

Dear PBS,

On behalf of Malta's creative community, we are deeply disappointed to learn that the music video for Eliza Borg's song "*I Believe*" was created using generative AI.

This occurred within less than a month after Solidarjetà and MEIA expressed concern about the use of generative AI on local TV stations, while also inviting PBS to discuss such usage.

Instead of responding to this invitation, PBS has proceeded with a production choice that disregards these concerns and sidelines Maltese artists.

In addition to the video being visually and narratively derivative, the decision to use AI has also denied real, human artists the opportunity to create an authentic music video for this song. Malta is home to an incredible number of talented creatives who are hungry for such opportunities. This decision is a proverbial slap in the face.

It is shameful that choreographers, dancers, costume designers, makeup artists, cinematographers, directors, actors, musicians, animators, and VFX artists were denied the opportunity and/or a say in the making of such a production. It undermines not just the work of the previously mentioned departments but also the standards of quality of our own national broadcaster. The Maltese public deserves value for their tax money, expecting high-quality productions from the national broadcaster that cultivate and highlight local talent, not shortcuts compromising artistic quality and the livelihood of creative workers.

If there is any doubt about our ability to produce high-quality work, look no further than your own music video for Miriana Conte's "*SERVING*" (directed by Steven Levi Vella and shot by Clive Brincat), which has recently been nominated for Best Music Video at the ESC Awards.

The use of AI has become a particularly concerning trend in our country. Abroad, unions, governments and organisations have put in place strict regulations on its use to ensure the protection of creative workers' jobs and the artistic, cultural quality and integrity of their output. While we embrace the use of technology in artistic work and acknowledge its innovations in the industry, it cannot come at the expense of workers and their livelihoods.

Singers, such as Eliza Borg, may also become a victim of AI, as have many artists globally. AI companies allow anyone to instantly generate songs, videos, images, and texts using the work of artists around the globe without express consent or prior notification to train AI models. AI companies such as OpenAI, Microsoft, Stability AI, Anthropic, Udio and Suno are being taken to court by these artists over the illicit use of their own copyrighted material. If safeguards are not put in place, artists and workers of all kinds will suffer.

PBS, as Malta's leading broadcaster, has the means to hire human creative workers. It is unacceptable that it has chosen to snub Maltese artists and create a plagiaristic and low quality music video using AI software, instead of championing original, creative and local talent.

In a statement to the Times of Malta it was quoted that "PBS supports the responsible use of AI as an emerging creative tool and is committed to working with Malta's creative sector on a transparent, ethical approach that protects jobs." We therefore urge PBS to commit to this

goal and engage in good faith discussion with Solidarjetà, MEIA and workers to establish clear guidelines that protect creative jobs and uphold creative standards, so that this tool does not become a replacement to human work, in turn leading to both loss of work and livelihoods

While Malta continues to invest in the use of AI, it is of the utmost importance that Maltese workers are not left in the lurch. Maltese authorities must meet with artists, creative workers and stakeholders urgently to commit to the introduction of AI regulation.

Signed by:

Solidarjetà
Malta Entertainment Industry and Arts Association
Malta Producers Association
Malta Institute of Professional Photographers
Malta Community of Illustrators
Chewing Productions

Abigail Mallia - Director
Abigail Tabone Gauci - Digital Design Student
Adam Ryan - Actor
Adam Żurawiecki - Director
Ajay Oakley - Sound
Alan Portelli - Musician
Alex Planojevic - Freelance illustrator
Alex Weenink - Actor & Theatre-Maker
Alexander Gitmanovich - Artist
Alexandra Mallia - Artist
Alexia DeBono - Writer
Alfie Gatt - Artist
Amy Theuma - Fine Artist
Analise Mifsud - Graphic Designer
André Buhagiar - Performing Artist
Andre Penza - Actor
Andrea Gravina - Teacher of English
Andrew Gauci Borda - Bachelor in Game Art Student
Angela Vella Zarb - Musician
Angele Galea - Artist
Anna Calleja - Artist
Anna Schmid-Burgk - Artist
Annemarie Krijbolder - Multi Disciplinary Creative
Anton Abela - Visual Artist / Artisan
Antonella Axisa - Actor
Antonia Gatt - Digital Designer
Ashley Peschel - Actor /Content Creator
Audrienne Degiorgio - Illustrator

