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MINISTRY OF
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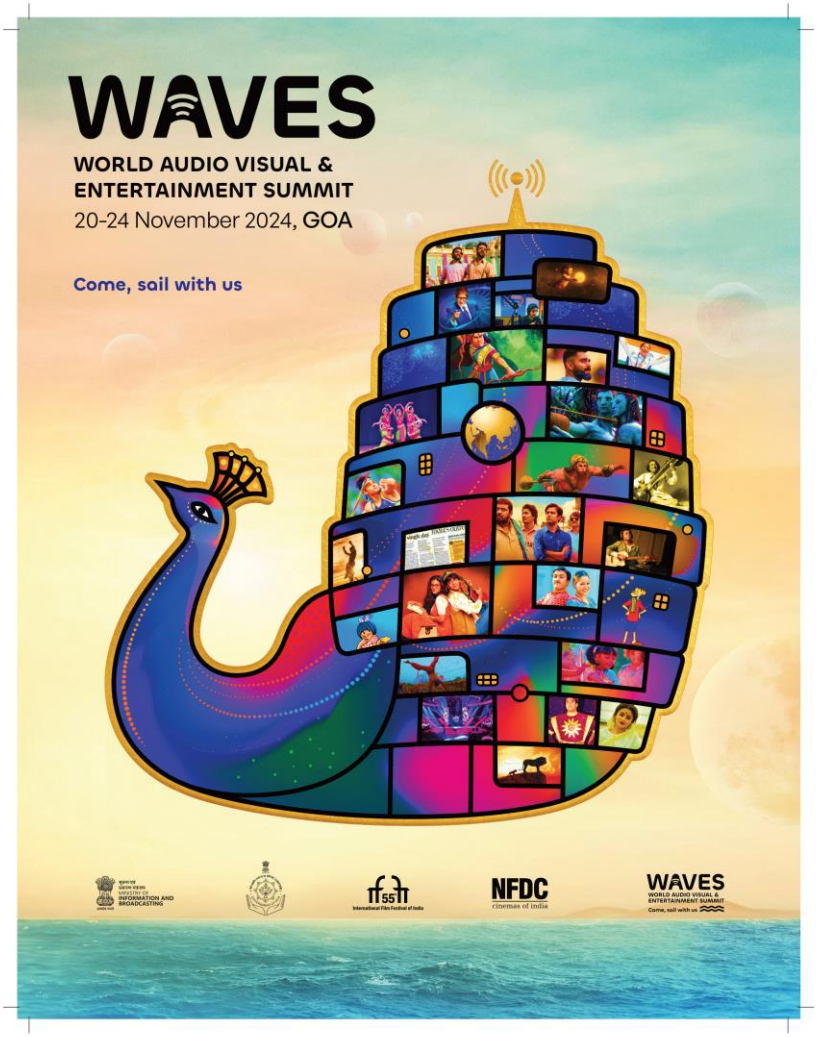
WAVES

WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT 2024

AN APPROACH PAPER BY
MINISTRY OF INFORMATION & BROADCASTING



Designed by NID

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(Prepared in consultation with FICCI& CII)

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EXECUTIVE SUMMARY

India is one of the largest and perhaps the most diversified content producers in the world. At heart it aims to entertain, while at the same time the industry has embraced diversity and has continued to innovate. Be it our movies or any form of content across platforms, news, sports, OTT, Indian content has already left an indelible mark on the world.

Technological changes we are currently witnessing across content generation, emergence of different platforms, marketing and distribution have played a big role in Indian content expanding its reach. While our films and television channels were always accessible across 130 countries, the advent of globally distributed OTT platforms will be a game changer for India.

With abundant access to dubbing and sub-titling capabilities, Indian stories can be exported and consumed by global audiences. This trend is expected to immensely benefit content creation in India.

India can become a high quality and cost-efficient content creation hub for the world. Our large talent pool, both in front of and behind the cameras, our pre and postproduction facilities, expertise in animation, VFX, back-office operational excellence and high levels of connectivity are bound to help drive the Indian M&E sector grow globally. India is already seen as a hub for animation and VFX and the world has recognized its potential. Media and Entertainment Industry is recognized as one of the champion sectors by the Government of India.

The idea behind organizing 1st World Audio Visual & Entertainment Summit (WAVES) in India is to strengthen India's Media & Entertainment industry and expand its global footprint with icons of the M&E fraternity across the world focusing on entertainment economics and technology.

RATIONALE

Positioning India as a Global Leader: An Analysis of the Media & Entertainment Industry

Global Media & Entertainment (M&E) industry, covering Films, TV, Broadcast, Print, Radio, News, Advertising, Animation, VFX, Gaming & E-sports, Music, and LIVE events, reached a revenue of US$2.32 trillion in 2022, showing significant growth. India's market size is currently US$26.2 billion but has the potential to expand its share of the global market.

News & Information Media are integral components of the media and entertainment sector, offering audiences up-to-date information and analysis on various subjects and topics of national and international importance. From news channels, radio stations, print media newspapers, to news app, websites, talk shows, etc. these platforms serve to inform, educate, and engage viewers. From traditional newspapers and broadcast outlets to digital platforms and social media, the media landscape continues to evolve, shaping public opinion and influencing decision-making worldwide. However, challenges such as ownership bias, censorship, fake news, misinformation, disinformation, etc. age underscore the importance of spearheading policies and inclusive frameworks, which encourage critical thinking and media literacy for citizens.

