



# WAVES 2025 Summit begins in Mumbai

## Why in News?

The Government of India begins the [World Audio Visual & Entertainment Summit \(WAVES\) 2025](#) at the **Jio World Convention Centre in Mumbai**.

## Key Points

- **WAVES 2025:**
  - It is a global summit for the [media and entertainment \(M&E\) industry](#), organized by the **Ministry of Information and Broadcasting**.
  - It aims to **promote dialogue, innovation, and collaboration across the media and entertainment (M&E) sector**, boosting India's role as a global hub for digital content and innovation.
- **Four Core Pillars of the Summit:**
  - WAVES 2025 is built around four key thematic tracks:
    - **Broadcasting & Infotainment**
    - **AVGC-XR** (Animation, Visual Effects, Gaming, Comics & Extended Reality)
    - **Digital Media & Innovation**
    - **Films**
  - These tracks cover a wide spectrum from traditional broadcasting to cutting-edge technologies such as [generative AI](#), **virtual reality**, and the [metaverse](#).
- **Create in India Challenge & The Creatosphere:**
  - A key attraction is the “**Create in India Challenge**”, which received over **85,000 entries**, including **1,100 from abroad**.
  - After a rigorous selection process, **750 finalists** will showcase their talent at the **Creatosphere**, a dedicated exhibition space.
  - The Creatosphere includes:
    - **Masterclasses and workshops**
    - **A gaming arena**
    - **The Grand Finale** of the challenge
    - **The WAVES CIC Awards**
- **Global Media Dialogue and Thought Leadership:**
  - On 2 May, the **Global Media Dialogue** will bring together policymakers, media professionals, and industry leaders to discuss **international collaboration, media ethics, and innovation**.
  - The **Thought Leaders Track** will host global CEOs and experts for plenary and breakout sessions, focusing on **strategic partnerships** and **emerging trends**.
- **WaveXcelerator:**
  - The **WaveXcelerator platform** will connect **startups with investors and mentors** through live pitch sessions.
  - It aims to **nurture innovation** and accelerate the growth of India's **media and entertainment startup ecosystem**.
- **WAVES Bazaar and Viewing Room Library:**
  - The **WAVES Bazaar** will serve as a marketplace for content creators and media professionals to explore **collaboration and content trade**.
  - The **Viewing Room Library** will screen **100 curated films** from **eight countries**,

including India, the USA, Germany, Sri Lanka, and the UAE.

▪ **Bharat Pavilion:**

- The **Bharat Pavilion** will feature four immersive storytelling zones — **Shruti, Kriti, Drishti, and Creator's Leap** — under the theme "**Kala to Code**".
- These zones celebrate India's transition from traditional arts to **digital creativity and global cultural engagement**.

▪ **Technology, Innovation & Community Media:**

- The **Exhibition Pavilion** will showcase the latest **technological innovations** in the media and entertainment sector.
- A **National Sammelan on Community Radio** will highlight the role of local radio in **empowering communities and amplifying grassroots voices**.

▪ **Cultural Showcase:**

- WAVES 2025 also features a **cultural programme** with Indian and international performances, celebrating the power of media to foster **cross-cultural dialogue and understanding**.

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