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# WAVES

WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT

Come, sail with us 



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ENTERTAINMENT SUMMIT

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India is one of the largest and perhaps the most diversified content producers in the world. The industry, at heart, aims to entertain the masses while ensuring that the broad diversity of the country is appropriately embraced through ever-going innovations. The plethora of content produced in India, be it movies, General entertainment products, sports streams, or OTT content, have already left an indelible mark on the world. Emergence of several different platforms, technological developments across content production, marketing and distribution are playing a wider and wider role in expanding the reach of Indian content. While a significant mark has already been left by our films and television channels which are accessible across more than 130 countries, the advent of globally distributed OTT platforms is expected to be another game changer for India. India is now producing the content for global audience facilitated by dubbing and sub-titling technologies giving an immense boost to the content creation industry in India.

India can become a high quality and cost-efficient content creation hub for the world. India has already established itself as a hub for animation and VFX and the world has recognized its potential. The Government of India, as well, recognizes Media and Entertainment Industry as one of the champion sectors. Poised with a large talent pool, both in front of and behind the cameras, pre and post-production facilities, expertise in animation, VFX, back-office operational excellence and high levels of connectivity, the industry is bound to grow by leaps and bounds.

With a vision to recognize the strength of India's Media & Entertainment industry and strengthen and expand its global footprint across the global peers, the Government of India has undertaken to organize India's first World Audio Visual & Entertainment Summit to be popularly known as WAVES-2024.



# VISION & OBJECTIVE

## PRESENTING INDIA TO THE WORLD & BRINGING THE GLOBAL M&E PLAYERS TO INDIA

- Position WAVES as a platform to evoke ideas, fuel conversations, facilitate knowledge exchange and engage in meaningful collaborations with M&E industry leaders from across the globe
- Driving the Creative Economy by positioning India as the premier Hub for the Creation of Intellectual Properties (Ips)
- Presenting India to the world as a Media & Entertainment business- friendly country & investment destination
- Developing India's Media & Entertainment infrastructure and empowering a skilled workforce to cater to global needs
- Encompassing & embracing new trends, technologies & transformations



# WHY WAVES MATTERS TO INDIA & THE WORLD?

## MEDIA & ENTERTAINMENT SECTOR

The global Media & Entertainment sector is one of the biggest industries in the world

**USD 2.32 Trillion**

Total Global Media & Entertainment (M&E) revenue rose 5.4% in 2022, to US \$2.32 trillion

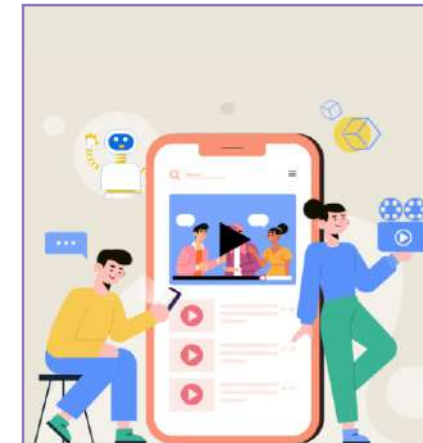
**USD 27.5 Billion**

Indian M&E sector grew over 8% in 2023 to cross INR 2.3 trillion

## INDIA IS ONE OF THE BIGGEST CONSUMERS & CREATORS OF THE GLOBAL M&E INDUSTRY



Encourage cross-cultural understanding as well as promote diversity & inclusion in the M&E landscape



Tap into new markets, diversify revenue streams & ensure a steady and sustainable growth trajectory in M&E sector



Provide avenues for job creation, skill development & economic growth



Encourage knowledge exchange, cross-cultural dialogue and collaborations/partnerships with global stakeholders



Leverage cutting-edge technologies and boost the entrepreneurial spirit in the industry and youth

## PILLARS OF WAVES FOR CONVERGENCE OF THE M&E SECTOR

### PILLAR 1

#### BROADCASTING & INFOTAINMENT

Broadcasting  
Print media  
Television  
Radio  
Carriage  
DTH  
Sports broadcasting  
Music &  
Advertising

### PILLAR 2

#### AVGC-XR

Animation  
Visual effects (VFX)  
Gaming & e-Sports  
Comics  
Pre & post-production  
Augmented reality/ Virtual reality  
Metaverse & Extended reality

### PILLAR 3

#### DIGITAL

Digital media and Apps  
OTT  
Social media  
Gen AI & Tech

## Structure of WAVES

### CONFERENCE TRACK

Sessions such as:

- Conferences, panel discussions with Global thought-leaders, government representatives, policymakers & regulators
- Discussions on policy reforms
- Latest technologies
- Case studies
- Master classes & workshops
- International research agencies presenting consumer behaviours, consumption patterns and global viewership data

### EXHIBITION & PLATFORMS

- Pavilions / stalls
- Tech & cultural showcase
- Showcase the skills & talent of youth and start-ups especially in the AVGC sector

### MEDIA MARKET PLACE

- Media marketplace to showcase India's innovation, M&E services, pre & post production prowess & technological potential
- Start-up corner
- Pitching sessions
- Global investors and buyers (content market)
- Collaboration hub
- B2B and B2G meetings
- State and country specific activities

### CULTURAL EVENINGS

- Showcasing Indian culture
- Dance and music
- Networking event
- Cocktail night
- Heritage walks
- Food tours

### OTHER ALIGNED ACTIVITIES

(to be steered by industry bodies/associations)