Advertising, poised to surpass US$1 trillion globally, is a pivotal driver of growth in the global M&E landscape. Asia, particularly India, emerges as promising markets due to their existing scale and rapid consumer spending and advertising growth.

Gaming is a major force in the global M&E industry, with revenues projected to rise from US$227 billion in 2023 to US$312 billion in 2027. India's digital and online gaming sector saw significant growth, reaching INR 122 billion, fuelled by factors like rising smartphone use, affordable data plans, growing youth interest, and government support such as the Production-Linked Incentive (PLI) scheme, positioning India as a potential hub for high-end game production.

Content production market of USA, the world's largest, is valued at around US$250 billion. India should target securing 10% of its post-production work, equivalent to about US$7.5 billion, over the next decade. In 2023, India produced nearly 200,000 hours of content across various platforms, excluding certain types like news and short-form content, offering a substantial opportunity to increase revenue and enhance its global soft power through content promotion. **Strategic collaborations in the content market production arena will catapult the Indian M&E industry to unprecedented revenue growth.**

Animation, Visual Effects, and Post-Production segment of India grew by 6% in 2023 to INR 114 billion, with a projected CAGR of 17.5% to INR 185 billion by 2026. Industry partnerships are crucial for global coproduction and financing, while talent gap bridging and localization services present significant opportunities. **Strengthening alliances will unlock more prospects.**

Filmed entertainment segment in India grew by 15% to INR 197 billion in 2023, with over 1,796 films released and theatrical revenues reaching a record INR 120 billion. Globally, 339

Indian films across 38 countries grossed INR 19 billion at the box office. **Expanding overseas theatricals, particularly in Asian markets, could drive further growth.**

Music segment in India grew by 10% to INR 24 billion in 2023 and is projected to grow at a CAGR of 15% to INR 37 billion by 2026. This growth is driven by increasing digital revenues, a growing pay subscriber base reaching 15 million, and the continued recovery of performance rights as Live events and activations scale up. **With growing acceptance and experimentation in music worldwide, global collaborations can help cross-pollinate fans globally and locally.**

Content IP is gaining immense value due to its monetization potential and longevity, attracting interest from domestic and global investors. **India should focus on creating film and OTT IPs with global appeal**, requiring a new mindset and increased funding for long-term nurturing and monetization.

The World Audio Visual & Entertainment Summit (WAVES) will be a critical marquee event that will eventually shape the future of India's M&E industry. With the global M&E industry reaching a staggering revenue of US$2.32 trillion and India's market size showing potential for growth, this Summit will offer a strategic platform to capitalize on this dynamic landscape. Advertising, gaming as interactive entertainment, content production, animation, and music segments are all witnessing significant growth, highlighting the immense opportunities for India to expand its share of the global market. Strategic collaborations and partnerships in content production, global coproduction, and financing are crucial for India to unlock new prospects and drive revenue growth. Additionally, the Summit can address key challenges such as talent gap bridging, localization services, and the creation of valuable content IPs. **By establishing India as a hub for innovation and excellence in the M&E sector, the Summit can pave the way for sustainable growth, attracting investments, and positioning India as a global leader in the entertainment business.**

Source: FICCI-EY 2024 Report #Re-Invent & PwC Global Entertainment & Media Outlook 2023–2027 Report

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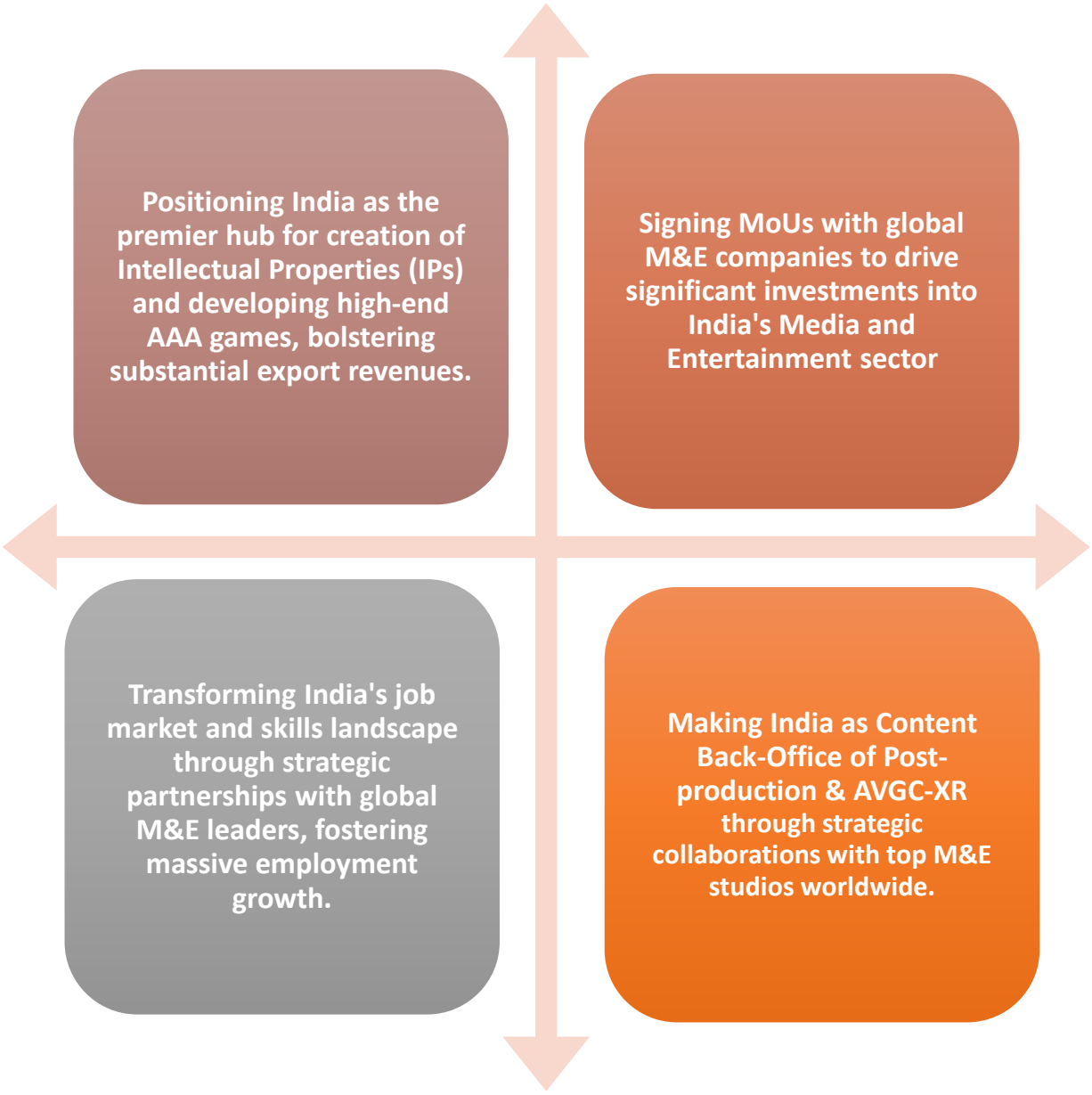
OPPORTUNITIES: INWARD



