

WAVES 2025 - Anti-Piracy Challenge

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WAVES 2025 - Anti-Piracy Challenge Latest News

A Key Initiative Under “Create in India” to Promote Indigenous Innovation in Digital Content Security

Why in the News?

- The **Anti-Piracy Challenge** is a **flagship initiative under the Create in India Challenge**, part of **WAVES (World Audio Visual and Entertainment Summit) 2025**.
- Organised by the **Ministry of Information and Broadcasting**, Government of India, WAVES 2025 will be held from **May 1-4, 2025**, in **Mumbai, Maharashtra**.
- The challenge aims to **advance technologies like fingerprinting and watermarking** to combat the rising threat of **digital piracy** in India.

About WAVES 2025

- **WAVES (World Audio Visual & Entertainment Summit)** is a global event organized by the **Government of India**.

- It aims to position India as a **hub for media innovation, IP creation, and content development**.
- Sectors covered include:
 - **Broadcasting, Films, TV, Radio, Animation, Gaming, Comics, Advertising, and**
 - Emerging tech like **Generative AI, Augmented/Virtual/Extended Reality (AR/VR/XR) and Digital Media Platforms**.
- Supports the **Creative Economy**, which is valued at **\$30 billion** and employs **nearly 8%** of India's workforce.
- Contributes to the growth of India's **Media and Entertainment (M&E) sector**, projected to reach **\$44.2 billion by 2028**, currently the **5th largest globally**.

WAVES 2025 - Anti-Piracy Challenge FAQs

Q1. What is WAVES 2025?

Ans. WAVES 2025 stands for World Audio Visual & Entertainment Summit, an international platform aimed at discussing innovation, regulation, and growth in the global media and entertainment industry.

Q2. Where was WAVES 2025 held?

Ans. WAVES 2025 was hosted in Mumbai, India, showcasing India's growing influence in the global film, OTT, gaming, and media technology sectors.

Q3. What is the significance of WAVES for India's soft power?

Ans. WAVES enhances India's soft power by promoting its cultural exports, creative economy, and international collaborations in film, digital media, and entertainment technologies.

Source: **PIB**

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