Summit 2025 opens with a stirring Invocation by M. M. Keeravaani and a 30-member orchestra and 'Sutradhar Reinvented'—a sensory-rich journey into India's cinematic and storytelling DNA narrated by Sharad Kelkar.

6:00 PM, Grand Theatre, NMACC

Classical ensemble led by legends like Vishwa Mohan Bhatt, Yella Venkateswara Rao, and Ronu Majumdar, performances by the Tetseo Sisters, JHAALA, Shreya Ghoshal, KING x Alan Walker, and a cinematic act by Anupam Kher.

Day 02 - May 2nd, 2025

9:30 AM - 5:30 PM, JWCC/Studio Theatre/ Fountain of Joy

A series of captivating Indian performances—including Bhangra, Jabro, Sambalpuri, Chhau, Manipuri, and Nritta Melakam—alongside international acts and interactive sessions

6:00 PM, Grand Theatre, NMACC

Maharashtra ki Lokdhara featuring Maharashtra's folk heritage, harvest songs by Shantanu Moitra, and a grand film music journey by Shankar Mahadevan.

Day 03 - May 3rd, 2025

9:30 AM - 5:30 PM, JWCC/Studio Theatre/ Fountain of Joy

The day celebrates India's rich cultural and artistic spirit through a series of Indian and international performances, and interactive sessions.

6:00 PM, Grand Theatre, NMACC

'Anadi: The Eternal Spirit of Bharat', where 600 performers present a breathtaking tribute to India's folk, tribal, and martial traditions.

Day 04 - May 4th, 2025

10:00 AM - 6:00 PM, JWCC

Finalists and winners of the Create in India Challenge will perform a dynamic music showcase - from the classical flair of Wah Ustad to the fusion of Symphony of India, the energy of Battle of the Bands, and the electrifying EDM Challenge.

