

GLOBAL MEDIA DIALOGUE

2 MAY 2025, MUMBAI

waves

WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT

Connecting Creators, Connecting Countries.









सूचना एवं
प्रसारण मंत्रालय
MINISTRY OF
INFORMATION AND
BROADCASTING

सत्यमेव जयते

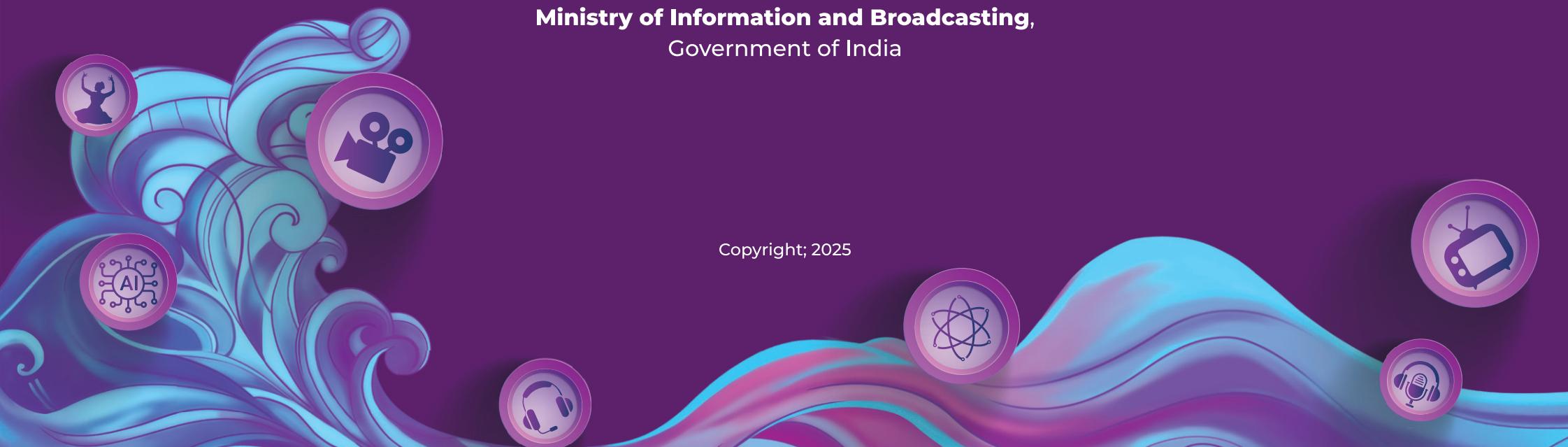


विदेश मंत्रालय
MINISTRY OF
EXTERNAL AFFAIRS

सत्यमेव जयते

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Ministry of External Affairs &
Ministry of Information and Broadcasting,
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Waves

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Connecting Creators, Connecting Countries.





“ Today, I want to assure the people of the world, the people of the creative world outside India, that when you connect with India, when you get to know the stories of India, you will find such stories that you will feel that this happens in my country too. You will feel a very natural connection with India, then our mantra of Create in India will seem more natural to you. ”

– Hon'ble Prime Minister, Shri Narendra Modi



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SHRI ASHWINI
VAISHNAW

HON'BLE MINISTER OF INFORMATION AND BROADCASTING
CO-CHAIR



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COUNTRIES



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WORLD AUDIO VISUAL &
ENTERTAINMENT SUMMIT
Connecting Creators, Connecting Countries.





Group photo of the Ministerial Delegates of the Global Media Dialogue with Hon'ble Prime Minister, Shri Narendra Modi



Group photo of the Ministerial Delegates of the Global Media Dialogue with Hon'ble External Affairs Minister, Dr. S Jaishankar and Hon'ble Minister of Information and Broadcasting, Shri Ashwini Vaishnaw

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GLOBAL MEDIA DIALOGUE: VISION



The Government of India hosted its inaugural World Audio Visual & Entertainment Summit (WAVES) in Mumbai, Maharashtra, from May 1-4, 2025. A confluence of creative minds, technological advancements, and shared human experiences, this summit brought together stakeholders from the media and entertainment (M&E) sector—industry leaders, innovators, and government representatives—to foster dialogue and collaboration.

To harness the potential of M&E as a catalyst for positive change and global harmony, the government hosted several concurrent events, including the Global Media Dialogue (GMD)—a government-to-government platform for the international community to converge for M&E-centric knowledge-sharing and partnership-building.

At the core of this Dialogue was the recognition that media markets have transformed dramatically, democratising both production and consumption in unprecedented ways. Traditional models of cooperation must evolve to fully leverage M&E as a force for good. Given that media has historically thrived by absorbing and synthesising diverse influences, today's rapid digital innovations demand even greater openness to new partnerships for cross-cultural understanding. By acknowledging these shifts, the GMD underscored the necessity of embracing forward-looking approaches that empower communities and foster inclusivity.

The GMD offered representatives from across the globe an equal seat at the table, bolstering global cooperation. It provided a vital opportunity to exchange best practices for the M&E sector's continued evolution. This included recognising the transformational impact of emerging technologies such as artificial intelligence (AI), which are reshaping content creation, distribution, and audience engagement. Focused discussions addressed strategies to enhance cross-border cultural exchanges, promote innovation, and nurture cross-cultural understanding—amplifying the message of peace, progress, and equitable growth in the digital era.

ABOUT THE MEETING

2 MAY 2025, MUMBAI

Hon'ble Minister of External Affairs, Dr. S. Jaishankar and Hon'ble Minister of Information and Broadcasting, Sh. Ashwini Vaishnaw co-chaired the Global Media Dialogue, on 2nd May 2025 in Mumbai and welcomed 77 delegates from all across the world and shared their remarks, highlighting the power of M&E and the importance of this gathering as a first step towards achieving global collaborations. The event was also graced by Dr. L. Murugan, Minister of State for Information and Broadcasting, Government of India, along with Sh. Sanjay Jaju, Secretary (I&B), and other senior officers of the Government of India.

