



Dear Mr Zuckerberg

I write on behalf of Australia's actors, journalists, musicians, filmmakers, theatre and entertainment crew, and the communities they serve.

Our members were enraged when evidence came to light suggesting that you personally approved of Meta's use of pirated books to train your Large Language Model (LLM). This follows the insulting comments you made in an interview with *Decoder* podcast last year, where you claimed that creative workers "overestimate the value" of their work for training AI.

These actions and comments show that not only do you have a very poor appreciation for the role that the arts, creativity or public interest journalism play in our society, but that you are intent on sacrificing them on the altar of high profit.

This is why our members are calling out the business models of Big Tech and AI – including Meta, Google, and OpenAI – as theft. Millions of images, songs, articles, and films have been scraped without consent, compensation, or knowledge. Without this theft, you would have no way to train your AI models.

Our voice artist members have had their voices stolen and replicated by AI. The work of our journalists has helped to train AI search, and your company has admitted that you scrape the work and content of all Australian users on Facebook to train your AI without any consent or concern for lost income.

Creative workers bring enormous experience, skill and dedication to their work entertaining and informing their audiences. They enable and motivate us to make and renew our culture, in all communities and across the generations. Their work is the essential lifeblood of healthy democracies and functional societies. Their output is unique and original, and your company is stealing their work.

Australia's creative and media workers are not going to sit idle while you devalue our work and degrade our society. Their work is not a free input to be fed into your machines.

We demand to be paid when our work is used by your company, and we demand compensation for the work you have stolen from us.

Until you and your representatives signal that you are ready to treat creative and media workers with respect and begin constructive engagement, you can expect to continue to be called out and pursued for this theft.

Erin Madeley
Chief Executive
Media, Entertainment & Arts Alliance