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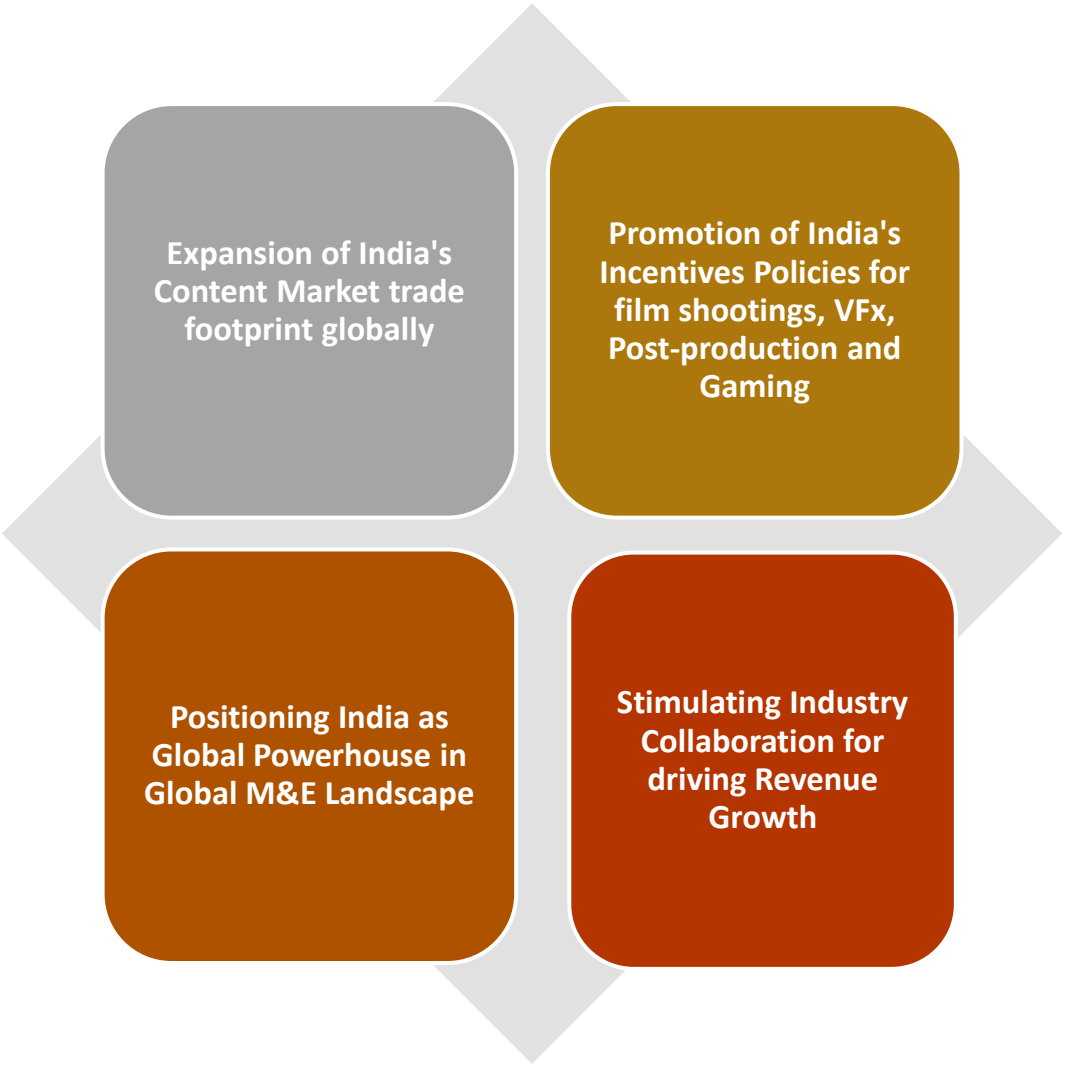
OPPORTUNITIES: OUTWARD



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WAVES – WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT

WAVES will emerge as a pivotal forum, fostering dialogue, trade collaboration, and innovation within the evolving M&E industry landscape. It will convene industry leaders, stakeholders, and innovators to explore opportunities, tackle challenges, attract trade to India, and shape the sector's future.

