



Ministry of Information
and Broadcasting
Government of India



महाराष्ट्र शासन

waves

WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT

Connecting Creators, Connecting Countries.

1-4, MAY 2025

JIO WORLD CENTER,
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

CretoSphere 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, CretoSphere 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 Nritya 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

12:15 - 1:15 PM

Panel Discussion

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

4:00 - 4:15 PM

Keynote

The Future of
Advertising

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

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

Jasmine Hall - II

4:45 - 5:00 PM

Keynote

Global Impact of
Video on Culture
and Communication

2:45 - 3:30 PM

Panel Discussion

Multiple Industries :
Best Practices

4:00 - 5:00 PM

Panel Discussion

India's Creative Ascent:
Conversations with M&E
Leaders

3:30 - 4:00 PM

Panel Discussion

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

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. 203

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

2:30 - 3:15 PM

Room No. 205

Remembering Manoj
Kumar: Ace Film Maker,
True Nationalist

2:30 - 3:10 PM

Room No. 206

Riding the AI Wave:
Navigating the Future
of Creative Contents
for AVGC

3:30 - 4:15 PM

Room No. 202

Leveraging Audience
Intelligence for Content
Strategy

3:30 - 4:15 PM

Room No. 203

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

3:30 - 4:15 PM

Room No. 205

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

3:30 - 4:15 PM

Room No. 206

The Business of Influence:
Indian Creators Shaping
Global Culture

4:30 - 5:15 PM

Room no. 203

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

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

4:45 - 5:30 PM

Room No. 204A

How to find stories &
share with the audience

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

2:30 PM onwards

CIC Red Carpet

Jasmine Hall - II

10:00 - 10:45 AM

Panel Discussion

News and Narratives:
Shaping the Global
Perspective

10:50 - 11:35 AM

Panel Discussion

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

11:55 - 12:40 PM

Panel Discussion

Accessibility Standards for
Media and Entertainment
Sector

12:45 - 1:30 PM

In-Conversation

How Startups Can
Leverage AI to Solve
Regional Problems

2:30 - 3:15 PM

Panel Discussion

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

3:30 - 4:15 PM

Panel Discussion

Stories That Touch
Hearts Around The
World

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

MAY 02
2025

Jasmine Hall - III

10:00 - 10:45 AM

Panel Discussion

Pan-Indian Cinema:
Myth or Momentum?

10:50 - 11:05 AM

Keynote

Media & Entertainment:
Connecting the World

11:10 - 11:30AM

Fireside Chat

The Global Music
Streaming Industry

11:50 - 12:35 PM

Panel Discussion

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

12:40 - 1:00 PM

Fireside Chat

E-SPORTS

1:05 - 1:30 PM

Fireside Chat

Trends and Virality:
How Gen Z Consumes
Content

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: India,
Japan & the Global Shift