Plenary Sessions

Jasmine Hall - I

12:30 - 1:15 PM

Panel Discussion

**Legends & Legacies:
The Stories that
Shaped India's Soul**

4:00 - 4:15 PM

Keynote

**The Future of
Advertising**

4:45 - 5:00 PM

Interaction

**Global Impact of
Video on Culture
and Communication**

4:00 - 4:30 PM

In Conversation

**Transcending
Boundaries : Story
telling in age of AI**

2:30 - 3:15 PM

Panel Discussion

**The New Mainstream:
Breaking Borders,
Building Legends**

4:15 - 4:30 PM

Keynote

**Building the Next
Global Entertainment
Revolution from India**

Jasmine Hall - II

2:45 - 3:30 PM

Panel Discussion

**Multiple Industries :
Best Practices**

4:30 - 5:00 PM

Panel Discussion

**Braving the Odds:
Scripting a New
Narrative**

3:15 - 4:00 PM

Fireside Chat

**The Journey: From
Outsider to Ruler**

4:30 - 4:45 PM

Keynote

**Design, Media, and
Creativity in the Age
of AI**

3:35 - 3:55 PM

Keynote

**Creative Bridges:
Unlocking Power of Cultural
& Digital Partnerships
between UK & India**

5:00 - 5:30 PM

In Conversation

**Talent Beyond
Borders**

Breakout Sessions

2:30 - 3:15 PM

Room no. 202

**Regulating Broadcast
in the Digital Age: Key
Frameworks and Challenges**

2:30 - 3:15 PM

Room No. 206

**Riding the AI Wave,
Navigating the Future of
Creative Contents for AVGC
by NVIDIA**

3:30 - 4:15 PM

Room No. 205

**Role of IP & Copyright
for Audio-Visual
Performers and
Content Creators**

2:30 - 3:15 PM

Room No. 203

**The New Arcade:
VC Perspectives on
Gaming's Next Frontier**

3:30 - 4:15 PM

Room No. 202

**Leveraging Audience
Intelligence for Content
Strategy**

3:30 - 4:15 PM

Room No. 206

**The Business of
Influence: Creators
Shaping Global Culture**

2:30 - 3:15 PM

Room No. 205

**Remembering Manoj
Kumar: Ace Film Maker,
True Nationalist**

3:30 - 5:00 PM

Room No. 203

**Anime Ascending:
Unlocking Global Potential
in Storytelling, Fandom &
Industry Growth**

Breakout Sessions

4:30 - 5:15 PM

Room no. 205

Challenges and Solutions
in Cross-Border
Productions

4:30 - 5:15 PM

Room no. 206

Indian M&E @100:
Reimagining the Future of
Media and Entertainment

5:15 - 6:00 PM

Room no. 205

Challenges and Prospects
of Cinema in Northeast
India

Master Classes

2:30 - 3:30 PM

Room No. 204A

Bringing stories
to life with GenAI

3:40 - 4:35 PM

Room No. 204A

Culture as a Fuel
to Build Brand

Plenary Sessions

Jasmine Hall - I

10:00 - 10:45 AM

Panel Discussion

Studios of the Future:
Putting India on World
Studio Map

10:50 - 11:15 AM

In Conversation

India's Innovation
Renaissance: The Next
Decade of Global-First
Startups

11:20 - 11:35 AM

Keynote

Taking Indian
Culture to the World

11:40 - 12:10 PM

Presentation

Opportunities brought
by AI in Media and
Entertainment

12:15 - 1:15 PM

Panel Discussion

Cinema: The Soft Power

2:00 PM onwards

CIC Red Carpet

Jasmine Hall - II

10:00 - 10:45 PM

Panel Discussion

From Binge-Watching to
Bite-Sized: Changing
Landscape of Streaming
Content

10:50 - 11:35 AM

Panel Discussion

The Hyper-Personalised
Ad Revolution:
Connecting One-to-One

11:55 - 12:55 PM

Panel Discussion

Accessibility Standards for
Media and Entertainment
Sector

1:00 - 1:30 PM

Fireside Chat

Trends and Virality:
How Gen Z consumes
content

2:30 - 3:15 PM

Panel Discussion

News and Narratives:
Shaping the Global
Perspective

3:30 - 4:15 PM

Panel Discussion

Stories That Touch
Hearts Around The
World

4:20 - 5:05 PM

Panel Discussion

Indian Cinema ,
Oriental Outlook

5:10 - 5:35 PM

Panel Discussion

Evolving Future
of Live Events

5:35 - 6:00 PM

Panel Discussion

Future of Entertainment :
OTTs Fueling Innovative
Storytelling

Plenary Sessions

Jasmine Hall - III

10:00 - 10:45 AM

Panel Discussion

**Pan-Indian Cinema:
Myth or Momentum?**

10:50 - 11:05 AM

Keynote

**Unifying Power of
Media Content**

11:10 - 11:30AM

Fireside Chat

**Evolution of Music:
What it takes to Go
Global Today**

11:50 - 12:35 PM

Panel Discussion

**Intersection of Sports,
Technology,
Entrepreneurship & Media -
The REAL STEM**

12:40 - 1:00 PM

Fireside Chat

**From Niche to Nation:
How E-Sports is
becoming a Global
Cultural Force**

2:30 - 03:15 PM

Panel Discussion

**Breaking New Ground:
Evolution of Storytelling
in a Digital Era**

03:20 - 4:05 PM

Panel Discussion

**The Changing Face
of Indian Cinema**

04:10 - 5:10 PM

Panel Discussion

**How Indian Music
is Exporting Culture**

5:15 - 6:00 PM

Panel Discussion

**Future of Gaming:
Powering the Next Play**

Breakout Sessions

9:30 - 1:30 PM

Room no. 206