Vision

To position India as an unparalled global powerhouse in the dynamic Media & Entertainment landscape while setting new standards of creativity, innovation, and influence worldwide.

Mission

Empowering global Media & Entertainment leaders with exclusive investment opportunities through the premiere platform of World Audio Visual & Entertainment Summit (WAVES).

Objectives

- Position World Audio Visual & Entertainment Summit (WAVES) as a platform to provoke ideas, fuel conversations, facilitate knowledge exchange and engage in meaningful collaborations with M&E industry leaders from across the globe
- To drive the country's Creative Economy through IP Creation for India & for the World
- To position India as a business-friendly investment destination
- To develop India's M&E infrastructure and build capacity of the industry to ensure a skilled workforce for global needs
- To embrace and adapt to new trends, technology and transformations in the M&E landscape

Elevate	Showcase	Drive
• Elevate India as a global M&E leader through the premier World Audio Visual & Entertainment Summit, driving ideation, knowledge exchange, and business dialogue among industry leaders worldwide.	• Showcase India's robust and business-friendly M&E ecosystem, attracting investment, fostering growth, and promoting collaboration while embracing emerging trends and technologies for industry evolution.	• Drive industry advancement and sustainability through strategic partnerships, innovation, and policy dialogue at the WAVES, fostering networking for growth and skilling while addressing regulatory challenges.

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THREE PILLARS

- News & Information Media
- Entertainment Media, Films, TV, Music, Animation, Visual Effects, Gaming and Comics (AVGC)
- New Media/ Digital Media, OTT & social media

S.No	Pillars	Sectors/ Audience	Potential Themes/ Subjects for Sessions
1	News & Information Media *Celebrating Diversity, Empowering citizens, Prioritizing information*	• Print & online News Media • News Broadcasters • Govt., Private & Community Radio Stations • Media Personnel & Citizens • Media Regulatory Bodies	• What is Media globalisation & localisation? • What does it mean to be a 'global' news media outlet today? • News, Opinions, Fake News, Misinformation, Disinformation • Ownership & censorship • Reporter, Reader, Citizen: The rising trend of media activism- the impacts!
2	Entertainment Media, Films, TV, Music & Animation, Visual Effects, Gaming and Comics (AVGC) *Exploring New Frontiers of M&E, Propelling Edutainment, Encouraging infotainment, Going Glocal*	• TV, VOD & Sports broadcast • Music industry • Animation & Visual Effects • Interactive Entertainment • Comics • Post- production activities • Advertising & OOH	• Making India the 'Creative Capital of the World' by encouraging IP creation • Showcase India's technological advancement, innovations and start-ups of the M&E industry • Encourage design and development of interactive entertainment in India for the world • Promote States as film shooting destination & Post-production and VFX potential • Facilitate collaborations & partnerships in M&E industry and attract investments

3	New Media/ Digital Media, OTT & social media *Impact of Digital Media, Understanding the app economy, Decoding social media (SM) and Influencer marketing*	• Digital Media & Apps • OTT • Social Media platforms • Generative AI & Technology • Emerging Technologies • Metaverse & Extended Reality (XR) • Influencers & Content Creators	• Emerging trends & technologies in the New Media/ Digital Media Consumption • Regulatory challenges in the digital space, data privacy & security • Social Media: Examining Digital Advocacy Campaigns • Ethics and Responsibility in Social Media Content Creation and Consumption.

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FOCUSED SECTORS

Print & online News Media

News, TV, VOD, Sports Broadcasters

Govt. & Private Radio & Community Radio Stations

Media Regulatory Bodies & Reps.

Films

Music Industry

Animation, Visual Effects

Interactive Entertainment

Comics

Pre & Post Production Activities

Advertising & OOH

Graphic Design, digital art & creativity

Digital Media/ New Media

Social Media Platforms

Generative AI & Allied technologies

OTT

Metaverse & Extended Reality

Influencers & Content creators

Education & Skill Development

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TARGETED STAKEHOLDERS

Government Representatives & Policy makers	Business Delegation from foreign countries	Global Industry Leaders: CEOs, CSOs and CXOs
Film & TV Producers	Production Companies	Television & Radio Broadcasters
News Broadcasters	Govt representatives from various States & Countries	Film Commissions & Industry Associations
Expert professionals for workshops	Academia & Skilling	Filmmakers & Film Distributors
Technology enablers	Startup Investors & Innovators	Post-Production Companies
AVGC-XR Studios	Media Houses	Influencers & Content Creators

ACTIVITIES AT THE SUMMIT

CONFERENCES

The World Audio Video & Entertainment Summit will feature plenary sessions offering insights into global M&E sector issues and best practices, workshops and masterclasses led by industry stalwarts. Policy roundtables will foster discussions between industry and government, and state and country-focused sessions.

