



## Multimedia Professional Liability

The modern “media” company operates within an environment that generates diverse professional liability exposures. In response AIG Australia has developed a tailored multimedia insurance solution and underwrites all of the activities of such companies, whatever the medium of publication and including non-defamation professional liability exposures.

### Policy Features

- Broad definition of insured that includes temporary contract labour, self-employed persons, and labour-only sub-contractors acting under the direction and direct supervision of the policyholder
- Automatic cover for subsidiaries
- Worldwide territorial cover
- Continuity of cover

### Key Exposures

- For television and radio broadcasting the exposures can range from infringement of copyright to defamation. These claims can be significant both in terms of potential settlement amounts and considerable defence costs due to the often complex nature of the claim
- Publishers are also susceptible to claims arising from defamation and infringement of copyright, but also carry exposures relating to factual errors in published materials. The defence costs in these cases are similarly sizeable due to the often high profile nature of the claimant
- Printers have a significant exposure relating to the timeliness and accuracy of printed material
- Advertising agents or public relations companies can attract claims for defamation, errors in printing, breach of copyright and even misleading or inaccurate statements in publications for clients. All of these exposures have the potential to cause the media company significant financial damage.





### Covers

- Civil liability
- Misleading or deceptive conduct (including under the Trade Practices Act 1974, Corporations Act 2001, ASIC Act 2001 or similar provisions in the States' Fair Trading Acts)
- Intellectual property (including breach of copyright)
- Defamation
- Fraud or dishonesty of principals, partners, directors or employees (including theft of third party money or securities)
- Loss of documents cover up to the limit of liability
- Defence costs

### Standard Extensions

- Court attendance costs
- 30 day extended reporting period
- Property cover for lost documents – no breach of duty required (sublimited to \$250,000)
- Previous business name
- Quasi judicial costs (sublimited to \$100,000)
- Joint ventures
- Vicarious liability
- BusinessGuard Advisory Panel (providing limited free advice on matters which are relevant to the cover provided under this policy)

### Optional Extensions

- Employment practices liability (covering claims by employees made against the policyholder, or any principal, partner, director or employee)
- Fidelity (covering financial loss of the policyholder as a result of fraudulent or dishonest acts committed by an employee)

### Underwriting Information

- AIG Australia professional liability proposal form
- Full claims experience, including full details of all paid and outstanding matters
- Start up operations will require resumés for all principals, partners or directors and details of their past claims experience

### Target Market

- Broadcasters, publishers, producers (including television, cable, satellite, radio, mobile phone, print and internet), advertising agencies, marketing agencies and printing companies
- Any firm that can demonstrate a positive approach to risk management

### AIG Australia

American International Group, Inc. (AIG), world leaders in insurance and financial services, is the leading international insurance organisation with operations in more than 130 countries and jurisdictions. AIG companies serve commercial, institutional and individual customers through the most extensive worldwide property-casualty and life insurance networks of any insurer. In addition, AIG companies are leading providers of retirement services, financial services and asset management around the world. AIG's common stock is listed in the U.S. on the New York Stock Exchange as well as the stock exchanges in Ireland and Tokyo.



<b>Sydney</b>	<i>Head Office:</i> Citigroup Centre Level 19, 2 Park Street Sydney NSW 2000 Telephone (02) 9240 1711 Facsimile (02) 9240 1722
<b>Melbourne</b>	549 St Kilda Road Melbourne VIC 3004 GPO Box 4363 Melbourne VIC 3001 Telephone (03) 9522 4000 Facsimile (03) 9522 4645
<b>Brisbane</b>	Level 32, 10 Eagle Street Brisbane QLD 4000 GPO Box 3105 Brisbane QLD 4001 Telephone (07) 3220 0700 Facsimile (07) 3220 0441
<b>Perth</b>	77 St George's Terrace Perth WA 6000 PO Box Z5417 Perth St George's Terrace WA 6831 Telephone (08) 9421 3300 Facsimile (08) 9218 9434