**U.S. - India Creativity
Showcase**

10:30 - 11:15 AM

Room no. 202

**Radio Reimagined:
Thriving in the Digital Age**

10:30 - 11:15 AM

Room No. 203

**From Print to Pixels:
The New Era of Comic
Storytelling, Distribution
and Design**

10:30 - 11:15 AM

Room No. 205

India's reach to Oscars

11:30 - 1:30 PM

Room no. 202

OTT Roundtable

11:30 - 12:15 PM

Room No. 203

**Cross-cultural storytelling:
Building global narratives
through Animation**

11:30 - 12:15 PM

Room No. 205

**Financing challenges in
Film industry across the
globe**

12:30 - 1:15 PM

Room no. 205

**India's Evolving Role
in the Global Film and
streaming Economy**

12:30 - 1:15 PM

Room no. 203

**Generative AI: The
Ultimate Creative Partner
or a Passing Muse?**

2:30 - 3:30 PM

Room No. 203

**IPs Transcending borders,
cultures and platforms**

2:30 - 3:30 PM

Room No. 205

**Film Festivals: Catalysts
for Creativity, Culture,
and Commerce**

2:30 - 3:30 PM

Room No. 202

**Amplifying Thought
Leadership through
Media and Convergence
Technology**

Breakout Sessions

MAY 02
2025

2:30 - 3:15 PM

Room no. 206

The AI-Powered Creator Economy: Opportunities and challenges in India

3:30 - 4:30 PM

Room No. 205

Do audiences shape creators or do creators shape audiences? - Netflix

3:30 - 4:15 PM

Room No. 206

Empowering Regional Platforms: Globalizing Indian Content

3:30 - 4:30 PM

Room no. 203

From Swipes to Stories: India's Interactive Media Consumer Unlocked

4:15 - 5:00 PM

Room No. 206

The Future of News and Entertainment in the Age of AI

5:15 - 6:00 PM

Room No. 206

VFX in APAC: The Scanline Lens

4:30 - 5:30 PM

Room no. 205

Lights, Camera, Destination! Branding India Through Films

4:30 - 5:30 PM

Room no. 203

Building Cinematic Universes: Fireside Chat with the Visionaries behind VFX Blockbusters

5:30 - 6:30 PM

Room No. 202

In Conversation - Times Now

Master Classes

Creatosphere

10:00 - 10:30 AM

Room no. 204A

AI in Gaming & Esports: Unlocking Business Value in the fastest-growing Sector

11:40 - 11:20 AM

Room No. 204A

Panel Discussion by BBS

11:30 - 1:30 PM

Room no. 204A

Insights into Filmmaking and the Entertainment Industry

12:00 - 1:00 PM

Creatosphere Stage

The Craft of Direction

Wave X

10:00 - 12:00 PM

Room No. 104B

Google: AI Skills House Boot Camp

12:15 - 1:00 PM

Room No. 104B

Microsoft platform to power Media-Snackable content creation using AI

2:30 - 3:30 PM

Room No. 104B

Mastering Executive Influence on LinkedIn: Content, Community & Credibility - by Microsoft

Plenary Sessions

Jasmine Hall - I

10:00 - 10:45 AM

Panel Discussion

Live, Immersive & Digital: How Sports Leagues are Driving Media Innovation

10:50 - 11:05 AM

Fireside Chat

Media in India: Past 25 years and Journey Ahead - to 2047

11:10 - 11:55 PM

Panel Discussion

Connected devices changing the world of entertainment

MAY 03
2025

Plenary Sessions

MAY 03
2025

Jasmine Hall - I

12:00 - 12:30PM

Fireside Chat

Streaming the
New India: Culture,
Connectivity &
Creative Capital

12:35 - 01:30 PM

MPA Report Launch
and Panel Discussion

2:30 - 3:15 PM

Panel Discussion

Lights , Camera, XR :How
Virtual Production is
reshaping Global Cinema

Jasmine Hall - II

10:00 - 10:50PM

Panel Discussion

Next Wave: The
future of Indian
Entrepreneurship
(Sony India)

Jasmine Hall - III

10:00 - 10:45 AM

Panel Discussion

OTT Revolution:
How AI, Personalization
& Interactive Content
Are Changing
Streaming Landscape

10:50 - 11:35 AM

Panel Discussion

Evolution of Digital
News: Staying
Relevant in the age of
Information Overload

12:00 - 12:45PM

Panel Discussion

Piracy:
Safeguarding
content through
technology

12:50 - 1:30 PM

Panel Discussion

Indigenous Sports :
From India to the
Global Stage

2:30 - 3:15 PM

Panel Discussion

Taking Indian Music to
New Heights - IMI

Breakout Sessions

9:30 - 10:10 AM

Room No. 206

Building Brands,
Building Business

10:30 - 11:30 AM

Room No. 203

Bridging the Gap:
Commissioning Content
& Government Support
for AVGC Creators

10:30 - 11:30 AM

Room No. 205

Decline in the Theatrical
Industry and Sparse
Cinema Distribution

10:20 - 11:20 AM

Room No. 206

Branding in the Age of AI
and a Digital-First World

11:30 - 12:30 PM

Room No. 202

Revolutionizing Content
Delivery: Promise of Next
Generation Broadcasting

11:30 - 12:30 PM

Room No. 203

The Game Changer
Roundtable:
Reimagining Education
for India's Creators

11:30 - 12:30 PM

Room No. 205

International Rights
Holders' Perspectives
on Content Protection
Strategies and Synergies