Breakout Sessions

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

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

Breakout Sessions

3:30 - 4:30 PM

Room no. 203

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

4:30 - 5.30 PM

Room no. 205

**Lights, Camera,
Destination! Branding
India Through Films**

3:30 - 4:30 PM

Room No. 205

**Do audiences shape
creators or do creators
shape audiences?**

4:15 - 5.00 PM

Room No. 206

**The Future of Humanity in
the Age of AI: Art, Ethics,
and Inner Intelligence**

3:30 - 4:15 PM

Room No. 206

**Empowering Regional
Platforms: Globalizing
Indian Content**

5:15 - 6:00 PM

Room No. 206

**VFX in APAC: The
Scanline Lens**

Master Classes

Creatosphere

10:00 - 10:30 AM

Room no. 204A

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

10:45 - 12:45 PM

Room No. 204A

**Insights into Filmmaking
and the Entertainment
Industry**

12:00 - 1:00 PM

Creatosphere Stage

**Redefining Indian
Cinema**

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 AM

Panel Discussion

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

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 - III

10:00 - 10:45 AM

Panel

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

10:50 - 11:35 AM

Panel Discussion

Connected Devices Changing the World of Entertainment

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

Breakout Sessions

10:30 -11:30 AM

Room No. 202

Taking Indian Music to New Heights - IMI

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

9:30 - 10:10 AM

Room No. 206

Building Brands, Building Business

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

10: 20 - 11:20 AM

Room No. 206

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

Breakout Sessions

12:30 - 1:30 PM

Room No. 205

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

11:30 - 12:30 PM

Room No. 206

Augmenting Content
Creation Workflows
with Generative AI

12:40 - 1:30 PM

Room No. 206

X for Government

Master Classes

Creatosphere

10:00 - 10:50 AM

Creatosphere Stage

The Content creation
playbook - What's working
in 2025

11:00 - 11:50 AM

Creatosphere Stage

Democratising Creator
Marketing/ Amazon Live

12:00 - 1:30 PM

Creatosphere Stage

The Craft of Direction

2:30 - 3:20 PM

Creatosphere Stage

Gaming Related
Masterclass

4:15 - 5:45 PM

Creatosphere Stage

The Creative Economy:
Skilling India for a Global
Stage

9:30 - 10:15 AM

Room 204-A

Short Form, Big Impact

10:25 - 11:10 AM

Room 204-A

The Animated
Documentaries

11:20 - 12:20 PM

Room 204-A

Augmenting Content
Creation Workflows with
Generative AI

12:30 - 1:30 PM

Room 204-A

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

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

Creatosphere

10:00 - 10:45 AM

Creatosphere Stage

VFX related Masterclass

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

11:30 AM - 12:30 PM

Room 204-A

Data driven insight
& measurement in
advertising

WaveX

10:00 - 10:45 AM

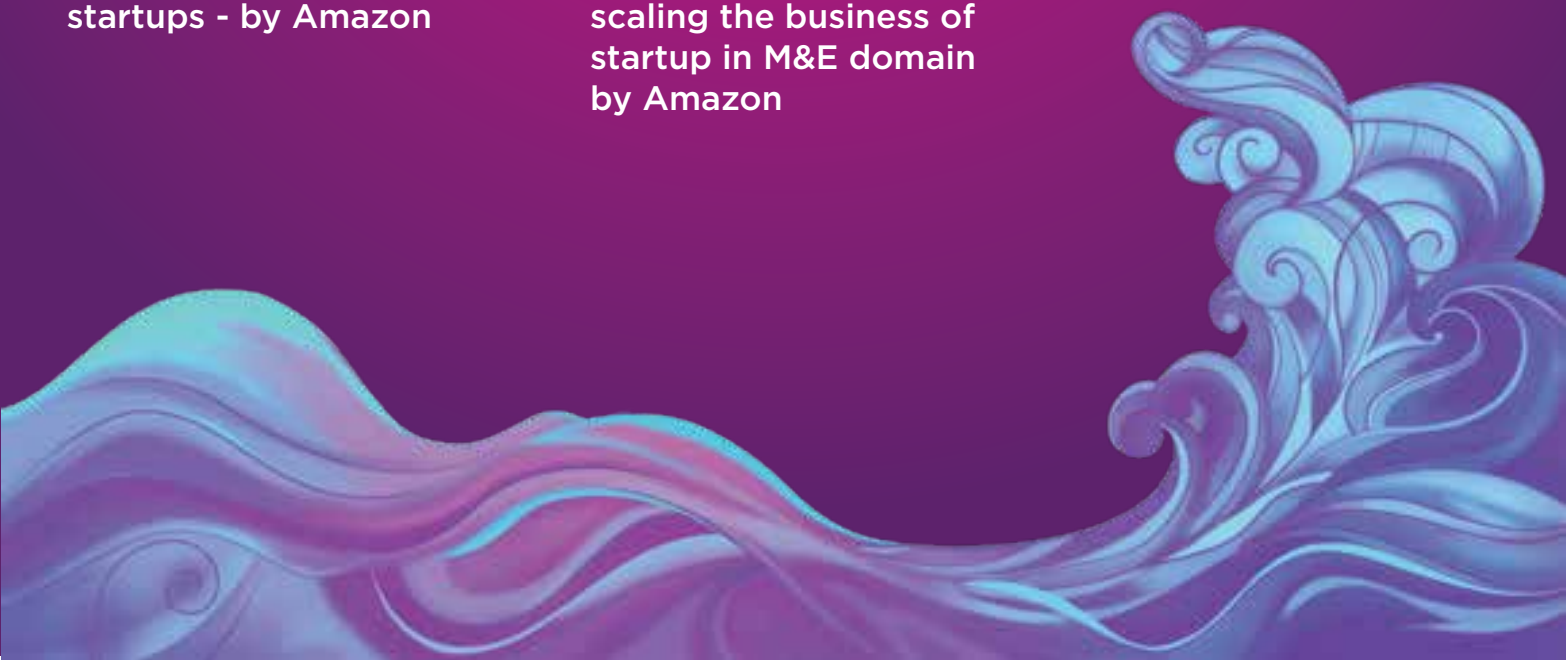
Room No. 104B

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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