Research Unit
Press Information Bureau
Government of India

WAVES
WORLD AUDIO VISUAL &
ENTERTAINMENT SUMMIT
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WAVES Anti-Piracy Challenge

Strengthening Content Security with Cutting-Edge Solutions

(Ministry of Information and Broadcasting)

March 7, 2025

Introduction

The WAVES Anti-Piracy Challenge is a key part of the Create in India Challenges, aimed at safeguarding digital content in an era of rapid technological advancements. As digital media consumption grows, so do the challenges of piracy, unauthorised distribution, and content manipulation. This challenge seeks to foster innovative solutions in fingerprinting and watermarking technologies, encouraging participation from individuals, research teams, startups, and established organisations. Organised by the Confederation of Indian Industry (CII) in collaboration with the Ministry of Information and Broadcasting, the competition received 1,296 registrations, reflecting strong interest in digital content security.

The challenge is part of the World Audio Visual and Entertainment Summit, 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 event 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. Taking place from 1 to 4 May 2025 at the Jio World Convention Centre and Jio World Gardens in Mumbai, the summit is structured around four key pillars. Broadcasting and Infotainment, AVGC XR covering animation, visual effects, gaming, comics, and extended reality, Digital Media and Innovation, and Films. The WAVES Anti-Piracy Challenge falls under the Broadcasting and Infotainment segment, which focuses on evolving methods of information dissemination while ensuring content integrity.

The Create in India Challenges have drawn over 73,000 registrations from aspiring and professional creators, reflecting a growing global interest in India's media and entertainment ecosystem.

Objectives

This challenge aims to encourage and promote innovative solutions developed by homegrown companies in the fields of fingerprinting and watermarking technologies. By fostering local innovation, the challenge seeks to:

- ❖ Provide a platform for domestic companies to showcase their solutions and gain industry recognition.

- ❖ Encourage the development of novel techniques that enhance the security and traceability of digital media.

- ❖ Promote practical applications that can be seamlessly integrated into existing media workflows.

- ❖ Support the growth of new technologies addressing current and emerging challenges in content protection.

Eligibility Criteria

The challenge is open to individuals, research teams, startups, and established organisations with expertise or interest in digital content security.

All submissions must include a working prototype of the technology, demonstrating its core functionality and real-world application potential.

A team can have a maximum of 5 members.

Submission Categories

Fingerprinting Technologies
Solutions for identifying and tracking digital content using unique, invisible markers.

Watermarking Technologies
Techniques for embedding information within digital content to assert ownership and trace distribution.

Others
Innovative solutions leveraging technologies such as blockchain, Digital Rights Management (DRM), and other content protection methods.

Evaluation Criteria

Innovation: The novelty and originality of the technology.

Effectiveness: The ability to protect and track digital content efficiently.

Practicality: Ease of implementation and integration into current systems.

Scalability: The potential for widespread adoption and impact.

User Experience: The ease of use and impact on existing content workflows.

Prototype Functionality: The quality and practical demonstration of the technology's core features.

Timeline

Registrations	• 4 to 19 February, 2025
Idea Submission	• 4 to 28 February, 2025
Idea Evaluation	• 3 to 10 March, 2025

Awards and Recognition

Recognition

Coverage in industry publications and presentations at key industry conferences.

Opportunities

Potential collaboration with industry leaders and opportunities for the commercialisation of the technology.

Conclusion

The WAVES Anti-Piracy Challenge stands as a significant step towards strengthening digital content security by fostering homegrown innovation in fingerprinting and watermarking technologies. As part of the Create in India Challenges, it has garnered remarkable interest,

highlighting the urgent need for advanced solutions in combating piracy and unauthorised distribution. With the support of industry leaders, policymakers, and technology pioneers, this challenge not only provides a platform for showcasing groundbreaking ideas but also paves the way for real-world applications that can safeguard the integrity of digital media. As the World Audio Visual and Entertainment Summit brings together global and Indian stakeholders, the challenge reinforces India's position as a hub for cutting-edge advancements in media and entertainment security.

References:

- ❖ https://wavesindia.org/challenges-2025
- ❖ https://antipiracychallenge.my.canva.site/

Santosh Kumar/ Ritu Kataria/ Saurabh Kalia