11:30 - 12:30 PM

Room No. 206

Augmenting Content
Creation Workflows
with Generative AI

12:30 - 01:30 PM

Room No. 203

The Next Decade:
Predictions for AV Tech
and Entertainment

Breakout Sessions

12:30 - 1:30 PM

Room No. 205

The Magic of Smita Patil's
Art in Shyam Benegal's
Brilliant Cinema

2:30 - 3:15 PM

Room No. 205

How Ai is Transforming
Filmmaking

4:30 - 5:15 PM

Room No. 205

Redefining Soft Power:
States using Cinema as a
Cultural Diplomacy

12:40 - 1:30 PM

Room No. 206

X for Government

3:30 - 4:15 PM

Room No. 203

Masterclass on
Virtual Production

4:30 - 5:15 PM

Room No. 203

Masterclass on
Visual Art

2:30 - 3:30 PM

Room No. 203

Masterclass on Art of
Comics and Storytelling

3:30 - 4:15 PM

Room No. 205

Beyond Nostalgia: The
Business of Restored
Classics

5:15 - 6:00 PM

Room No.

Old Ghost, New
Generation: Portrayl of
colonial History in Indian

Master Classes

Creatosphere

10:00 - 10:50 AM

Creatosphere Stage

Building games in India for
the World

11:00 - 11:50 AM

Creatosphere Stage

Democratising Creator
Marketing/ Amazon Live

12:00 - 1:30 PM

Creatosphere Stage

The Art of Acting

2:30 - 3:20 PM

Creatosphere Stage

Making of
Panchayat-Amazon Prime

4:30 - 6:00 PM

Creatosphere Stage

The Creative Economy:
Skillling India for a Global
Stage

9:30 - 10:15 AM

Room 204-A

Short Form, Big Impact

10:15 - 11:00 AM

Room 204-A

The Animated
Documentaries

11:00 - 11:45 PM

Room 204-A

Augmenting Content
Creation Workflows with
Generative AI

11:45 - 12:30 PM

Room 204-A

The Art of Storytelling &
Audience engagement

12:30 - 1:30 PM

Room 204-A

Create Your First AR
Lens with SnapAR Lens
Studio Under 10 Min
Using GenAI Easy Lens

2:30 - 3:00 PM

Room 204-A

Break into the Music
Industry: The EDM
Producer's Playbook

3:05 - 3:35 PM

Room 204-A

From Dhanbad to
Dreamworks Hollywood-
Disney

Master Classes

Creatosphere

3:40 - 4:40 PM

Room 204-A

AI Avatars Are Here:
Redefining Authenticity,
Influence

4:50 - 5:45 PM

Room 204-A

Empowering Creators

Wave X

10:00 - 12:00 PM

Room 104B

Investment Pitches

12:10 - 12:50 PM

Room 104B

Billion Dollar Bets
Powered By Lumikai:
Investor View on
Gaming's Next Frontier

3:00- 3:40 PM

Room 104B

Scaling startups and
Small Business by X

4:00 - 4:40 PM

Room 104B

The Next Frontier: Scaling
Immersive Startups Beyond
Indian Shores

Master Classes

Creatosphere

10:00 - 10:45 AM

Creatosphere Stage
Masterclass on VFX

10:55 - 11:40 AM

Creatosphere Stage
Best Practices for Social
Media Advertising for
Influencers

11:45 - 12:30 PM

Creatosphere Stage
Workshop on Clay
Model Making and
Claymation

12:40 - 1:30 PM

Creatosphere Stage
Film related Masterclass

10:00 - 11:30 AM

Room 204-A
Changing dynamics of
AVGC XR Sector in AI
era : How to bridge
Industry & Academia

11:40 - 12:25 PM

Room 204-A
Workshop on Digital
Sculpting and Film
Making using Mobile
Camera

12:30 AM - 1:30 PM

Room 204-A
Data driven insight
& measurement in advertising

WaveX

10:00 - 10:45 AM

Room No. 104B

Generative AI in startup business
scaling of M&E startups - by Amazon

10:55 - 11:40 AM

Room No. 104B

How can Cloud technology help in
scaling the business of startup in M&E
domain by Amazon

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