The discussion focused on harnessing media for development, nurturing media for society and safeguarding the planet and strengthening media markets, with Dr. Jaishankar chairing the first session and Shri Vaishnaw chairing the second. The sessions provided attendee countries an opportunity to share experiences, address common challenges, and forge new pathways for cooperation under the guiding vision of the WAVES framework.

The Dialogue culminated with the adoption of the WAVES declaration. The participating countries agreed to prevent the spread of misinformation and disinformation and promote media integrity, fact-based journalism and responsible advertising. They also agreed to support content that respects human rights and cultural sensitivities while fostering cross-border collaborations to deepen shared understanding. The declaration further acknowledged the critical role of media and entertainment in promoting development and harmony. The member nations also recognized that AI can enhance market efficiency, creativity and audience engagement and seek to ensure its ethical use by minimizing harms and reducing biases.



ADDRESS BY HON'BLE MINISTER OF INFORMATION AND BROADCASTING



SH. ASHWINI VAISHNAW

It is a privilege for India to convene the 1st World Audio-Visual & Entertainment Summit - WAVES & initiate Global Media Dialogue.

We meet at an inflection point—shaped by technologies reshaping how we tell stories.

Media & entertainment industry is globally valued around 3 trillion dollars. But its true value goes beyond numbers. It lies in the empathy it creates. In the ideas that it conveys. And in the future that it helps us imagine.

Today we invite you to help widen that global bridge into an expressway of ideas.

We can clearly see 3 anchors for our dialogue: creativity, culture and collaboration.

First, Creativity: creativity transforms Imagination into shared experience. As a government, we must provide a fair chance for everyone to showcase their story to the world.

We must incentivise local content promotion & enforce IP framework among other things.

Second, Culture: Culture inspires creativity, which connects people across borders. We must support policies that preserve and promote all cultural forms.

Focus is shifting towards local stories. We aim to build people-to-people and country-to-country exchanges.

Third, Collaboration: Tie-ups with Govt, industry and creators have therefore become indispensable. Practical steps include co-production treaties to ease licences and talent movement. We need joint funds for new tech, shared standards, and clear rules for ethical AI.

Excellencies, the expected outcome of this dialogue is a constructive declaration.

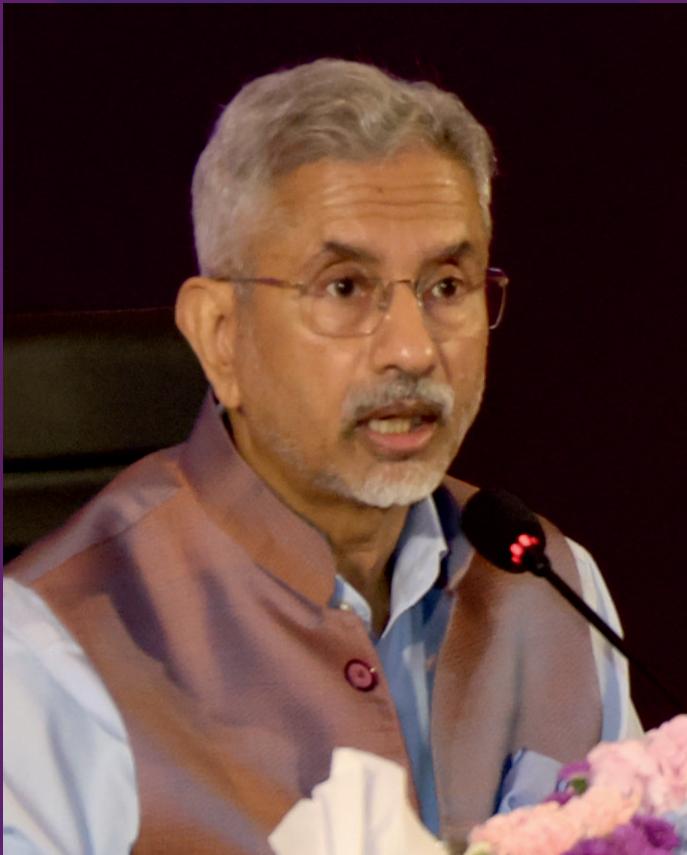
A draft Global Media Dialogue Declaration has been shared with your offices.

It captures our shared goals viz. bridging digital divide, building greener supply chains, preserving cultural diversity, and fostering fair and innovative markets.

Today's round-table is our chance to shape the text, so that it reflects every region.

Thank you, excellencies. We look forward to hearing your thoughts.

ADDRESS BY HON'BLE EXTERNAL AFFAIRS MINISTER



DR. S. JAISHANKAR

It is a great pleasure, a great honour to address the Global Media Dialogue of the first WAVES Summit, and I thank the Ministers and distinguished heads of organizations and all the delegates from across the world for your participation and presence here today.

We have a microcosm of the global community at WAVES: content creators, policy makers, actors, writers, producers, visual artists and others, and the lively conversations and intense networking that we seek to promote are supplemented by exhibitions, innovation pavilions, creativity bazars and technology kiosks. This conversation at the beginning of day two however holds a special significance, because we are discussing as policy makers the contours of the emerging environment.

