



Product Profile

Media Companies

We understand the media market and have been providing Professional Indemnity solutions for a broad range of media companies for many years: from public relations consultants to publishers and design agencies. We have developed a bespoke media product written on a civil liability form which automatically provides mitigation of loss protection and recognises the diverse range of activities that media companies may be involved in.

Cover Summary

Our civil liability coverage means that if a claim is made by a third party because of your professional services, and we have not excluded it, it is covered.

Our "Civil Liability" basis of cover includes

- Wrongful Act, error or omission
- Misstatement, misleading statement
- Breach of confidentiality
- Unintentional breach of contract

Defence Costs in addition to Policy Limits (policy retention is not applicable to defence costs)

Fraud and Dishonesty

Unintentional Infringement of intellectual property rights

Defamation

Worldwide territorial limits excluding North America (North American cover optionally available)

Cover is on a "claims made" basis

Cover Extensions

Mitigation of loss

Court attendance costs

Lost documents – up to £100,000

Main Exclusions

USA/Canada jurisdiction

Patents & trade secrets

Over redemption

Cover Options

USA/Canada jurisdiction

Limits

Any One Claim limit

Limits to £15 million

Primary and excess layers available

Target Market

Any media related firm including publishers, market research companies, design agencies, advertising agencies and PR agencies

Underwriting Information

For primary cover:

AIG Media Proposal Form or suitable alternative

Claims experience, including full details of all paid and outstanding matters

For excess layers:

Details of primary insurer and terms applied

Underlying policy wording

This product profile is intended as a guide only. Scope and terms are subject to the terms and conditions of the policy

Product Profile

Media Companies

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Tel: 02890 726002

Birmingham
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Bristol
Ten Victoria Street
Bristol BS1 6BN
Tel: 0117 329 1065

Chelmsford
Victoria House
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Chelmsford, Essex CM1 1JR
Tel: 01245 707 400

Croydon
2-8 Altyre Road, Croydon
Surrey CR9 2LG
Tel: 020 8681 2556

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Centenary House
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Tel: 0141 303 4400

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5th Floor Gallery House
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Leeds LS1 5RD
Tel: 0113 242 1177

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Manchester M3 3NW
Tel: 0161 832 8521

Newcastle
Suite 442, 4th Floor,
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38 Collingwood Street
Newcastle upon Tyne NE1 1JF
Tel: 0191 206 4091

Reading
Soane Point, 6-8 Market Pl
Reading RG1 2EF
Tel: 0118 964 2600

Features, benefits and sales pointers

Industry expertise

Our underwriting and claims expertise is particularly important in the media sector with its wide range of businesses. We often fine tune and tailor our policy wordings to meet our clients' cover requirements – from publishers' libel and slander cover to PR companies' event management exposures.

Intellectual property

Accidentally infringing someone else's intellectual property is a real exposure for media companies, particularly those involved in advertising. Our policy covers unintentional infringements of any intellectual property rights, excluding patents and trade secrets.

Claims expertise

PI claims in particular can be demanding and stressful experiences for a company. The policy is underpinned by the skill, expertise and reassurance provided by our specialist PI claims teams located in London and Manchester.

Worldwide expertise

Some media companies have achieved global reach through their online capabilities. Whilst this can increase the business's revenue it also means that claims for professional negligence can now come from anywhere in the world. AIG have international claims capabilities, especially in the USA which is a key (and very litigious) market for many media companies.

Sensitive to ongoing relationships

We understand the importance of our clients' business relationships with possible claimants and the need to settle disputes rapidly and sensitively – particularly in a challenging economic climate. Our claims team works closely with our clients, minimising potential disruption and ensuring wherever possible that we protect our client's financial interests and professional reputation.

Defence costs in addition to the policy limit

Through no fault of their own, companies could be at the wrong end of unfounded allegations that can still be time consuming, stressful and expensive to defend. Our policy provides defence costs in addition to the limit of indemnity giving added peace of mind to our clients.

Defamation

Our policy provides cover for unintentional libel or slander committed by the insured and our experience has shown that clients are more likely to sue now than ever before. Any comments made about competitors or clients are generally open to more scrutiny and if they are incorrect, a claim may follow as financial loss and reputational damage may be suffered as a result.

Loss mitigation

Sometimes a client may realise they have made a mistake before a formal claim has been received and providing we have given our consent and that the costs incurred would reduce the amount of a claim covered by the policy, we will cover the clients' costs of taking the necessary steps to remedy the situation. Resolving a potential problem in this way before it becomes a claim could benefit our client, their claims history and their reputation.



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