

From: [REDACTED]
Cc: [REDACTED]
Subject: Re: UEG x PGA | Re: India Waves Media and Entertainment Summit
Date: Friday, April 25, 2025 10:58:39 AM

Good morning, [REDACTED].
Happy Friday!

I had previously reached out to this team around an event partnership for one of our clients and wanted to bring another exciting opportunity for the PGA your way that I'd love to have a conversation with you about, as we think it could be an interesting pathway for your organization and its members. Not traditional, but moreso, something that could have value and interest for both parties - - - depending on your general interest in the INDIA media market and population.

UEG has a new client, the Government of India, as they look to launch their inaugural **WAVES Media and Entertainment summit** and **create meaningful long-term partnerships with American and European studios, production companies, educational institutions, media, industry organizations**, and beyond.

We invite PGA to come on this journey with us. We'd welcome the opportunity to speak with you and can also facilitate discussions with senior officials within India around how you can forge deeper relationships in India.

Each partnership and collaboration will be bespoke, we realize, and are simply looking for interest at this moment.

A bit more information and then would welcome a call to discuss further.

WAVES Summit 2025 is a new annual global media and entertainment forum (World Audio Visual & Entertainment Summit) debuting in Mumbai from **May 1-4, 2025**, envisioned by India's Prime Minister to showcase India's creative progress on the world stage. It is positioned as a "**Davos for Media & Entertainment**", uniting industry leaders across film, TV, OTT, music, gaming, animation, and technology to discuss trends, forge partnerships, and drive innovation.

High-Profile Attendance: The inaugural WAVES is backed by the Indian government and will see **5,000 delegates from ~100 countries**.

Confirmed participants:

- Confirmed Headline Speakers

- Netflix Co-CEO [Ted Sarandos](#)
- Amazon's [Mike Hopkins](#)
- Advisory board
 - Google CEO [Sundar Pichai](#)
 - Microsoft CEO [Satya Nadella](#)
 - Sony Pictures CEO [Ravi Ahuja](#)
 - Reliance chairman [Mukesh Ambani](#)
- Audience
 - Top global media executives
 - Ministers and policymakers from 50+ countries
- India's PM [Narendra Modi](#) will chair a roundtable with global CEOs.

Purpose and Vision: The summit aims to boost India's "*orange economy*" (creative industries) and soft power. It was conceived as part of the "**Create in India**" initiative to transform India into a content creation hub for the world. By leveraging India's vibrant film, music, and gaming sectors, WAVES seeks to "**Connect Creators, Connect Countries**" – fostering cross-border collaborations and positioning India as a **global creative powerhouse**.

With an ambitious vision to position India as an **unparalleled global powerhouse**, WAVES will spotlight exclusive opportunities for media and tech leaders ready to shape the next era of global storytelling.

Why now? Because India is at a historic inflection point:

- In 2024, India's M&E sector reached **₹2.5 trillion (~\$29.4B)**, with projections to grow to **₹3.07 trillion (~\$36B)** by 2027 — a robust **7.2% CAGR**
- Fueled by the **deployment of 5G**, rising **internet penetration**, and a **\$1B government fund** to supercharge the creator economy
- The launch of the **Indian Institute of Creative Technologies** underscores the country's commitment to long-term industry innovation

Why this matters to U.S. based media and entertainment entities now:

At a time when content is king and cultural influence is currency, WAVES is not just a summit — it's a call to action. With the U.S. and India standing as two of the most powerful engines of entertainment innovation, collaboration is no longer a nice-to-have — it's a strategic necessity.

- India’s digital consumer base is projected to exceed **800 million by 2027** — a massive, mostly untapped market for U.S. content creators and tech platforms
- The **\$8.5B merger of Disney and Reliance** has created a regional powerhouse with 100+ TV channels and 50M+ streaming subscribers, solidifying India as a **global content and distribution hub**
- India’s impact already spans globally: animation and VFX for **Top Gun: Maverick, The Lion King**, and **RRR** were powered by Indian tech talent and global capability centers in cities like **Mumbai, Chennai, Bengaluru and Hyderabad**

From co-investment opportunities to AI-driven content innovation and regional storytelling on a global scale, WAVES offers an unparalleled platform for U.S. media and entertainment entities to **expand their influence, unlock new audiences** and **forge transformative partnerships**. WAVES is not just about where the industry is headed — it’s about who will lead it.

Our clients have asked us if the PGA would like to discuss ways to partner – now and for the future. We hope you will take us up on this opportunity. Diana, based on our previous conversations, I’m sure you can help with this, especially with your member’s open mindset and motivation in figuring out new and innovative pathways of storytelling, cultural exchange is key!

Can we set up a call?

Best,

[Redacted signature block]



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Thank you.