So, allow me, on this occasion, to make five points for your collective consideration:

(i) One, we all speak of a world order under transformation. It is vital to recognize that the process of change actually has a strong cultural dimension. The truth is that the world is intrinsically and essentially diverse and that pluralism has been suppressed in the past by both colonialism and big power dominance. As we seek now to democratize the international system, it is not enough to just assert political and economic independence. It is equally essential that we give voice to our traditions, to our heritage, to ideas, to practices and to our creativity. There are many voices, many experiences and many truths that make up our world. Each one has a right to express itself and must be facilitated to do so.

(ii) Two, that is best done by harnessing more effectively the power of technology. In its application and evolution, we must be guided by the belief that modernity is not a rejection of the past, but a constant quest built on human achievements. For that reason, technology and tradition must go hand in hand. In many ways, technology can strengthen awareness of our vast heritage and deepen consciousness about it, especially for younger generations. We also bear in mind that innovation is key for leapfrogging that will create a developed India by 2047 – what we call *Viksit Bharat*.

(iii) Three, as the world comes closer, we can contemplate both a global workplace and a global workforce. Both digital connectivity and physical logistics make this a growing reality. But we need accompanying shifts in mindsets, frameworks, policies and practices. Remember, neither talent nor tasking will be stationary. Smoother mobility can certainly contribute to stronger creativity.

(iv) Four, every era has its own mode of communication, of storytelling, of entertainment and of its pastimes. We have seen it evolve from the oral and written to the visual and the digital. Today, there is a surfeit of information and the challenge is actually how to get attention. This challenge is what will make ours an age of creative-coms, of creative sports, of creative collaborations. And it is particularly important that young talent is made ready for it including through skills diffusion.

(v) And finally, five, we all sense, we all know that the era of AI holds possibilities beyond imagination. Never before have we visualized such deep changes across such vast domains. Never before can we combine innovations from such diverse fields so effectively. Our very sense of the past and the present can be redefined even as we are working for the future, with all its accompanying consequences. Now, every advancement comes with its own issues and AI will be no different. Even as the politics of this era will grapple with the concerns of authenticity, businesses will have to deal with new intellectual property challenges as they promote innovation and creativity for all. The responsible use of emerging technologies will be an increasing preoccupation. Reducing bias, democratizing content and prioritizing its ethics are all part of the emerging discourse. And there is much more there that will unfold.

So, friends, I am confident that the WAVES platform will serve to deliberate on the key issues before the global media, entertainment and creative worlds. Once again, I welcome you all to this session and look forward to a productive roundtable. I thank you for your attention.

MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Daren Tang
Director General
World Intellectual Property Organization

Highlights of Remarks

- India's IP journey over these past 50 years has been extraordinary and can serve as a role model for others.
- 70% of IP filings now come from Asia, Africa and Latin America and called for a transformation of IP systems – focusing on a move beyond legalities and technicalities, to an approach that is focused on inclusion, innovation and is a driver for jobs, investment and growth.
- Cultural sectors like film, music and art key growth drivers and explained that innovation is no longer industrial, but increasingly focused on content and digital technologies like AI, quantum computing and cybersecurity.
- WIPO is making various attempts to help its member states adapt to the fast-evolving M&E landscape. These include the WIPO Academy – which has trained 620,000 people all over the world in IP knowledge and skills, and their Creators Learn IP programme, which allows budding musicians the opportunity to seek mentorship from established artists.
- India's journey can act as a model for other states to take inspiration – a country that draws from the past to look to the future – undertaking innovation without severing ties to its long spiritual and cultural history.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Lyonpo D.N. Dhungyel
Minister of Foreign Affairs and External Trade,
Bhutan

Highlights of Remarks

- WAVES 2025 is a strategic opportunity to collaborate with international media leaders, access global platforms and markets and promote its domestic film, music and digital content industries.
- The WAVES declaration is a testament to the critical role of media and entertainment in fostering global harmony. We recognize and appreciate the values and principles it sets out to enhance cross-border cultural exchanges, foster innovation and cultivate cross-cultural understanding.
- Bhutan's aim is to make concerted efforts to nurture and develop our creative industry with the aim of sharing Bhutan's culture, stories, and talent, both internationally and nationally.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Jacob Kelebeng
Minister of Sports and Arts,
Botswana

Highlights of Remarks

- Botswana is working towards promoting its audiovisual and creative sectors as tools for economic diversification, social inclusion and cultural expression.
- The government is setting up a comprehensive audiovisual and cinema fund to promote sustainable financing and establish the Botswana Film Commission to oversee film production and promotion and support both domestic and international filmmakers. We are also reviewing the Cinematography Act of 1972, which is set to be re-enacted in 2025 to provide a modern legislative framework that responds to the dynamics of today's global film industry.
- Other ways in which the Botswanan government is investing in scaling our M&E market include inclusive media policies, investments in documenting, archiving and digitising Botswana's culture and creative heritage and establishing data banks, film repositories and reclaiming cultural materials held abroad.
- Botswana plans to participate in the lucrative global film and video market value chain to become a trusted destination of excellence for international productions. Botswana's pristine landscapes, rich cultures, peace and political stability can offer unique settings and stories to share with the world.
- M&E is a bridge to connect people, amplify diversity and foster mutual understanding. Countries should forge cop-production agreements, design strategic incentive models and invest in film tourism as a pathway to economic and cultural integration.



