

Financial Lines **Media Liability**

The media landscape has changed dramatically in recent years and continues to evolve. Content is everywhere, always available and information moves faster than ever. With so much uncertainty related to different mediums of expression, it's critical to have an insurance company on your side; a company that can tailor creative solutions for liability arising out of even the most challenging content. At QBE, our innovative, experienced team works hard to get to know your situation so we can say "yes" when others might say "no."

Media Liability

Our simplified policies offer the following key coverage features:

- Media liability – occurrence and claims made options:
 - All risk policy, including coverage for allegations of copyright or trademark infringement, defamation, false light, invasion of privacy, and misappropriation of name or likeness
 - No insured v. insured exclusion, allowing claims for internal copyright ownership disputes
 - Negligent publication or contextual E&O coverage, including carve-backs for body injury/property damage
 - Broad carve-backs to the contractual exclusion, including failure to provide credit and misappropriation of ideas under implied contract
 - Automatic advertising content coverage, including related social media usage
 - Coverage for costs associated with prosecuting a copyright or trademark declaratory relief action
 - Affirmative coverage for fair use available
 - Retraction/correction control retained by insured
 - No penalty for refusal to reveal source or documents
- Insured has settlement authority up to 100% of retention
- Reporting requirement limited to knowledge by senior management
- No hammer clause

QBE is a global insurance leader

focused on helping customers solve unique risks, so you can focus on what matters most.



Over **13,000** employees
located in **26** countries



AA- | **AA-** | **A** (Excellent)
Standard & Poor's | Fitch | A.M. Best*



Forbes Global 2000
list of public companies

- Full worldwide coverage – wrongful acts anywhere, claims brought anywhere
- Non-cancelable by QBE except for non-payment of premium
- Non-rescindable policy
- Final, non-appealable adjudication – conduct exclusion
- Policy exclusions = full severability
- 100% defense cost allocation – includes both covered and uncovered matters
- Automatic acquisition coverage – no threshold, no limited time period

Policy construction

- GTC – General terms & conditions
- Errors & omissions liability
 - Miscellaneous E&O
 - Technology E&O
 - Media liability
- Cyber liability

Claims

- In-house, dedicated Media Claims Practice Leader with product expertise, industry specialization, and a commitment to superior service pre-loss and post-loss
- Exclusive legal panel provides clients with the highest quality legal advice with expertise in various media liability issues, including first amendment and intellectual property law
- Easy claim reporting at qbe.com/us/professional-liability

Underwriting appetite

QBE focuses on creating solutions for our clients through a detailed underwriting appetite with no limit on size of risk.

Target classes (<\$250M annual revenue)

- Radio and television broadcasters/cable or internet channels
- Podcasts
- Newspapers (print and digital)
- Personal appearances
- Book and magazine publishers (print and digital)
- Video and TV/film productions (<\$100M budget), including documentaries
- Library acquisition and development and film/video distributors
- Advertising agencies

Excess/selective

- Music (artists and bands)
- Production budgets >\$100M
- Revenues/ad budget >\$250M

Non-target classes

- Adult entertainment publishers and distributors
- In-house advertisers
- Music publishers and distributors
- Shock jocks

Financial Lines

- QBE's products are designed to be readily adaptable to emerging business trends. Its General Terms and Conditions section is uniform for all coverage parts.
- Underwriters average 20 years in the Financial Lines space with industry specialization to help tailor policies that are right for each client.
- Find out more about QBE Financial Lines and find our forms at qbe.com/us/professional-liability.

For more information, please contact one of these QBE representatives:

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