



**Product name: Professional Indemnity - Media**

## Target Market statements and Fair Value Assessment

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This document has been designed to support distributors in understanding the target markets for our products. Distributors should consider this information when deciding whether the product is suitable for their clients. It is important to be aware that underwriting and risk acceptance criteria will be applied during the quote process, this may result in some customers within the target market not being eligible for a quote.

### Important product information

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Full information on product features and significant exclusions can be found in the Policy Summary and Policy Wording documents which should be read in conjunction with the Policy or Quote Schedule.

### Customer needs and objectives

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Customers require insurance in order to protect their business from claims against them for breach of contract, defamation, infringement of intellectual property rights, negligence, breach of confidence or invasion of privacy arising out of their professional services they provide for clients. These losses could potentially put these customers out of business therefore they look to an insurance policy to offset the cost of these and protect their balance sheet.

### Product design

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Following the latest product review and fair value assessment the product has been approved as providing the expected value to customers. The metrics and other insight reviewed suggest the product is understood and well utilised by customers. For information on the key benefits and any notable exclusions please see the relevant policy summary, or contact your local Hiscox underwriter.

### Eligibility

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- Policyholder should be SME or mid-market business, based in the United Kingdom.
- Policyholder should not have had insurance previously refused, declined or cancelled.

### Target market

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Media professional indemnity insurance is a commercial product designed for businesses operating in the media industry such as broadcasters and publishers including individuals, freelancers, micro SMEs, SMEs, large UK-based entities and global businesses

### Non-target market

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This product is not designed for the traditional healthcare professions such as doctors, nurses or surgeons, hospitals or surgical clinics.

### Recommended distribution strategy

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This product is not designed to support customers who are not running a commercial enterprise in the media and creative industry. It is not designed for social media networks, Publicly-accessible AI platforms and risks where insured is domiciled in non-licenced or sanctioned territories..



**Fair value assessment**

Date of last fair value assessment: March 2026

Expected date of next assessment: within 12 months of the original date

As a result of our fair value assessment, we have concluded our media professional indemnity product is providing the expected value to customers.

1. The product is compatible with the needs of the target market.
2. The distribution and remuneration strategy remains appropriate, we are not aware of any distribution and remuneration arrangements having a detrimental effect on the overall value of the product.
3. The quality of the service provides the expected value.

**When completing our fair value assessments, we consider all information that is available and relevant including information provided by our distributors. We also continually monitor key metrics throughout the year to give us ongoing assurance that products are providing the value expected. Where information is outside of our tolerance levels, we may review the product outside of the scheduled timeline.**

Assessment	Indicators and measures	Assessment
Product overview	<ul style="list-style-type: none"> <li>• Product summary.</li> <li>• Target market.</li> <li>• Vulnerable customers.</li> <li>• Competitor analysis/external benchmarking.</li> <li>• Product research.</li> </ul>	<p>We have completed a review of the Product metrics including loss ratio, claims frequency and declinatures and can confirm there are no value concerns.</p> <p>An assessment of the remuneration and distribution arrangements has been carried out and there have been no value concerns highlighted.</p> <p>The service key indicators are continually assessed.</p> <p>The metrics assessed for this product demonstrate that the product offers value and that there is a good level of customer understanding. All the metrics assessed are within the range expected to show the benefits of the covers purchased.</p>
Product design/performance	<ul style="list-style-type: none"> <li>• Average premium.</li> <li>• Persistency.</li> <li>• Claims analysis.</li> <li>• Tenure.</li> <li>• Price walking.</li> </ul>	
Remuneration and distribution arrangements	<ul style="list-style-type: none"> <li>• Distribution chain.</li> <li>• Distribution strategy.</li> <li>• Commission, fees and any other remuneration arrangements.</li> <li>• Add-ons.</li> <li>• Premium finance.</li> </ul>	
Service	<ul style="list-style-type: none"> <li>• Key indicators.</li> <li>• Complaints analysis + RCA.</li> <li>• Training.</li> </ul>	