MESSAGES FROM PARTICIPATING DIGNITARIES



MINC

His Excellency
Dr. Ahmed Fouad Hano
Minister of Culture, Egypt

Highlights of Remarks

- We congratulate India on organizing WAVES and commended India's efforts to unite the M&E sectors across the globe, at a critical juncture when technology is reshaping the world.
- Egypt's belief is that culture and media are central to building fair, thriving societies. Our government's key priority areas include preserving heritage, embracing technology and promoting cultural justice.
- Cultural media plays a role as a medium that reflects identity, drives development and promotes justice.
- Egypt integrates culture into its national strategy, by empowering the youth and preserving heritage to safeguard shared history.
- Emerging tech like artificial intelligence poses risks of fake content that can distort heritage and threaten collective memory. Countries should collaborate to protect cultural identity by setting ethical standards for artificial intelligence use in media to ensure authenticity for future generations.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Raúl Neftalí Castillo Rosales
Minister of Culture, El Salvador

Highlights of Remarks

- I congratulate India on taking the pioneering step in the forms of WAVES, offering a path of inclusion, connection and shared experience, while embracing the global technological wave.
- There is a need for nations to come together, forge agreements and foster exchanges to enable talented creators, artists and storytellers, especially those who are young, to access platforms they need to thrive.
- El Salvador's youth is now demanding opportunity, after our country battled a violent past. As a result, WAVES is an opportunity to establish meaningful agreements of cooperation and support.
- India is a source of inspiration for our film industry that is only starting to take shape, but is determined to make its mark in the world of cinema.
- Art has the power to unite nations and enable connections beyond the boundaries of language. Countries should collaborate with El Salvador to help open new doors for our country's youth who aspire to be a part of the creative economy.



MESSAGES FROM PARTICIPATING DIGNITARIES



Her Excellency
Ms. Pholile Shakantu
Minister of Foreign Affairs and
International Cooperation, Eswatini

Highlights of Remarks

- WAVES is a gamechanger summit for the M&E sector – an area which is often overlooked but is an integral part of economic development.
- India and Eswatini are similar, in our vision to fight to preserve our cultural heritage, including our art, music, customs, praise singing and dance which contribute to the country's identity.
- Eswatini advocates for policymakers to use M&E platforms like WAVES as a vehicle to protect and preserve culture and allow the sector global opportunities and access to much needed networks, information sharing, mentoring, and even capital investment.
- There is a need of availability of creative spaces for the M&E sector to truly succeed. In order to be successful, filmmakers, musicians and artists need investments in well-equipped studios, incubation hubs, co-working spaces, equipment like sound systems and places like cinemas and versatile event venues. Other support like grants, funding models, intellectual property protection and marketing assistance are also key.
- Governments should provide support for festivals and mega events that will enable creators to showcase local talent, support emerging creators and enhance tourism and trade. These efforts can start government-to-government collaborations and then evolve to B2B and eventually peer-to-peer partnerships.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Fadli Zon
Minister of Culture, Indonesia

Highlights of Remarks

- WAVES is a crucial and timely recognition affirming that audiovisual and cultural industries are not just sectors of entertainment, but engines of innovation, drivers of development and pillars of social cohesion with the power to transform economies and the very fabric of society.
- We have created a dedicated Ministry of Culture in 2024, as a reflection of our strong commitment towards protecting, developing, utilising, and advancing culture as a strategic pillar of national development.
- Indonesia has great potential as a storytelling superpower, as a country built on oral traditions, mythology and folklore, which possesses extraordinary cultural wealth and diversity that represents 10% of the world's linguistic heritage and holds over 30,000 intangible cultural heritage potentials.
- We also have potential as a market for high quality and diverse content, owing to its young and vibrant demographic, rising middle class and dynamic digital engagement trends, which offer vast opportunities for cross-platform content contribution.
- Sustainable practices, advanced talent development and a robust, supportive ecosystem are key to strengthen cultural industry. In line with this, Indonesia is committed to support independent creators, strengthen funding mechanisms, advance green and sustainable media production and foster innovation that connects traditional cultural heritage with modern digital platforms.
- Cultural diplomacy is a powerful tool for global peace, resilience and shared understanding and countries should co-create, share knowledge and help shape the next era of cross-border media collaboration, to turn cultural industries into engines of peace, resilience and shared prosperity.

MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Ibrahim Waheed
Minister of Youth and
Empowerment, Information and Arts,
Maldives

Highlights of Remarks

- Media is more than a mirror of society. It drives progress, defends democracy and connects communities. For Maldives, free flow of information strengthens unity and fuels development.
- Digital platforms have great potential to showcase heritage, boost tourism and foster cohesion through storytelling and culture.
- Today, there are risks of misinformation in the digital age and there is a need to foster ethical journalism -- balancing innovation with rights protection and amplifying diverse ways to build a robust media landscape, along with equipping people for this fast-changing environment and safeguarding data privacy.
- Maldives is enhancing its presence in the orange economy, by embedding digital literacy in education, creating media tech incubators, investing in journalism, media education and certifications and training professionals in artificial intelligence and content creation.
- Emerging economies, small islands and developed nations should collaborate on regional media hubs, cultural exchanges and shared standards for media integrity.



MESSAGES FROM PARTICIPATING DIGNITARIES



Her Excellencies
Ms. Olga Lyubimova
Minister of Culture and
Ms. Bella Cherkasova

Deputy Minister of Digital Development,
Communications and Mass Media of the
Russian Federation, Russian Federation

Highlights of Remarks

- Cinema is a unique domain, which allows transmission of creative content, opens pathways to new audiences, promotes diversity and fosters the production and exchange of intercultural knowledge, thereby playing a key role in the development of global cultural markets.
- Support for cinema is recognised as a key priority of state cultural policy in Russia. Our country views cinema as an essential component of our cultural sovereignty and as a powerful medium to shape public sentiment and raise awareness about socially significant issues.
- We have proposed the creation of the Eurasian Film Academy and the Open Eurasian Film Awards – grounded in high artistic standards, respect for national interests, historical heritage and religious traditions – as an attempt to celebrate talented filmmakers and promote shared values that unite people.
- Russia is open to dialogue and international cooperation across all spheres to strengthen cultural engagement with all partners participating at WAVES.
- Media is a “fourth estate”. Its unprecedented growth and transformation in the recent years, along with the accelerated pace of consumption makes it world’s shared responsibility to preserve the cultural diversity of the world, while also safeguarding national identity and ensuring cultural and informational sovereignty.
- Countries should develop common rules and maintaining a safe and secure information environment to match up with the growing influence of the internet and combat risks like fake and misleading information, to lay a strong foundation for deeper cooperation, mutual learning and increased co-production.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
**Dr. Utumatwshima Jean
Nepo Abdallah**
Minister of Youth, Rwanda

