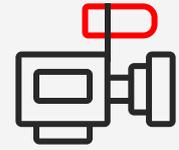


Why Hiscox for the Marketing, Media & Creative sector?



If your clients work in the marketing, media or creative industries, we've got them covered. From TV, film and advertising production companies to publishers, broadcasters, influencers, advertising or marketing agencies, PR agencies and designers, we understand these businesses and offer a wide range of insurance products to protect against potential risks.



30+ years of evolution

In a market of newcomers, we bring three decades of unmatched expertise. From influencer and public figure protection to the changing landscape of TV production, we've seen it all - and can accommodate even the weird and wonderful.



Rapid, confident claims handling

When deadlines are tight, speed matters. Direct access to our in-house, media specialist lawyers ensure swift advice and rapid resolution - keeping your clients on schedule and with their commercial relationships intact.



We fight where others may fold

We stand firmly by our clients - defending their reputation, integrity and freedom to publish, even when others choose to settle.



Specific entertainment & media covers

Advertising Agencies Indemnity (AAI) and Commercial Producers Indemnity (CPI) Insurance covers costs due to interruption or postponement of filming and cover for death or disgrace of celebrities in advertising campaigns.



We know our sectors in depth - come and speak to us about what these trends mean for your clients and how Hiscox can help.

01 Increasing prevalence of generative AI

Generative AI is becoming a mainstay in this sector - now widely used for content creation, copywriting and design.

02 Digital evolution

Claims are evolving due to the sector's shift to digital advertising and influencer campaigns and away from traditional media, as well as a shift to short form digital content from traditional linear broadcast.

03 AI transformation

AI provides tools to help create innovative content, while reducing the time taken to do so. However, use of AI increases legal risks. Use of AI may risk the disclosure of confidential and proprietary information, and content produced by AI may infringe the rights of a third party. As GenAI tools become part of everyday business, copyright law is struggling to keep pace. This leaves insureds exposed to risks they may not fully understand, from accidental infringement to disputes over ownership.

We are **there for your clients** when it matters most

An agency made a mistake with the budgeting of a social media campaign and inadvertently spent double the budget in the first three weeks of the campaign. To avoid a claim from their client, we paid for the overspend and the missing funds to fulfil the remaining weeks of the campaign. When the insured told the client what had happened, they could also confirm a solution had been provided preserving their commercial relationship with their client. Please speak to your local underwriter for further information.



Marketing, Media & Creative sector appetite overview



We have a broad appetite for businesses in this sector. Our experience and expertise in the marketing, media and creative sectors means we understand the covers your clients are likely to need and can combine the most suitable cover combination under one policy.

Package or speciality covers available

- **TV Film & Production Package:** policy available for production companies making TV and Film content
- **Advertising Agents:** Advertising Agents Indemnity, Commercial Producers Indemnity, Advertisers Wrap Indemnity, Celebrity Death & Disgrace Indemnity: available for Advertising Agencies, Commercial Film Production companies and Advertiser clients
- **TV & Film Producers Errors & Omissions:** both production-specific and annual: available for production companies making TV and Film content

	 Core appetite (Risks we love)	 Broader appetite (Risks we like)	 Edge of appetite (Risks we'll try our best to find a way)
Professional Indemnity	<ul style="list-style-type: none"> • Advertising and marketing agencies • Commercial film production companies • Publishers: from trade press, book publishers to local newspapers • Broadcasters: from national TV channels, streaming channels to local radio 	<ul style="list-style-type: none"> • Podcasters, authors and self-publishers • Influencers and vloggers • Film and TV distributors • Music publishers, record labels • Individual artists or bands 	<ul style="list-style-type: none"> • News photographers or paparazzi • Programmatic or real-time bidding platforms
Property & Casualty	Advertising agencies, marketing agencies, production companies and publishers	Photographers	Broadcaster and equipment hirers
Cyber & Data	We can insure most business types in this sector		
Management Liability Portfolio	We can insure most business types in this sector		
Other covers	<ul style="list-style-type: none"> • Personal Accident: if your clients hold casualty cover with us, personal accident cover can extend protection to their employees • Terrorism: available to clients who buy any property cover • Legal Protection: available to clients who buy any other cover 		



Want to know more?

Whether you've got an individual policy or a scheme opportunity for large groups of customers with shared needs, we'll be able to cater for you - whether that's through our regional offices, e-trade, or bespoke schemes.

Visit our website: hiscox.co.uk/broker/commercial-insurance/media

Or contact our team: hiscox.co.uk/broker/contact/meet-media-and-entertainment-team