

From: [REDACTED]
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Subject: NEWS& Interview: India's Bold Move to Lead the Global Entertainment Revolution — Why U.S. Can't Afford to Miss WAVES
Date: Monday, April 14, 2025 9:36:00 AM

Hi [REDACTED]—Hope all is well.

Saw your recent coverage on the announcement of WAVES and thought you might be interested in exploring the event further and an interview with **Ashwini Vaishnaw, Minister for Railways, Communications, Electronics & Information Technology, Government of India** to learn more first-hand.

India is no longer just a rising player in global entertainment — it's fast becoming a **creative and commercial force** reshaping the entire Media & Entertainment (M&E) industry.

May 1-4, the **Ministry of Information and Broadcasting, Government of India**, [presents WAVES](#), a first-of-its-kind platform uniting global media powerhouses to ignite partnerships, investments, and innovation at scale.

With **100+ countries invited, 40+ Ministers** confirmed for the *Global Media Dialogue*, and participation from giants like **Netflix, Google, Amazon, Sony, Adobe and Reliance**, WAVES is more than an event — it's the front line of the **next global entertainment revolution**.

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 should U.S. audiences care?

- 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**

At WAVES, these trends converge in a forum built for action — with **bilateral meetings, region-specific sessions** and **exclusive investment opportunities** designed to fuel U.S.–India collaboration like never before.

Would you be interested in speaking with Ashwini Vaishnaw, Minister for Railways, Communications, Electronics & Information Technology, Government of India to previews what's next for the global entertainment economy?

Look forward to connecting,

Thank you!

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On behalf of WAVES and the Government of India

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