BUSINESS TRACK (B2B MEETINGS)

B2B meetings between foreign and Indian businesses, facilitated by Industry Associations through a portal to identify partners for business tie-ups and expansion into new markets.

EXHIBITION & PLATFORMS

Industry associations will identify and facilitate exhibitors, including Indian states and countries with country pavilions, technology companies, film studios, news and AVGC-XR companies with experience zones, film commissions, and global M&E companies. Country focused pavilions on shooting as well as Tech & Cultural showcase wherein Case studies may be highlighted.

SKILLS & TALENT SHOWCASE

Showcase the skills & talent of youth and start-ups especially in the AVGC sector

MEDIA MARKET PLACE (3-DAY)

3-day media marketplace to showcase India's innovation, M&E services, pre & post production prowess & technological potential

CULTURAL EVENINGS

Showcasing Indian culture along with cultural dance and music

MoU SIGNING

The summit aims to facilitate the signing of new MoUs between Indian and international M&E leaders, to be identified with the help of Steering committee, for significant investments and co-production activities in India. These collaborations will

be conducted in the presence of government delegates and facilitated by industry associations.

PITCHING SESSIONS

WAVES will provide a platform for connecting script owners and Startup owners with content producers and investors globally.

TRADE FINANCE FORUM

Sessions addressing film funds and film finance strategists from various countries to participate, collaborate, and foster knowledge exchange and explore innovative financing models in the film industry.

CULTURAL EVENING

Cultural performances will be showcased every day throughout the summit to showcase the rich heritage of the country to a global audience.

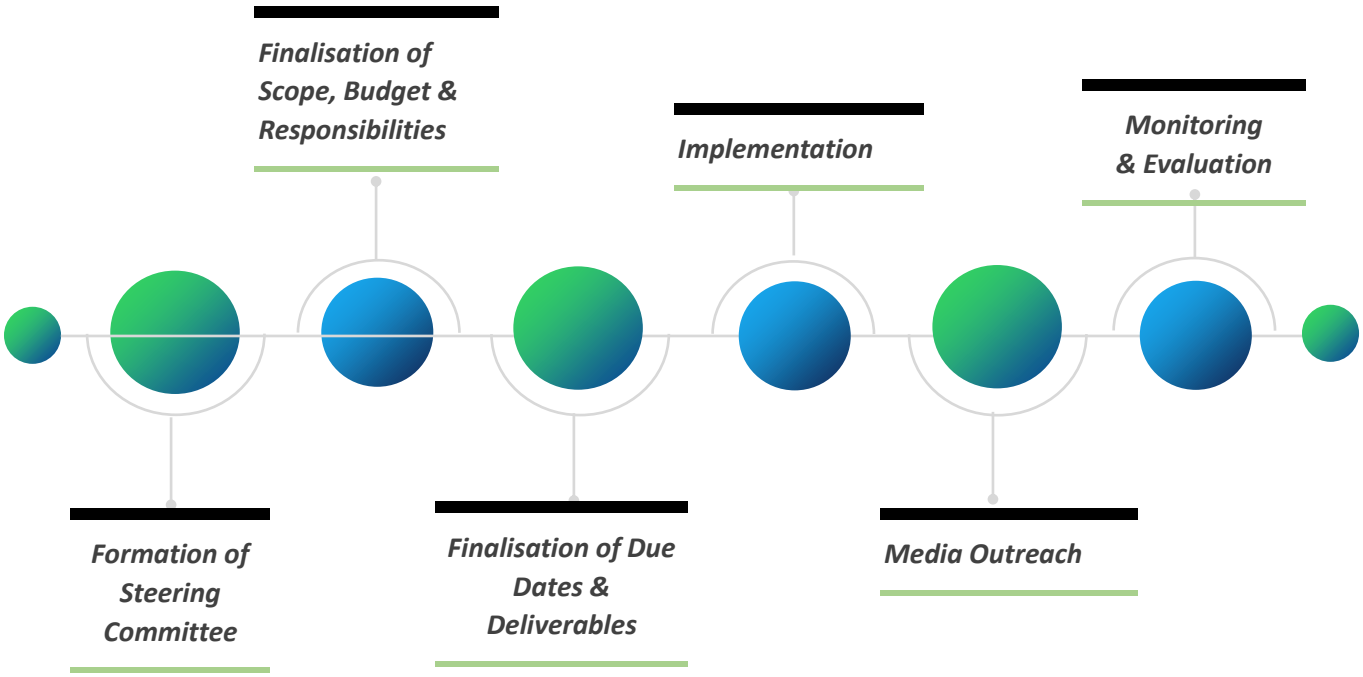
SKILLS CHALLENGE

Backed by Govt. of India, the Industry Association will host a skills competition modelled after World Skills to highlight employability and raise the bar for skill excellence in M&E. The winners will receive recognition at the Summit as well as a platform for future partnerships.

MEDIA ENGAGEMENTS

Through strategic media outreach, including press releases, media partnerships, and targeted campaigns, the summit can generate buzz, attract key stakeholders, and amplify its message globally. It will also help in securing high-profile speakers, sponsors, and participants, enhancing the summit's credibility and impact.

