

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO.3287
TO BE ANSWERED ON 20.03.2026**

PROGRESS UNDER WAVES 2025

3287: DR. SUMER SINGH SOLANKI
SHRI JAGGESH
SHRI LAHAR SINGH SIROYA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- a) the progress achieved under the World Audio Visual and Entertainment Summit (WAVES) 2025, including CreaSphere, WaveX and WAVES Bazaar components;
- b) number of delegates, startups pitched, business leads generated and international outreach events;
- c) whether the Ministry has assessed WAVES impact on creative economy and job creation; and
- d) if so, the details along with the specific findings and outcomes thereof?

**ANSWER
MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS.
(DR. L. MURUGAN)**

(a) to (d):

The World Audio Visual and Entertainment Summit (WAVES) 2025 was organised in line with the Government's vision of making India a global hub for content creation under the initiative "Create in India, Create for the World." The summit aimed to strengthen India's creative economy by integrating content, creativity and culture into a structured engine of economic growth and global outreach.

WAVES 2025 provided a platform for creators, startups, producers and technology leaders to engage with global buyers, investors and OTT platforms. The event witnessed participation of more than 1 lakh delegates from over 100 countries and featured over 140 sessions including plenaries, masterclasses and breakout sessions with global industry leaders.

Under CreaSphere and Create in India Challenge, the initiative attracted over 1 lakh registrations from creators across India and more than 60 countries across sectors such as animation, gaming, VFX, XR, music and digital media, with around 750 finalists showcased at the summit.

The WaveX startup initiative promoted innovation in the Media and Entertainment sector by shortlisting 30 startups for pitching sessions, while around 100 startups exhibited their products and solutions at the summit.

The WAVES Bazaar functions as a year-round global marketplace for film, television, animation, gaming, XR and digital content sectors and has over 4,000 registered buyers and 6,000 sellers, facilitating business-to-business meetings and generating potential business and investment leads.

For international outreach, WAVES Bazaar activities were undertaken at several global platforms including the International Film Festivals at Melbourne, Toronto, Venice and Busan. It was also showcased at Tokyo Game Show and Expo 2025 Osaka. Moreover, it was part of many domestic platforms such as India Joy, India Game Developers Conference (IGDC) and IFFI to promote Indian creators and content globally.

The Summit also included knowledge sessions and masterclasses focusing on skilling youth, supporting startups and promoting innovation. It empowered regional and vernacular storytellers to reach global platforms. The Government continuously assesses the impact of its programmes and initiatives, including WAVES 2025.
