



Media Industry Practice

Chubb has been offering comprehensive media insurance solutions to our clients for many years. Our Media Industry Practice is designed for middle market and multinational media business. It brings together Chubb's specialist capabilities in underwriting, claims management and multinational servicing into one client-focused media proposition.

✓ Key differentiators

- An award-winning claims team, which includes:
 - media claims specialists
 - a bespoke media legal panel, including dedicated media law firms, loss adjusters and claims handlers
 - 24-hour helpline or claim notifications
 - specialist media liability
 - cyber claims adjusters
- A global network of 500 risk engineers, Chubb has been providing risk management, loss mitigation and prevention services to our clients worldwide for many years.
- Experienced and dedicated underwriters.
- Bespoke products designed for the media sector, including professional indemnity and cyber combined and masterpackage for media clients.

🛡️ Who we insure

- Advertising agents
- Marketing and digital marketing consultants
- Market research
- Graphic design
- Public relations
- Brand development and corporate identity consultants
- Newspapers, magazines and periodicals
- Radio and television
- Sound recording studios
- Book publishing

Chubb solutions

Our media insurance offering can provide the following coverages:

- Professional indemnity
- Cyber
- Property damage
- Business interruption
- Terrorism in Great Britain
- Employers' liability
- Public and products liability
- Legal expenses
- Employee crime
- Cancellation of event
- Marine cargo
- Kidnap and extortion expenses

MasterPackage™ for Media Companies

We understand the growing challenges that are faced by many media industry companies from issues surrounding ever changing privacy laws to the more traditional risks of defamation and intellectual property infringement, or whether it's protecting the assets that are invaluable to their business. Our bespoke media offering can help Media organisations mitigate the risks they face, leaving them free to do what they do best.



Cases we have written

Risk description	Insurance written	Premium amount	The Chubb difference
Mobile Marketing (high impact solutions for brands, publishers and content creators)	• Professional Indemnity • Cyber • PD/BI • Casualty	£30,000	• Multinational expertise • MN capability at affordable pricing • Ability to write all lines in local coverage
Record Company	• PD/BI • Casualty	£60,000	• Ability to quote and bind within 48 hours • Industry knowledge • Risk engineering support
Esports Event Organiser	• Professional Indemnity • Cyber • PD/BI • Casualty	£500,000	• Ability to write all lines across multiple international territories • Industry Knowledge • Ability to offer separate PI and Cyber lines • Multinational expertise • Risk engineering support
Digital Marketing and Comms (PR / Corporate comms/ Reputation management/ media buying)	• Professional Indemnity • Cyber • PD/BI • Casualty	£60,000	• WW/ WW PI as standard • No listed business activities • Multinational expertise • Ability to offer all lines and turn around within 24 hours.

Claims excellence

Chubb's specialist claims teams understand these unique pressures and provide tailored solutions, guiding clients through the complexities of each claim. By partnering with Chubb, media companies benefit from personalised support, rapid communication, and access to specialist resources, including a dedicated media helpline staffed by lawyers. Our commitment to effective claims management helps clients resolve disputes efficiently, maintain business continuity, and protect their reputation in a dynamic and highly visible industry.



Claims scenarios

£5.0 million – A media company faced over £6m in customer claims after a cyber extortion attack compromised confidential printed materials that were no longer usable. Chubb provided cyber incident response support, breach counsel, IT forensics, public relations and ransom negotiation support. The insured was able to restore operations and Chubb agreed to pay the full limit of indemnity available under the policy.

£4.4 million – A hospitality business received a copyright infringement claim alleging that a substantial body of creative content had continued to be used after the relationship ended, with materials reproduced across digital channels. Chubb introduced the insured to specialist legal advisers with experience in media liability and intellectual property disputes. The claim was resolved and Chubb paid the defence costs and the settlement amount under the policy.

£2.0 million – An advertising agency created a major digital campaign, after which a photographer alleged that a campaign image had been used beyond the scope of the licence. Chubb's specialist claims team worked with the insured and its legal advisers. As a result, the disputed image was replaced for the campaign, and a commercial settlement was agreed with the rights holder.

These scenarios are illustrative scenarios provided for general information only. Coverage will depend on the facts and circumstances of each claim and the applicable policy terms, conditions, exclusions and limits.

Why Chubb?

Flexibility:

- ✓ Cover that adapts to your size and direction
- ✓ Industry specific, customisable, scalable package solutions
- ✓ Broad cover across many industries

Reliability:

- ✓ World-class claims service
- ✓ Not afraid of complexity
- ✓ A leader in insurance

Expertise:

- ✓ Specialists in underwriting, claims and risk who live your industry
- ✓ Operations in 54 countries who understand your specific needs

Web links

- [Technology webpage](#)
- [Claims webpage](#)
- [Insights webpage](#)

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Chubb European Group SE (CEG). Operating in the UK through a branch based at 40 Leadenhall Street, London EC3A 2BJ. Risks falling within the European Economic Area are underwritten by CEG which is governed by the provisions of the French insurance code. Registered company number: 450 327 374 RCS Nanterre. Registered office: La Tour Carpe Diem, 31 Place des Corolles, Esplanade Nord, 92400 Courbevoie, France. Fully paid share capital of €896,176,662.