

WAVES OTT and MyWAVES

From Public Broadcasting to Public Participation

WAVES OTT and MyWAVES, developed by Prasar Bharati, reflect India's transition from conventional public broadcasting towards an **integrated digital public-service and creator ecosystem**.

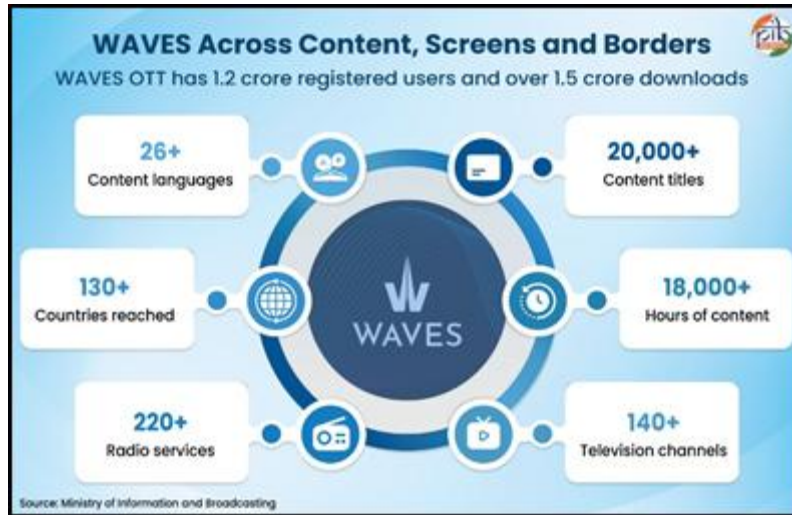
WAVES OTT: Digital Public Broadcasting

- **WAVES OTT** was launched on **20 November 2024** at the 55th International Film Festival of India in Goa.
- It brings together **live TV, radio, on-demand programmes, archives, education, news, culture and selected entertainment** on a single multilingual platform.
- It has over **20,000 content titles**, 18,000 hours of content and content from **480+ partners**.
- It provides access to **140+ TV channels, 220 radio services and 9,300+ e-books/publications**.
- With **1.4 crore registered users, 1.7 crore+ downloads and reach across 130+ countries**, it expands access to Indian public broadcasting.
- Its availability across **10+ interface languages and 26+ content languages** promotes linguistic and regional diversity.

Significance

WAVES OTT helps:

- Preserve and digitise India's broadcasting archives.
- Improve access to educational and public-service content.
- Promote regional languages and cultural heritage.
- Reach youth, digital-first audiences and the Indian diaspora.
- Modernise public broadcasting beyond fixed television schedules.



MyWAVES: From Viewers to Creators

MyWAVES, launched on **23 March 2026**, extends WAVES from content consumption to **citizen participation and content creation**.

- Enables citizens to **create, upload and share original content**.
- Supports short-form, vertical and episodic content.
- Provides opportunities for emerging and regional creators.
- Promotes participation in initiatives such as the **Create in India Challenge**.
- Helps bring local stories and talent to national and global audiences.

Gems of India Challenge

The **Gems of India Challenge** uses MyWAVES to showcase district-level stories and talent.

Creators can highlight:

- Culture, heritage and historical sites.
- Tourism and natural attractions.
- Folk traditions and festivals.
- Handicrafts, handlooms and cuisine.
- Local personalities, innovations and achievements.

The initiative can create a **digital repository of India's diverse local identities** while strengthening grassroots participation in the creative economy.

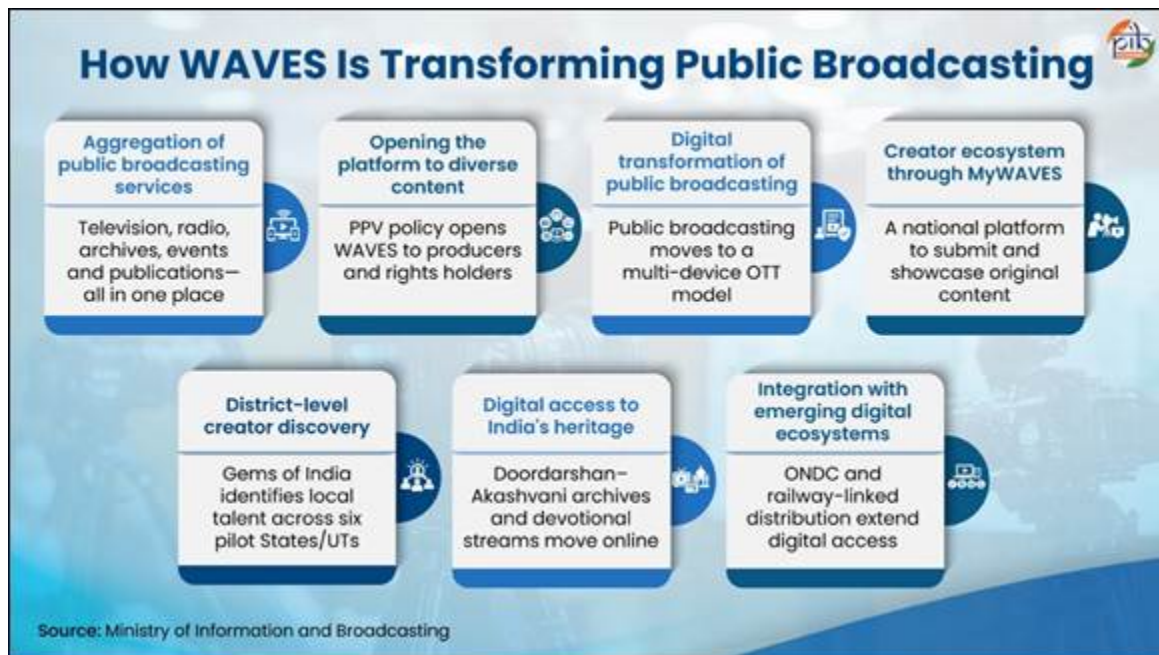
WAVES Summit and Creative Economy

The **World Audio Visual and Entertainment Summit (WAVES)** provides the broader ecosystem connecting creators, businesses, investors, policymakers and technology leaders.

The inaugural **WAVES 2025** in Mumbai witnessed participation from **100+ countries, 10,000+ delegates, 1,000 creators, 300+ companies and 350+ start-ups**.

Key platforms include:

- **CreatoSphere** - supports creative talent.
- **Create in India Challenges** - identifies emerging creators.
- **WAVES Bazaar** - connects projects with buyers and investors.
- **WaveX** - supports media-tech start-ups through incubation and investment.
- **Bharat Pavilion** - showcases India's cultural and creative capabilities.



Key Outcomes of WAVES 2025

- **WAVES Declaration** adopted by 77 countries.
- Create in India Challenges received nearly **1 lakh registrations from 60+ countries**.
- WAVES Bazaar facilitated **₹1,328 crore in business transactions**.
- **30+ start-ups** participated through WaveX.

Significance for India

The WAVES ecosystem represents a shift from “**public broadcasting**” to “**public participation**.” It combines Prasar Bharati’s archival and public-service role with digital access, citizen-generated content and opportunities in the **creative economy**.

By connecting **archives, regional stories, creators, markets and global audiences**, WAVES can help preserve cultural heritage, promote linguistic diversity, democratise content creation and strengthen India’s position in the global media and entertainment ecosystem.

Reference

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