ROADMAP



FORMATION OF PROJECT MANAGEMENT TEAM UNDER STEERING COMMITTEE

The Steering Committee will establish a project management team with designated responsibilities to coordinate the event.

DRAFTING OF PROJECT PLAN

The Project Management Team will draft the project charter, including a detailed agenda for the event comprising topics, proposed speakers, countries, and MoU possibilities, and will seek approval from the steering committee. Additionally, the team will visit the venue to develop the necessary coordination plan and finalize the Event Venue Blueprint.

MEETING WITH STATE GOVTS

The Steering Committee will convene meetings with State Government officials to sensitize them to the benefits of the summit.

IDENTIFICATION OF POSSIBLE TRADE COLLABORATIONS

The Project Management Team will collaborate to identify and enlist Global M&E Companies willing to invest in India, and will submit a list to the Steering Committee for further deliberations and approval.

EXTENDING INVITATIONS TO COUNTRIES & GLOBAL M&E LEADERS

After finalizing the conference topics and agenda, invitations will be sent out to Global M&E leaders on behalf of the Ministry of Information & Broadcasting, by Industry Associations.

PRESS CONFERENCE & MEDIA OUTREACH

Media outreach will commence as a parallel task while setting the agenda. Once the invitations are in progress, joint press conferences (Ministry of Information & Broadcasting & Industry Associations) and roadshows will be launched to enhance the outreach.

TENTATIVE PROGRAM OUTLINE

WAVES is aimed at further enhancing the collaboration between India and other countries. The event would cover three days with focus on the following verticals of Conference, Exhibitions & Platforms, Media Marketplace, Cultural Evenings and Other Segment-aligned Activities:

1. **CONFERENCE STRUCTURE**
   - Plenary Sessions
   - Keynote Speeches
   - Fireside Chat
   - Workshops & Masterclasses
   - Policy Discussions
   - Roundtables

2. **EXHIBITIONS AND PLATFORMS**

- Pavilions/ Stalls

- Tech & Cultural showcase
- Showcase the skills & talent of youth and start-ups especially in the AVGC sector

3. MEDIA MARKETPLACE

- 3-day 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

4. CULTURAL EVENINGS

- Showcasing Indian culture
- Dance and music
- Networking event
- Cocktail night
- Heritage Walks
- Food Tours

5. OTHER SEGMENT-ALIGNED ACTIVITIES

- Moving Media Talent
- Talent Hub
- Skill & Talent Hunt
- Stand Up Comedians
- Product Launches
- Hackathons
- Gaming Zone
- Innovative Showcase
- AR VR XR Experiential Zone
- Tech Expos and Demos
- Partner with Institutes to hold various competitions

Some of the major activities are explained as under:

I. Country – Specific sessions to promote trade & Co-productions.

Participating countries will present the advantages and incentives they offer for film productions within their borders. They will also exchange insights on effective strategies for fostering film industry growth within their respective regions. This presents an invaluable learning opportunity for Indian policymakers to gain insights into diverse incentive structures utilized worldwide to support filmmaking and enhance the film business ecosystem, thereby engaging more film communities.

II. Country specific sessions.

India, in addition to being one of the leading film producing countries with the filming community spread across various regions of the country, also offers a diversity of landscape and locations in the different States/ Union Territories, making it an appealing destination for shooting of both international and domestic films. The States in India will promote themselves as a shooting location to the global film community.

Countries will be invited to host sessions on their own policies meant for the global community.

Panel discussions by the I&B Ministry and the Tourism Departments of State Governments for driving policy recommendations.

Sessions by specific countries who want to promote their policies during the Summit.

- Roundtable Discussion of State & Central Govt with Global expertise
- Proposed Speakers: Hon'ble I&B Minister, State Tourism Depts.
- Country Sessions

III. Entertainment Finance Forum

Special Session during the summit for the entertainment Industry addressing the strategies in finance and innovations. Film funds from various countries would be invited.

IV. Invitations will be extended for Keynote Sessions

Keynotes by tech wizards; some examples:

- Sundar Pichai, CEO, Google
- Mark Zuckerberg. Founder & CEO, Meta
- Satya Nadella, CEO, Microsoft
- Sam Altman, CEO, OpenAI

- And others

Keynotes by Legendary Filmmakers; some examples:

- James Cameron, Canadian Director, Screenwriter, & Producer
- Jensen Huang, Co-founder, President & CEO of NVIDIA
- Jon Favereau, American Actor & Filmmaker
- And others

Note: Names have been suggested by CII and FICCI

V. Panel Discussions

Insightful discussions on discussing key issues of the sector, latest industry trends and developments with major focus on:

- Job creation
- Ease of shooting
- Single window clearance
- Democratizing technology
- Incentives' structure
- Regulatory landscape

Focus Areas of Panel Discussion:

(i) Intellectual Property (IP)

IP rights play an important role in supporting a thriving creative economy. The ability to develop and use such products is indeed a key driver of economic growth and for international competition, especially for the production and trade of technology-intensive goods and services. India needs to build capacity to develop and fully utilise the IP system to promote their creative industries.

- A Panel Discussion session between the WIPO (World Intellectual Property Organization) and top Indian Animation, VFX and Gaming Studios.
- Proposed Speakers: WIPO Representative, Lawyers and top Indian Studios in Gaming & Metaverse.

