



WAVES Promo Video Challenge

Turn Your Vision into the Summit's Signature Clip!

(Ministry of Information and Broadcasting)

February 21, 2025

Introduction

The WAVES Promo Video Challenge, a part of the Create in India Challenges, is a call to creators, visionaries, and storytellers to craft captivating videos that embody the spirit of the upcoming World Audio Visual & Entertainment Summit (WAVES) 2025. Centred around the theme "Come, Sail With Us," this challenge invites participants from all walks of life, whether a visionary director, a creative advertiser, or a pioneering broadcaster, to bring fresh perspectives and showcase their talent. Organised by the Indian Broadcasting and Digital Foundation (IBDF) in collaboration



with the Ministry of Information and Broadcasting, this initiative aims to set the stage for WAVES, which will be held from 1-4 May 2025 at the Jio World Convention Centre & Jio World Gardens, Mumbai.

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 platform 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. Built on four key pillars, including Broadcasting and Infotainment, AVGC-XR (Animation, Visual Effects, Gaming, Comics, and Extended Reality), Digital Media and Innovation, and Films, the WAVES Promo Video Challenge is part of the Broadcasting and Infotainment segment, highlighting traditional and emerging forms of content delivery while connecting with global audiences.

The Create in India Challenges, a core initiative of WAVES, has engaged over 73,000 participants globally, fostering a creative ecosystem where fresh ideas thrive and storytelling boundaries are constantly reimaged.

Eligibility Criteria

- ❖ **Target Participants:** The competition is open to all creative professionals and aspiring content creators from India and across the globe.
- ❖ **Age:** Participants must be 18 years or older.
- ❖ **Geographical Scope:** Individuals from India and abroad are welcome to participate.
- ❖ **Attempts:** Participants can make multiple entries.
- ❖ **Originality:** All submissions must be original works created specifically for this competition. Any form of plagiarism or the use of copyrighted materials without permission will lead to disqualification.

Creative Guidelines

Theme

- Submissions must align with the overall objectives and theme of WAVES 2025, encapsulated by the tagline "Come, Sail with Us".

Format/Duration

- Participants must create broadcast-quality videos in three versions: 1 minute, 30 seconds, and 15 seconds, submitted as MP4, MOV, WMV, or AVI files, each under 50 MB.

Language

- All submissions must be in English

Technical Requirements

- Ensure high-definition/broadcast-quality audio and visual elements. Low-quality submissions will be disqualified.

Branding Elements

- The promo videos must incorporate WAVES event branding material, which can be downloaded from the competition website.

Timeline



20th September 2024
Contest Launched



28th February 2025
Submission Deadline



15th March 2025
All Participants Notified of Results
& Winners Announced



Evaluation Criteria

Originality and Creativity

Innovative concepts and fresh approaches in execution.



Theme Alignment

How effectively presentation reflects the theme and objectives of the WAVES event.



Production Quality

High standards in audio, visual elements, and overall production value.



Narrative Impact

Clarity of message, engagement level, and storytelling effectiveness.



Branding Integration

Appropriate and strategic use of WAVES event branding materials.

Rewards and Recognition

The top 5 entries will receive cash prizes along with an all-expenses-paid trip to the WAVES 2025 event for their creators.

1st Prize: ₹1,00,000

2nd Prize: ₹75,000

3rd Prize: ₹50,000

4th Prize: ₹25,000

5th Prize: ₹25,000

Conclusion

The WAVES Promo Video Challenge offers a remarkable opportunity for creators to showcase their talent on a global stage through the Create in India Challenges, contributing to the first edition of the World Audio Visual & Entertainment Summit (WAVES) 2025. With enticing rewards including cash prizes and an all-expenses-paid trip to the event, this challenge is more than a competition as it is a platform to transform creative visions into impactful narratives that resonate with audiences worldwide. Aspiring filmmakers, advertisers, and storytellers are encouraged to seize this chance to be a part of India's creative revolution and leave a lasting mark on the international Media and Entertainment landscape.

References:

- ❖ <https://wavesindia.org/challenges-2025>
- ❖ <https://ibdf-waves.com/>
- ❖ <https://ibdf-waves.com/rules-and-guidelines/>

Santosh Kumar/ Ritu Kataria/ Saurabh Kalia