Beck Cauchi - Media Freelancer
Bernard Zammit - Actor
Brandon Terribile - Production
Brenda Vassallo - Graphic Designer
Brendon Joseph Thearle - Actor, Director, Producer and working for an NGO with the creative arts industry.
Brian Scicluna - Crew member / Extra
Bruce Micallef Eynaud - Filmmaker
Carla Polizzi - Graphic Design
Carlos Leon Carella - Creative Media Production Student
Cassandra Spiteri - Actor
Cassian Drake - Writer & filmmaker
Cesco Bonello - Art Department
Charles Busuttil - Musician
Charlie Cauchi - Artist/Filmmaker
Charlotte Formosa - Artist
Cher Camilleri - Artist
Chiara Hyzler - Theatre
Daniel Falzon - Musician
Daniel Joseph Mallia - Filmmaker
Daniela 'iella' Attard - Animator and Visual Artist
Darrin Zammit Lupi - Photographer
Dawn Saliba - Writer, Director, Performer
DeShaun Jones - Record Label and Artist Manager
Diandra Anne Mamo - Acting, Writing, Directing, Theatre and Voice Over (with Film on the side)
Dorian Fenech - Graphic Designer - Illustrator
Edward Degabriele - Photographer
Edward Mercieca - Actor
Elio Mazzara - Fine Arts
Elisa Scerri - Musical Artist
Elisabeth Apap - Artist
Elise Ellul - Dance and Film
Elizabeth Mallia - Illustrator
Ema Pantovic - Actor
Emanuel Vincent Farrugia - Actor
Emily Salnitro - Artist
Emma Brownrigg Fenech - Film Crew Member (PA/AD)
Emma Cunningham - Artist
Etienne Farrell - Artist
Fleur Franklin - Illustrator and Designer
Francesca Falzon - Artist, Graphic Designer
Francis Gherisci - Head of Creative - Film/Video Game Sector
Franco Rizzo - Filmmaker/ Freelance Videographer
Franica Pulis - Performing Artist
Frank Farrugia - Photographer
Gabriel Borg - Artist/screenwriter
Gabriel Chetcuti / KLONN - Independent Artist

Gabriel Zammit - Curator, producer
George Micallef Eynaud - Artist
Georgiana Pace - Fashion Student
Gianluca Laneve - Musician
Gianni Selvaggi - Artist
Gordon Watson - Production
Helga Tonna - Marketing Exec & Graphic Designer
Holger Camilleri - Events Logistics
Ian Moore - Freelance Director / Playwright
Inese Refalo - Artist and Interior Designer
Inez Kristina Baldacchino - Animation Producer / Production Manager / Comic Artist
Isabella Calderon - Photographer
Jack De Maria Casabene - Sound Engineer, Actor, Singer/Songwriter
Jacque Marliin - Audio Engineer/Musician
Jade England - Dancer
Jade Vella - Design Student
Jake Spiteri - 3D Artist
Jameson Cucciardi - Creative Director
Janie Ogeah - Filmmaker
Jean Louis Fenech - Director/ Videographer
Jeanette Smith - Actress and Producer
Jeni Caruana - Visual Artist
Jeremy Vella - Assistant Director Department or Creative Production
Jessica Zammit - Graphic Design
Johann Agius - Marketing Professional and Artist
John Vassallo - Actor
Josef Florian Micallef - Arts Lecturer
Joseph Caruana - Designer
Joseph Micallef - Actor
Josue Formosa - Theatre Practitioner, Director and Writer
Julia Daniel - Art Student
Julia Miller - Musician
Julian Carter - Musician
Karl Hili - Freelance Videographer
Karl Vella Bamber - Graphic Designer, Illustrator, Visual Artist
Kathleen Flask - Artist, Illustrator and Animator (Student)
Kay D.F. - Digital Artist
Kaylie Magri - Freelancer in theatre / film
Kelly Peplow - Freelance Creative
Kenneth Scicluna - Lecturer, Filmmaker
Kieran Farrugia - Student
Kim Bajada - Makeup Artist
Koi Cutajar - Creative
Kurt Schembri Farrugia - Actor
Kyle Scicluna - Theatre/Performing Arts
Kyle Xuereb - Animator and Illustrator
Lana Berty Siteri - Animation
Lara Calleja - Author