Some of the topics to consider for panel discussions:

- Levelling Up: Powering the Interactive entertainment Industry with Production-Linked Incentives (PLI) and Immersive Content Innovation
- The Metaverse: The Next Frontier
- Power play: Strategies for Global Market Dominance

- Indie Game Development: Cultural fusion and Innovation
- The Future of Interactive Entertainment and Cloud Gaming
- Artificial Intelligence in Interactive Entertainment
- Social Impact of Interactive Entertainment

(ii) Films

All areas related to films will be addressed in IFFI and Film Bazaar, which are being organised simultaneously on the same dates in Goa. The strengths of IFFI will be leveraged.

(iii) **OTT & Broadcasting**

Some of the topics to consider for panel discussions:

- Discussions on OTT Evolution
- Monetization Models in OTT
- User Experience and Personalization
- Global Expansion Strategies
- Tech Innovation in OTT
- Subscription models (Ad-supported
- Ethical Considerations in Content Curation
- The Role of Virtual Reality (VR) in OTT Experiences
- Interactive Storytelling in OTT Content
- The Rise of Niche OTT Platforms
- Cross-Platform Integration and Seamless Viewing

However, discussions on Content that are addressed in IFFI and Film Bazaar will not be taken up in WAVES.

(iv) **The Future of Sports Broadcasting:**

Social Media complimenting TV Broadcasting Sports fans are moving fast away from traditional cable cords and shifting towards OTT platforms.

- A Roundtable Discussion of Industry Leaders on latest trends and future prospects of the sector
- Proposed Speakers: Industry leaders like Viacom.

(v) Animation & VFX

Facilitating discussions, global partnerships & co-productions in the world of animation & visual effects (VFX). Some topics for panel discussions:

- Cross-Cultural Storytelling in Animation

- IP Development and Monetization
- Virtual Production and Real-Time Animation
- The Future of VFX in Streaming Content
- VFX for Advertising and Marketing
- Animation and Gaming Convergence
- Global Market Expansion Strategies
- Data Security and Intellectual Property Protection

Ministry of Electronics and Information Technology will be the partner Ministry in relevant subjects.

(vi) **The future of Video Entertainment:**

Immersive, Gamified and Diverse- Panel discussion to talk about the future of entertainment and how video technology will create experiences that are immersive, gamified and diverse.

- A Roundtable Discussion of Industry Leaders on latest trends and future prospects of the sector
- Proposed Speakers: Industry leaders. eg; Viacom, Disney Star.

(vii) E-Sports

Some of the topics to consider for panel discussions:

- E-sports and Mainstream Media
- E-sports Governance and Regulation
- Education and Career pathways in E-sports
- E-sports: Driving the Evolution of Competitive Gaming
- Technological Innovations in E-sports

Ministry of Sports and Youth Affairs will be invited to lead this activity.

(viii) Creating Economic Stability in the M&E

M&E as a means to generate employment – "behind the camera" skills including post-production, virtual production, VFX, animation and game development for entertainment through Policy for development of relevant skilled talent, Tax benefits & treaties, Infrastructure creation and Incentives for content creation.

- Proposed Speakers: Ministers, *Government officials from various relevant departments, Industry-Academia experts in execution of Skills training, film schools.*

(ix) Enhancing reach of media

Several parts of the world remain unconnected via TV or internet-enabled mobile access. Media – as a provider of employment – remains clustered in certain developed countries like USA, Canada and UK. This session will talk about enhancing reach of media via television, smartphones, and smart feature phones, Free broadcasting, DTT, Management of recycled TV sets and smartphones, Content licensing norms, enabling titling and dubbing at scale for "social" content.

- Roundtable Discussion with industry leaders
- Proposed Speakers: MIB, Telecom Ministry, and Global Industry

(x) Global content guidelines to ensure suitable content is created for different audience groups – Call for Framework?

- A Roundtable discussion on demand for Unified Content code, Content rating systems, Avoidance/ prevention mechanisms & child safety, Piracy management.
- Proposed Speakers: Ministries and Global Industry.

(xi) Diversity & Inclusion in the M&E

- A Roundtable Discussion with G20 Nations
- Proposed Speakers: Industry associations.

(xii) Tech & AI

Advanced machine learning techniques and deep learning networks are used by AI to provide users with tailored content.

- A case-study
- Proposed Speakers: Global Industry Leaders

(xiii) Content for Kids- the future of the Nation

Aimed at making a platform for relaying the instructive, value based, and ethical content for kids based on Indian mythology, history, folklore and ethos, to promote the value and culture of India.

- Inviting Global Investors and Studios for collaborations.
- Experience sharing by Countries
- Role of Regulatory bodies in monitoring kids content

(xiv) Empowering Women in Filmmaking

A Panel discussion for Women Filmmakers and content creators, and discussion on issues, challenges faced by the women in the imbalanced and male-dominated content creation industry.

- A Panel Discussion between Industry members (Global Female Filmmakers).
- Proposed Speakers: Global Female Filmmakers like Kathryn Bigelow, Ashwini Iyer Tiwari

(xv) Skilling for the M&E

The need for skilling, upskilling, and reskilling grows as the M&E industry develops in terms of streaming media, virtual reality games, and new distribution channels for news, music, and advertising. This panel will explore the importance of skilling for the growth of Media & Entertainment Industry and opportunities for international collaborations for Student exchange and curriculum alignment.

