

Global Media Dialogue 2025 Declaration

[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.

[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.