Highlights of Remarks

- Rwanda has found media helpful in rebuilding trust, preserving memory and fostering unity, via storytelling, music, theatre and film. This has also helped change perceptions about Rwanda, within and beyond the country, as a result of being seen on digital platforms, documentaries and online content.
- We are undertaking key government initiatives that are furthering the M&E sector's growth in the country. These include the establishment of the Rwanda Film Office to assist the local and international productions and strengthen our creative infrastructure, along with the setting up of the Ministry of Youth and Arts to provide educated leadership for the sector. Our also include the adoption of a national artificial intelligence policy, which is guiding ethical innovation and empowering creators to use the technology responsibly. Via our creative industry development policy, Rwanda is also investing in intellectual property rights, funding, and support for export-ready creative works.
- Recognising the harms of emerging technologies, Rwanda believes to advocate for responsible artificial intelligence use, media literacy and safeguards that protect both creators and audiences. Investing in skills and innovation, protecting the rights of creators by encouraging risk-taking, creativity, and fair compensation and promoting cross-border collaborations in the form of co-productions, regional festivals and global partnerships are key areas to expand markets and build cultural bridges.
- We invite other delegates to visit Rwanda – see the landscapes, meet creators and work together to ensure that media and arts continue to uplift, unite and inspire across borders.

MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. John Aidan Mwaluko Kabudi
Minister of Information Culture,
Arts and Sports, Tanzania

Highlights of Remarks

- The M&E sector is a fast-growing industry propelled by transformative technological development that has made the world a global village, with profound opportunities that we need to harness for a mutual, peaceful globe. WAVES is a platform through which countries can explore how best to collaborate in exchange programs in information, film, digital technology, creative industry, for the benefit of our countries and humanity.
- There are challenges that threaten the sector today, such as misinformation and disinformation, and there is a need to ensure ethical and responsible use of artificial intelligence in order to enhance responsible journalism. This technology can be used to ensure inclusivity of all humanity.
- The potential of Tanzania as a shooting location, owing to our many beautiful destinations like Mount Kilimanjaro and the spice islands of Zanzibar, is immense. We invite filmmakers to visit the country and shoot at these destinations.
- We congratulate India for hosting the Global Media Dialogue. Such dialogues should continue in areas of technology, marketing, distribution, co-production, as well as training and exchange programs, to enhance the collaboration between young peoples in the world who are the present and the future of the globe.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Jerónimo Osa OsaEcoro
Minister of State of Information,
Press and Culture, Equatorial Guinea



Highlights of Remarks

- Equatorial Guinea is committed to strengthening press freedom. We recognise the fundamental importance of press freedom in our societies, and advocated for its adaptation to the cultural and national realities of each country. Press freedom should not come at the expense of institutional respect, national harmony, peaceful coexistence, or the stability of our communities.
- We have expanded nationwide internet access, invested in the digitalisation of its media, and are currently striving to develop our own audiovisual content that authentically reflects our cultural identity and showcases the remarkable progress we have made over the past decades.
- Certain challenges come with this upward trajectory, such as the constant need to invest in infrastructure and training of skilled professionals. Thus, there is a need for smart, sustainable strategies and robust international cooperation that can combat these issues.
- There is a need for active representation of African voices, stories and cultures in the content that travels across the world, to enrich global narratives and also lay the foundation for a world that is truly diverse and inclusive.
- The audiovisual industry is a driver of economic growth – generating trillions in revenue, creating millions of jobs, and serving as a powerful tool for social cohesion and mutual understanding in an increasingly interconnected world. Thus, there is a need for seizing the moment to establish frameworks for collaboration – to promote audiovisual co-productions, share technical knowledge, and work together on storytelling formats, distribution platforms, and training initiatives.

MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Ye Tint

Deputy Minister, Ministry of Information,
Myanmar

Highlights of Remarks

- We commend India for its progress in the M&E sphere.
- Platforms like WAVES present opportunities for forging stronger inter-country connections and fostering direct linkage between creators across nations.
- Dialogues like the ones at WAVES will allow for greater technology exchange and innovation, benefitting all countries.
- Myanmar is a country that is navigating the transition to embracing non-traditional economic mediums that align with the digital age, and stated our partnership with India can enable its success.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Kanat Iskakov

Vice Minister, Ministry of Culture and
Information, Kazakhstan

Highlights of Remarks

- Kazakhstan is a recognised leader in Central Asia, in the development and promotion of creative industries and digital content. The country's creative ecosystem is rapidly evolving and open to global collaboration. Kazakhstan's strategic location, modern infrastructure and youth population offer great potential. Our country is open to cooperate across all fields, from co-production and content exchange to education, investment and cultural diplomacy.
- We invite delegates, creators, producers and investors to Kazakhstan, to explore new opportunities in the region and build a future where creativity transcends borders.
- Our initiatives, such as the setting up of the Creative Industry Development Fund, are being undertaken to systematically support this industry. This fund will enable our government to discover talent, develop projects, and promote Kazakhstan's content at the international level.
- Cooperation in the media sphere must be strategic and aimed at creating high quality joint content. It should also extend to strengthen mechanisms for countering and identifying illegal content and safeguarding against disinformation and the spread of fake news.
- We hope that WAVES become a permanent forum for dialogue and exchange of views, to strengthen mutual cooperation.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. William Kabogo Gitau
Cabinet Secretary for ICT
and Digital Economy, Kenya