- Talent hub
- Skill & talent hunt
- Partner with institutes to hold various competitions
- Hack-a-thons
- Gaming zone
- Innovative showcase
- AR / VR / XR experiential zone
- Tech expos and demos

## PLENARY AND PARALLEL SESSIONS COVERING THE ENTIRE GAMUT OF THE M&E INDUSTRY

- Broadcasting
- News & information media
- Television
- Carriage & DTH
- Radio (Govt/ Private/ Community stations)
- Films
- Animation, VFX , Gaming & Comics (AVGC) & e-Sports
- Sound & music industry (including streaming services)
- Advertising (including OOH, digital ads, graphic design, art & creativity)
- Digital media, Apps & OTT platforms
- Social media platforms, influencers & content creators
- Generative AI & allied technology
- Augmented reality (AR), Virtual reality (VR) & Extended reality (XR)
- Metaverse & emerging technologies



# World Audio Visual & Entertainment Summit 2024 HERALDING THE NEXT WAVE IN MEDIA & ENTERTAINMENT

## HIGHLIGHTS



COMMERCE

CREATIVITY

TECHNOLOGY

SKILLS & EDUCATION

## COMMERCE

- Driving partnerships & co-creation in the creative economy by positioning leadership across nations
- Content monetization
- Exhibitions & distributions
- Adapting to the global digital content evolution and practices
- Subscription Vs. Advertising
- Dialogue & collaborations

## DIALOGUES & COLLABORATIONS

Facilitating dialogue and collaborations in the creative economy to lead the holistic development of the sector



TECHNOLOGIES & START UP



AVGC – XR LEADERS



EXHIBITORS & PLATFORMS



MEDIA FUNDS

### Roundtable of countries followed by

## CONTENT MARKETPLACE

- Content market for buying & selling
- Pitching sessions
- Project funding

## OPERATION ALIZING COLLABORATIONS



Collaboration hubs



Collaboration matchmaking



Agreements, Deal structuring

# CREATIVITY

## KNOWLEDGE PLATFORM

Covering films, Metaverse, AI, AVGC-XR, Music, TV

## FRAME YOUR IDEA

A speed dating platform for budding writers and content creators to pitch their ideas to broadcasters, OTT platforms, film studios and production houses. The program aims to provide access and democratize content commissioning.

Be inspired by top leaders in the world as they share their vision for the future.



- Creative roundtable
- Leadership talks
- Panel discussions
- Case studies
- Master classes
- Fireside chats

## TECHNOLOGY

- Game developer conference
- Tech master classes
- Product launch
- Global startup showcase
- Media & Entertainment technology showcase
- Adaptation of content to the evolving technology

# TECHNOLOGY

## START-UP SHOWCASE

Start-up showcase brings together start-ups from different participating countries to present their company and pitches to the investors and VC funds.



## TECH SHOWCASE



Nero's palace VR experience



Israel holy city



Mandalorian virtual production shooting



Le Musk

## TECH MASTER CLASSES

Tech wizards sharing their breakthroughs and insights about cutting-edge technology shaping the future of entertainment.



## PRODUCT LAUNCH

Showcasing the product to the global market and create an exceptional demand for the new products & services.

# SKILLS & EDUCATION



- Skill & talent hub
- Skills challenge
- Upskilling and reskilling
- Research & Development



# SKILLS CHALLENGE



A skills competition on the lines of the WorldSkills. A competition to be hosted during summit for the candidates from various countries to participate under the emerging job roles of the Media & Entertainment sector like – Gaming, Graphic designing, Animation & VFX, Photography, Print media, Industrial design among others.

The framework and guidelines to be prepared by a jury committee of members from different countries.



# SKILL & TALENT HUB

Job fair to explore new careers, opportunities and network with prospective employers.



Virtual screenings & interviews

Global employers from 100+ countries

High wage based job-roles of the M&E space

A platform to meet the prospective employers from across the globe and an opportunity to work at top global companies of choice.

## EXPECTED OUTCOMES OF THE SUMMIT



- Create a landmark platform to promote new thinking about Media & Entertainment by amplifying voices of leaders from the Global South
- Enhanced export of Indian Media & Entertainment services worldwide
- Industry collaborations, MoU's & co-production activities with global counterparts
- India branding as 'Creative Capital of the World' & Goa as 'MICE Capital of South Asia'
- Selling Indian content to the world audience through international sale agents
- Position India as the leading country spearheading policies and inclusive frameworks; encouraging collaborations in state-of-the-art technology, infrastructure and skilled workforce for the growth of global M&E industry
- WAVES to become a must attend global event for products and services related to the sector



GOVERNMENT OF  
GOA



FICCI



सूचना एवं  
प्रसारण मंत्रालय  
MINISTRY OF  
INFORMATION AND  
BROADCASTING



CII



NFDC  
cinemas of india

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### MAJOR PARTNERS & STAKEHOLDERS

 GOVERNMENT OF INDIA	 इलेक्ट्रॉनिक्स एवं सूचना प्रौद्योगिकी मंत्रालय MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY	 कौशल विकास और उद्यमशीलता मंत्रालय MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP	 संस्कृति मंत्रालय MINISTRY OF CULTURE	 पर्यटन मंत्रालय MINISTRY OF TOURISM
 युवा कार्यक्रम एवं खेल मंत्रालय MINISTRY OF YOUTH AFFAIRS AND SPORTS	 DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE MINISTRY OF COMMERCE & INDUSTRY GOVERNMENT OF INDIA	 शिक्षा मंत्रालय MINISTRY OF EDUCATION	 आयुष मंत्रालय MINISTRY OF AYUSH	