Larissa Bonaci - Producer / Actress
Laura Galea - Videographer
Leah Grech - Actor
Lee Gatt - Content Creator
Louisann Borg - Art Graduate
Luca Mulè Stagno - Writer, Videographer
Luca Spiteri Monsigneur - Game Design and Sound Design
Luciano Calitri - Architecture, photography, graphic design
Luke Ellul - Architecture Student, Musician, Graphic Designer, Events Organizer
Maia De Gabriele - Filmmaker
Margherita Borg Buhagiar - Dance Subcommittee within MEIA
Maria Eileen Fsadni - Curator, Gallery Manager, Writer, Cultural Advisor
Maria Grech - Artist
Maria Laura Vella Clark - Actor & presenter
Maria Rosa Thornhill - Production Designer
Maria Somers - Performing Artist
Mariah Sapiano - Dancer
Marie Haridy - Media Student
Mario Abela - Senior Lecturer in Interactive Media & Visual Artist
Mark Abela - Musician
Mark Anthony Bellizzi - Crew (PA) & Cast
Mark Scerri - Game Design
Mark Scicluna - Illustration
Martha A. Sacco - Digital & Traditional Artist
Martin Bonnici - Director
Martina Camilleri - Electronic Music Artist and Socials Arts Practitioner
Mary Mallia - Writing
Matt Saunders - Director/Audio Creative Artist
Matteo Depares - Music Producer
Matthew Cardona - Artist
Matthew Debono - Camera Department
Matthew Maggi - Directing
Matthew Schembri - Artist and Author
Max-Imre Mikovic - Broadcast engineer
Maxime Durand - Filmmaker / Crowd Marshal, Assistant Director, Prop Master
Maya Pollacco - Creative
Michelle Gialanze - Artist
Michelle Gruppetta - 3D Animation
Mikahel Farrugia Mizzi - Art Teacher
Mike Parish - Actor
Mike Parish - Actor
Mike West - Actor
Miles Borg - Artist
Millie Anne Shoobert - Art student
Myles Azzopardi - Creative Director
Nanette Brimmer - Actor/Director/Producer
Neil Zammit - Head of Animation
Nicholai Sammut - Arts Student

Nick Ebejer - Costume
Nicola Abela Garrett - Actor
Nicole Debono - Visual Artist
Nicole Micallef - Graphic Design
Nikolas Camilleri - Actor/Singer
Nina Musumeci - Photographer / Videographer
Peter John Cutajar - Film-maker / Sound Designer
Petya Zasheva - Artist
Phyllis Camilleri - Amateur Creative
Pierre Zammit - Fine Arts BA Student
Rachel Ciappara Guerreiro - Props and Costumes
Rebecca Cremona - Filmmaker
Rebecca Galea - Creative worker
Rebecca Zammit - Multidisciplinary Artist
Rita Saliba - Author
Robert Attard - Visual Artist
Robert Azzopardi - Sound Department
Ryan Gatt - Film Production
Samwel Mallia - Graphic Design/Illustration/Animation/Music
Sandra Grima - Artist
Sarah Micallef - Artist
Sarah Portelli - Costume
Serhat Gur - Sculptor
Sharon Micallef - Actress
Shawn James - Events Organiser
Silvio Micallef - 2D Digital Artist
Simon Cutajar - Video Game Programmer
Simone Ellul - Theatre Practitioner
Simone Spiteri - Actor
Stefanie Weenink - Artist
Steffi Venturi - Illustrator
Stephanie Sant - Filmmaker and Singer-Songwriter
Stephen Dullaghan - Director
Susanne Persson - Artist
Tezara Saliba - Actress/Singer/Content Creator
Timea Pisani - Journalism Student
Travis Camilleri - Camera Operator
Tristan Spiteri - Art Student
Tyrone Grima - Theatre
Ulrika Hirth - Artist
Vee Logan - Illustrator
Victor De Bono - Actor
Victoria Gatt - Graphic Designer / Illustrator
Vincianne Scerri - Artist