Highlights of Remarks

- The media and entertainment sector stands at the crossroads of innovation, inclusion, and transformation, and at such a juncture, Kenya is determined to see media serve humanity's values, with a vision rooted in our cultural riches and digital momentum.
- Kenya's growing creative economy, emanating from its tradition of storytelling, offers great potential and we invite global partners to invest in African content and help tell stories that connect, uplift and inspire.
- Our government has introduced various policy initiatives, like tax incentives, expanded connectivity and platforms that enable digital monetisation, to champion the creative sector.
- There is need for global cooperation to protect intellectual property, bridge the digital divide and uphold the rights of creators across the global south. Kenya's vision is to advocate for joint efforts to combat misinformation, especially during elections and crises, through ethical standards, AI verification tools and harmonised global content policies.
- We invite other countries to partner with Kenya's vibrant tech and innovation ecosystem, which places youth and women at the center of their creative future, by making them embrace digital skills, shaping immersive experiences and building the next generation of African media platforms.
- We propose the creation of a global repository of best practices in the M&E sector – a platform for sharing, learning and scaling ethical, inclusive and sustainable innovation. WAVES can be used as a platform to forge a bold new chapter, one where countries commit to creating a global media landscape that is diverse, ethical and forward-looking.

MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Michał Gramatyka

Secretary of State, Ministry of Digital Affairs,
Poland

Highlights of Remarks

- Allow me to share a success story of a local competition which has been taking place in the country since 1927, but saw unprecedented interest in its last edition due to the employment of digital technologies. By way of this example, we acknowledged and laud the ability of digital technologies to serve as a modern solution.
- We congratulate India on conducting WAVES and thank the Indian government for giving Poland and other countries the opportunity to share their experience and skills.



MESSAGES FROM PARTICIPATING DIGNITARIES



Her Excellency
**Ms. Alma Lidia De la
Vega Sánchez**

Member of Chamber of Deputies, Mexico

Highlights of Remarks

- Free flow and integrity of information has key importance. In Mexico, there is an ongoing effort to uphold freedom of expression while strengthening mechanisms to fight disinformation and foster media literacy. In this context, our governments have a key role in creating environments that encourage both institutional and individual creativity.
- The Mexican government is undertaking initiatives like the setting up of the Digital Creative City in Guadalajara, as a space where talent, infrastructure, and cutting-edge technology converge across fields such as animation, video games, media production, and cinema, to allow creators access to resources, networks and international visibility.
- Certain challenges come along while building such ecosystems, such as bridging the digital divide and guaranteeing equal access. To this end, government efforts such as supporting independent producers through grants, technical training and fiscal incentives are key. We believe that technological inclusion is synonymous with cultural inclusion.
- Other countries should consider the environmental impact of industries, including the audiovisual sector, and ensure that they are sustainable. Mexico is aiming to move towards greener production practices and we encourage other countries to do the same.
- Other priority areas of the Mexican government include creative incubators that foster artistic education among girls and young people, investments in hybrid degree programs offered by the National Institute of Fine Arts and Literature and various public and private universities, combining art, technology, programming, and design.
- We invite other countries to collaborate with Mexico in building a new global audiovisual order in its capacity as a generator, protagonist and strategic partner.

MESSAGES FROM PARTICIPATING DIGNITARIES



Her Excellency
Ms. Belkys Pérez Cruz
Deputy President, Institute of Information
and Social Communication, Cuba

Highlights of Remarks

- Cuba is a defender of ethical journalism that is truthful, principled and committed to the rights of the people. Media should serve the cause of education, truth and unity among nations and should not be a privilege or a weapon of control.
- There is a need to use technology as a tool to amplify marginalized voices, preserve endangered languages and traditions and ensure accessibility for people with disabilities. To do so, nations must together foster ethical and cultural debates to chart the best paths for integrating technology into our societies while ensuring that core values remain protected and the spread of issues like identity theft, misinformation and disinformation can be curbed.
- There is a need for stronger global collaboration between governments, corporations and international organisations to build a future that benefits all and is founded on inclusivity and sustainability.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Akamatsu Ken

Parliamentary Vice Minister for Education,
Culture, Sports, Science and Technology,
Japan

Highlights of Remarks

- Cultural and artistic content is increasingly capable of playing a direct and impactful role in shaping global society.
- Earlier, such content would emerge from a specific region and gradually spread to other parts of the world. However, owing to globalisation and digitalisation today, the landscape has dramatically changed and creative works now reach global audiences instantaneously. This gives countries an opportunity to reimagine and express cultural heritage through new forms of cultural and artistic content, forming the very foundation of a vibrant society.
- Japan aims to harness creative richness by building stronger ecosystems where creators and artists can connect with global audiences and develop cultural content that resonates internationally.
- We must build structures necessary for this evolution, ranging from fair distribution networks to robust copyright protection, which will allow for advancing global creative exchange and international dissemination of content.
- We recognise WAVES' potential to act as a platform that can enhance global exchange and circulation of cultural and artistic content -- deepening mutual understanding and further recognising the value of diversity worldwide.

MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Franck K. Missite
Director of Cabinet, Togo

Highlights of Remarks

- The M&E industry finds itself at a decisive crossroads, with the rapid rise of artificial intelligence, which presents both an immense opportunity and a formidable challenge. In such a scenario, Togobelieves to develop regulatory frameworks that safeguard cultural diversity while embracing technological progress.
- We support the formation of a global platform for audiovisual entertainment and congratulate the Indian government on the launch of its Indian Institute of Creative Technologies. We hope that the institute will welcome creators from foreign nations as well, so as to foster knowledge sharing, collaborations, and alignment with evolving technologies.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Mahendra Condeea
Minister of Arts and Culture, Mauritius

Highlights of Remarks

- Mauritius has potential as a cost-effective outsourcing destination for animation and game development and a partner for co-creation and co-production of content. Our country's multilingual facet can also be a strong advantage as an outsourcing partner. Our country also has a highly skilled workforce and provides film production incentives and rebate programs that international partners can leverage.
- The Mauritius government's goal is to promote the country as a production and travel destination, by creating synergy between tourism and the creative economy.
- Countries should come together and build a global creative economy that is inclusive, sustainable and forward-looking, and honours the past, engages in the present and envisions the future.
- The Global Media Dialogue can serve as a forum to discuss how the world can build a more open, ethical and creative media world.
- Mauritius believes that a free and responsible media is essential for the future and shared initiatives the government is taking to this end, such as important reforms like the Freedom of Information Act to make information more accessible.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Brigadier Mark Phillips
Prime Minister, Guyana

Highlights of Remarks

- Guyana is one of the world's fastest growing economies and we recognise that creativity and innovation are key drivers of modern growth.
- Our government has the vision to actively support the development of the digital economy, by acknowledging the importance and relevance of film, music, animation and digital storytelling. Our government is committed to building a space where creators, innovators, technologists and entrepreneurs thrive locally and globally.
- Platforms like WAVES can play a key role in spotlighting partnerships and investments needed to build strong, future-ready creative ecosystems.
- Guyana welcomes collaboration among stakeholders, platforms, investors and creators who see the potential in new markets and new voices and reiterated the country's commitment to contribute to the future of global entertainment.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Manoa Kamikamica
Deputy Prime Minister, Fiji

Highlights of Remarks

- We recognise the power of media in connecting communities, preserving culture and driving inclusive development.
- Fiji is committed to work with partners across regions to share knowledge, build capacity and support responsible media growth.
- WAVES is a significant milestone not just in India's vibrant media and entertainment industry but for the global community, and we congratulate the Indian government for organising it.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Nalinda Jayatissa
Minister of Health and Mass Media,
Sri Lanka

Highlights of Remarks

- There is convergence of traditional and digital media today and the transformation driven by digital platforms, streaming technologies and social media has changed the way information is consumed.
- This transformation has created exciting new opportunities for storytelling, for collaboration and for cultural exchange across borders, but also comes with serious challenges.
- There is a need for accuracy, ethical standards and public trust in journalism. Sri Lanka is navigating this dynamic environment by learning, adapting and exploring ways to strengthen our media institutions, enhance training for our journalists and support content creation that reflects our values, culture and identity.
- Events like WAVEs provide a crucial space for reflection and collaboration and we hope to expand exchanges with other countries and global partners in journalism, film, education and digital media.



MESSAGES FROM PARTICIPATING DIGNITARIES



His Excellency
Mr. Ozodbek Nazarbekov
Axmadovich
Minister of Culture of the
Republic of Uzbekistan

Highlights of Remarks

- WAVES has potential to serve as a crucial platform to explore solutions for the creative community facing these transitional challenges, one which can play a significant role in bridging the artistic legacy of the past with the creative visions of the future.



(Adopted at the Global Media Dialogue, the World Audio Visual and Entertainment Summit 2025, Mumbai on 2 May 2025)

1

We, the representatives of governments from across the world, convened at the inaugural Global Media Dialogue in India, to reaffirm the critical role of media and entertainment in fostering global harmony.

2

Meeting at a time of heightened uncertainty and in the aftermath of a devastating pandemic, we affirm the exceptional power of media and entertainment to unite our peoples, and deepen innovation and resilience in our interconnected markets.

3

Recognising that our collective efforts to nurture the global media ecosystem can benefit society, markets, and our planet, this declaration sets forth aspirational commitments inspired by our shared values of Creativity, Culture, and Collaboration.

4

Text, songs and performance have connected our peoples for generations. Media and entertainment have helped build empathy, cultural appreciation, and helped heal our societies whenever most needed. It is in this context that we have come together to declare that:

5

We pledge to foster more people to people, culture to culture and country to country exchanges, by championing media and entertainment as a channel for dialogue. To achieve this, we aim to promote diverse voices, encourage innovation, and build institutional capacities and inclusion in our media and entertainment ecosystems.

6

We commit to protect and promote our cultural heritage, celebrate linguistic and cultural diversity, and ensure that local knowledge remains accessible in a global media market. We seek to foster mutual understanding by supporting the creation and distribution of public interest content.



WAVES Declaration

7

Recognising the importance of citizen-centric and human-centric outcomes, we support choice, access, and affordability in media consumption, so that the digital divide is narrowed and all communities have equitable opportunities. In doing so, we pledge to uphold open and inclusive spaces for creativity, culture and collaboration.

8

We recognise the need to create jobs and foster inclusive growth within media and entertainment; and will work with industry to enable new opportunities, including for the youth, women, and other groups, wherever possible. We acknowledge the importance of supply chain resilience and innovation to aid in this goal; and support private sector investments in research and development, security and privacy, in our shared media and entertainment landscape.

9

We affirm the value of fair and open markets that protect intellectual property while encouraging the responsible use of emerging technologies like artificial intelligence (AI). We aim to expand opportunities for all participants in the media value chain, strengthening the media's vitality and resilience through cross-border partnerships and co-productions, and trade and investment.

