

CHUBB®

# Media Industry Practice





# Experts in Media

We have been offering comprehensive media insurance solutions to our clients for many years.

Now part of a new Industry Practice, you and your clients can benefit from a dedicated team who specialise in media.

This latest addition to the existing suite of Industry Practices is aimed at middle market and multinational businesses and brings together Chubb's specialist capabilities in underwriting, claims management and multinational servicing into one client-focused media proposition.





# |Experts in Media

## Summary highlights



**Experienced and empowered underwriters**

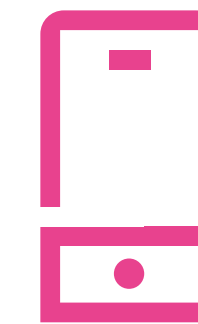


**Specialist risk engineers** covering all aspects of the risks faced by media clients



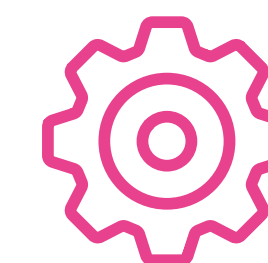
**Media claims teams:**

- Expert claims handlers
- 24 hour helpline for claim notifications
- Specialist media liability and cyber claims adjusters
- Dedicated media law firms as part of our legal panel



**Value added services:**

- Free media legal advice service
- Travel Smart app for advice and support for travelling employees
- [Cyber alert app](#)
- [Personal cyber risk dashboard](#)
- [Password management solutions](#)



**Bespoke products designed for the media sector:**

- Professional indemnity and cyber combined
- Masterpackage for media clients - a comprehensive package product designed to meet your clients main insurance needs



Contact one of our media experts

# |Experts in Media

## Multiline capabilities

Our bespoke media offering can help you to mitigate against the risks you face, leaving you free to do what you do best.

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 your business.

### Core coverages

Coverage	Coverage
Media Liability	<ul style="list-style-type: none"><li>• Defamation</li><li>• Intellectual property rights</li><li>• Breach of privacy</li><li>• Breach of confidentiality</li><li>• Dishonesty of employee</li><li>• Loss of documents</li><li>• Subpoena costs</li><li>• Mitigation expenses such as reshoot/rectification costs</li><li>• Breach of advertising codes</li><li>• Retraction demands/withdrawal costs</li><li>• Confidential sources</li></ul>
Cyber	Cyber ERM v2, which includes our <a href="#">latest cyber coverage</a>
Property & Casualty	Our latest <a href="#">Masterpackage offering</a>
Legal expenses	Options to purchase limits of £250,000 or £500,000

Note: PA and Travel, Directors and Officers, EPL & PTL, Kidnap and Extortion products are included in the proposition.





# Our appetite

## We like to insure

Our Industry Practice covers all segments of the media market including: advertising, broadcasting, film and TV and publishing. We can provide a solution that meets your needs.

Businesses we like to insure include but are not limited to:

- 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





# Our service - Risk Engineering

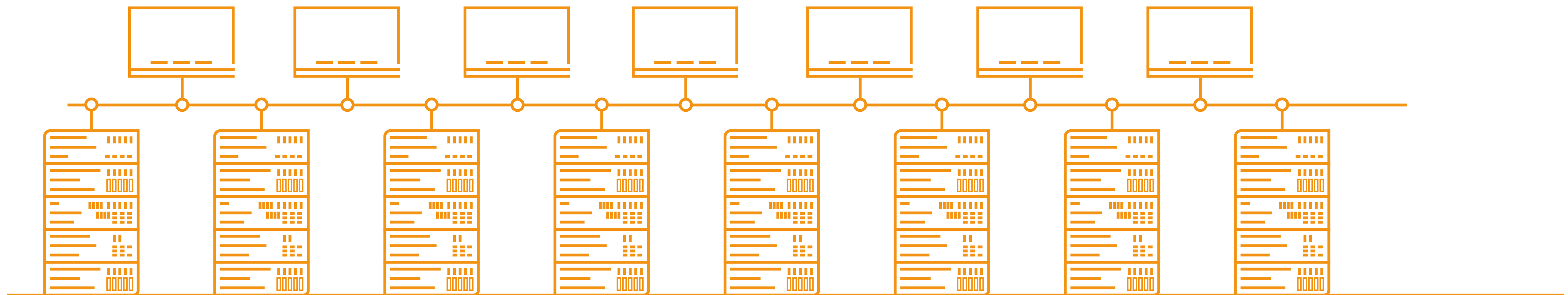
With a global network of 550 risk engineers, Chubb has been providing risk management, loss mitigation and prevention services to our clients around the world for many years.

Increasing globalisation, new business models, changing technology and evolving risk management philosophies – as your client faces these challenges, we customise our approach to craft pragmatic solutions to address such issues.

We have marketing leading risk engineers with expertise in cyber and business continuity as well as in property and casualty. Our dedicated team will work with both you and your client to gain a deep understanding of their exposures and will work together in a collaborative way.



# |Our service - Risk Engineering



## Our Risk Evaluation

- Our risk engineers engage directly with clients to gain a deep understanding of the risk and exposures
- We offer the flexibility for engagements to occur either pre-bind or on-risk
- Clients receive risk recommendations that include guidance on how they can improve overall cyber risk management profile
- Direct technical training is available to clients and brokers



# Our service - Chubb's three core Risk Engineering services



## Risk Evaluation

We gather and verify data on the client's business to fully understand the threats, controls and potential impact of losses; from the regulatory environment through to business interruption.

We do this primarily with onsite surveys, which we can provide pre-bind, at renewal, or even mid-term if the client's exposures change.

If an onsite survey isn't practical for the client we can complete a telephone interview or desktop study.



## Risk Management

We work with clients to reduce exposures, improve risk controls and tackle claim activity, where necessary, by recommending risk improvements.



## Risk Partnership

We provide additional services to meet identified client needs and can provide advice, education and training in specific areas of the business. These services help to complete Chubb's holistic cyber risk management solution.





# | Our service - Claims offering

Our Media Industry Practice is supported by our award winning claims team who is made up of media claims specialists, a bespoke media legal panel and expert loss adjusters.

Our claims ethos is to focus on the particular needs of each client. We understand the importance of timely and effective settlements of each claim. We appreciate that how we handle claims is the acid test of what we do.



# |Our service - Claims offering

We are proud of the service offered by our claims teams and we strive to provide an honourable and ethical service and to process claims both efficiently and effectively.

## The client benefits:

- ✓ Expert claims adjuster and handlers including specialists in media liability, cyber, property and casualty coverages
- ✓ We deliver the very best solution for every situation
- ✓ We communicate with our client at every stage of the claims journey
- ✓ 24 hour claims helpline
- ✓ Email claims reporting
- ✓ Our staff are empowered to make decisions
- ✓ We appoint the right experts worldwide for each situation
- ✓ Our Management information enables clients to form an accurate picture of losses, understand trends and plan for improvement



Cyber claims case studies



# | Our global reach

We recognise that when operating in multiple territories with differing regulatory environments and languages, you need a solution that is truly global.



# |Our global reach

As the largest Property & Casualty insurer in the world, our operating capital of **\$63.9 billion** reflects our capacity to support and take on risk for our clients.





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