(xvi) Showcasing "India"

The Summit will showcase the Indian culture, content, technology and more through:

- State Pavilions
- Made in India content.
- VR experience of India's cultural heritages
- Business networking Booths
- Country and State focused Pavilions
- Experience Zones
- Startup showcase

(xvii) International collaborations

The Summit to global tie-ups for India in:

- Co-Production Matchmaking
- Signing Co-Production Treaties
- Roundtable of top studios like Disney & Universal

(xviii) Roundtables

- **Destination India: Exploring Collaborative Co-Production and Co-Creation Opportunities**
    - Co-productions Treaties will attract international production houses and help in promoting the rich and diverse locations and culture of India. This Roundtable will explore partnerships & co-production in the creative economy through thought leadership, followed with Vision Papers.

- Proposed Speakers: Ambassadors, I&B Ministers, Film Commissioners, Film Funds, Directors & Producers.

(xix) **Workshops & Masterclasses**

Some topics include:

- Workshop on operationalizing co-productions and effective utilization of tax treaties
- Workshops on Gen-AI
- Masterclasses on Production Pipeline of Interactive Entertainment
- Others

(xx) Technical Papers

- Technical Papers on Sustainability in the Media & Entertainment sector
- Technical Papers: Enabling Market Access to tackle Broadcasting issues.

(xxi) **Skills Competition**

A Skills Competition on the lines of the World Skill will be conducted through the specific industry associations for 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.

(xxii) Media Marketplace

Unfortunately, there is no composite media marketplace in the country that can sell content, ideas, skills, talents, production capabilities, Intellectual Property, etc. of Indians for the global market. The Summit will create this opportunity for Indians and invite buyers and sellers from all parts of the world to create a composite marketplace for all media requirements like television, audio content, post-production, talent pool, content distribution platforms, co-productions, collaborations, pitching by Startups, etc. Being a global platform, buyers and sellers from neighboring countries, Latin America, Africa will be focused upon as Indian entertainment content is very popular in these countries. Over the years, partnerships are expected to be forged with their entertainment platforms for long term benefits of all sides. This will be the real business takeaway of the Summit.

Role of Project Management Unit (PMU)

The PMU is represented by the verticals & led by a CEO for the formulation of an action plan, in consultation with the Core Committee and Steering Committee for supporting the activities of event. An indicative outline of activities to be performed by the PMU is given below:

- Support the verticals in the development of detailed action plan pertaining to each sub-division, namely, Program & International Coordination, Logistics, Sponsorship Support, and Content Market.
- Create a marketing, communication and media outreach plan for the Summit and implement through an identified agency and Industry Associations [FICCI, CII].
- Finalisation of matters like Program, International Speakers and advice related to planning, execution, and monitoring of WAVES.
- Advise/Assist Core Committee and Steering Committee on matters pertaining to planning of WAVES.
- Develop SOPs in line with international best practices and evolving needs of the Summit.
- Identify related Industries/Countries/Ministries/ Departments based on planning requirements and formulate action plan in coordination with the stakeholders.
- Monitoring the coordination activity on weekly basis.
- Develop project plan and Review project progress monitoring.
- Identifying the constraints/issues and mitigation measures to be taken.
- Prepare presentations, notes, meeting minutes, and other necessary documents as part of the engagement to aid in discussions, workshops, and approvals processes regarding the Summit.
- Any other work assigned related to above mentioned activities.

OVERALL EXPECTED OUTCOME

- Facilitating global collaborations and investments in India's media and entertainment sector to boost trade and create employment opportunities.

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- Promoting co-productions between Indian and global producers to develop diverse, high-quality content for global audiences, establishing India as a global content hub.

- Encouraging global exchange of ideas, stories, and scripts between content creators and producers to enhance India's presence in the global media market.

- Providing a gateway for the export of Indian media and entertainment services worldwide, leveraging incentives and showcasing India's capabilities.

- Offering opportunities for Indian industry stakeholders to interact with global counterparts, fostering innovation and best practice adoption.

- Facilitating the buying and selling of content between Indian and international markets, expanding the reach of Indian content globally.

- Leveraging Indian strength as a strong market as consumer of global entertainment products in global collaborations.

- Generating policy recommendations to support growth, innovation, and investment in the M&E sector, strengthening India's position as a global M&E leader.

- Display of cutting-edge technologies in the M&E sector to drive innovation and audience engagement, further establishing India's global M&E superpower status.

MAJOR FOCUS AREAS FOR INDIA

- Create a landmark platform to promote new thinking about media and entertainment by amplifying voices of leaders from the Global South
- Position India as the leading country spearheading policies and inclusive frameworks; encouraging industry collaborations/ partnerships and investing in state-of-the art technology, infrastructure and skilled workforce for the growth of M&E industry globally
- Encourage design, development and deployment of Indian IPs to fuel the Creative Economy of the country
- Build India's M&E infrastructure and a skilling ecosystem for a future ready workforce for the world
- Promotion of India's M&E industry, businesses and enterprise
- Facilitation of collaborations, partnerships & deals by providing opportunities for quality networking / forging deals (as in trade conventions)
- Encourage design and development of interactive entertainment in India
- Promote new incentives being offered by Government of India across various parts of the world i.e. promotion of India's recently announced incentives across verticals like Film Shooting, VFX, Post-production, Gaming, etc.