10

We aim to preserve our values in the midst of transformative technological shifts. We recognise that AI can enhance market efficiency, creativity and audience engagement; and seek to ensure its ethical use minimising harms and reducing biases, and to uphold common principles such as transparency, accountability, and inclusivity in its governance

11

We recognise the critical role of media and entertainment in promoting development and harmony. We encourage both creators and audiences, whose roles are increasingly interchangeable because of the democratisation of content creation via digital technology, to consider the social, cultural, and ethical implications of their actions and choices.

12

We aim to prevent the spread of misinformation and disinformation, promote media integrity, fact-based journalism and responsible advertising towards enlightened public discourse. We support content that respects human rights, and cultural sensitivities; while fostering cross-border collaborations to deepen shared understanding.

13

In doing so, we recommit ourselves to the Sustainable Development Goals, placing emphasis on human well-being, strengthened institutions, and partnerships that can drive lasting peace, progress and prosperity.



**Vote of Thanks by
SH. SANJAY JAJU
Secretary, Ministry of Information and Broadcasting**



Honourable excellencies, distinguished delegates, as we bring the inaugural Global Media Dialogue to a close, on behalf of the Ministry of Information and Broadcasting and the Ministry of the External Affairs of India, I extend my sincere gratitude to all the participating ministers, government officials, ambassadors, high commissioners, and the distinguished delegates for your presence and thoughtful contributions.

This dialogue has deepened our collective understanding of both the opportunities and the challenges that we face, from harnessing emerging technologies responsibly to preserving cultural diversity, ensuring equitable access, and nurturing a future-ready workforce.

It has also underscored the importance of cross-border collaboration, shared values, and forward-looking policies that will help us build resilient, vibrant, and ethical media ecosystems, as reflected in the Waves Declaration, which was adopted today.

Excellencies, we leave here today with renewed purpose, strengthened partnerships, confident that the conversations and connections forged in this room will shape a more inclusive, innovative, and collaborative global media landscape.

Today's discussions have reaffirmed the immense potential of media and entertainment to drive cultural exchange, spark innovation, and promote inclusive growth.

The insights and perspectives shared will serve as a strong foundation for deepening international cooperation and advancing the global media ecosystem in the years ahead. We look forward to continuing this shared journey of dialogue, partnership, and progress.

Thank you once again for your active engagement, dedication, and commitment to this important endeavor, and hope and apologize for any inconvenience that might have been inadvertently caused to any of you.

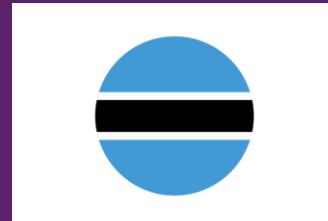
We welcome you and look forward to having you in the evening programs, as well as in the exhibition section and other panels over the next three days in WAVES. Thank you very much.



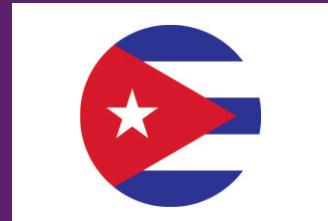
PARTICIPATING COUNTRIES AND ORGANIZATIONS



Bhutan



Botswana



Cuba



Egypt



El Salvador



Equatorial Guinea



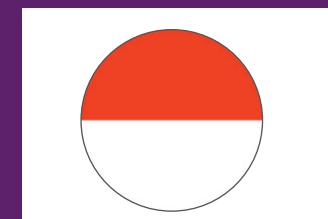
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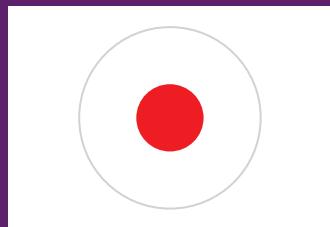
Fiji



Guyana



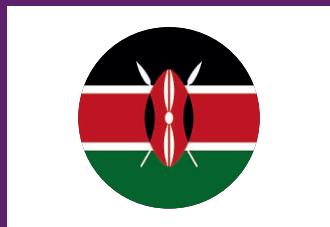
Indonesia



Japan



Kazakhstan



Kenya



Maldives



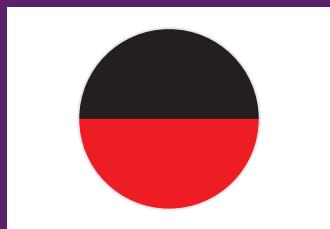
Mauritius



Mexico



Myanmar



Poland



Russian Federation



Rwanda



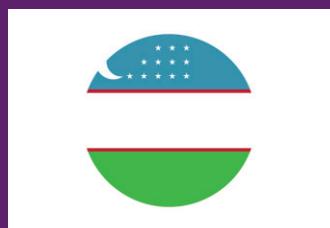
Sri Lanka



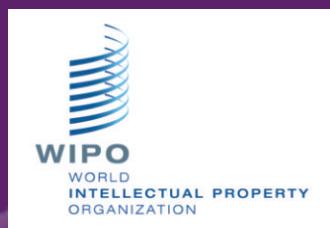
Tanzania



Togo



Uzbekistan



World Intellectual
Property Organisation

OTHER PARTICIPANTS

- Armenia
- Belarus
- Brazil
- Cambodia
- Djibouti
- Democratic Republic
- Iraq
- Italy
- Ivory Coast
- Jamaica
- Lao PDR
- Madagascar
- Malaysia
- Mali
- Mongolia
- Morocco
- Nepal
- Papua New Guinea

OTHER PARTICIPANTS

- Venezuela
- Bangladesh
- Chad
- Eritrea
- Finland
- France
- Guatemala
- Israel
- Kuwait
- Nigeria
- Norway
- Oman
- Paraguay
- Peru
- Seychelles
- Spain
- Sudan
- Ukraine
- Zimbabwe







सूचना एवं
प्रसारण मंत्रालय
MINISTRY OF
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