

“Legal Currents: A Regulatory Handbook on India’s M&E Sector 2025 – to be released tomorrow

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WAVES 2025 is a watershed moment in the Media and Entertainment landscape of India and the event will witness the release of a key Report titled “**Legal Currents: A Regulatory Handbook on India’s Media & Entertainment Sector 2025.**” Prepared by Khaitan & Co., one of the knowledge partners of WAVES 2025, the Report outlines the regulatory frameworks that continue to shape and unleash the growing potential of India’s vibrant Media & Entertainment ecosystem.

The legal guide comes at a crucial moment as India’s M&E industry undergoes unprecedented transformation, driven by regulatory frameworks that have enabled industry participants to leverage their skills and technological innovation across broadcasting and infotainment, gaming, AI, digital media and films. Along with a rapid increase in internet accessibility and shifts in Indian content consumption, India is undergoing a digital transformation facilitated by proactive and receptive governance. The Government has optimised and eased regulatory processes for sectors such as print and linear broadcasting on television and radio, which still command a significant audience within India.

The handbook covers key Government initiatives and legal interventions that have incentivised and streamlined the legal roadmap for market entry, collaboration and operations by foreign players. The Central and state Governments have also introduced production and co-production incentive schemes, positioning India as a premier destination for content creation.

In key sectors such as advertising, online gaming, and digital media, a collaborative partnership has evolved between industry bodies and the Government, providing operational flexibility for stakeholders while ensuring legal compliance.

As India strengthens its position as a global content hub, this handbook is aimed to serve as a vital resource for stakeholders in the vibrant, tech-driven M&E space.

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