



# Advertising Agents Indemnity Insurance (Media Production Insurance)

**From talent no-shows to props stuck on the road, advertising productions can be disrupted in unexpected ways. Advertising Agents Indemnity insurance covers the financial impact of delays, cancellations or abandonments that are outside the agency's control, helping to keep campaigns on track no matter what happens.**

## Scenario

*The production crew, the cast, and an army of extras are all on set and ready to film, but a flight delay means the star of the show won't be joining them for some time. Tokio Marine HCC's Advertising Agents Indemnity insurance can cover the additional production costs generated from an unforeseeable incident such as this that directly impacts the filming or transmission of an advertising campaign.*

## Coverage

Our Advertising Agents Indemnity insurance covers the direct financial loss suffered because the production, transmission or publication of an advertisement is interrupted, postponed, cancelled or abandoned for a reason that is outside of the policyholder's control. This will typically constitute:

- Non-appearance of talent
- Delay of a specialist prop arriving at a filming location
- Damage to media when in the policyholder's care, custody and control; or
- The death or disgrace of artists (non-celebrities) during the transmission period of an advertisement.

## Who buys it?

Advertising agencies.

Advertising Agents Indemnity – ensuring the non-appearance of talent or equipment doesn't mean the end of the road for a production.

## Claims expertise

Our approach to claims at Tokio Marine HCC Specialty is measured, reassuring and efficient. We have a dedicated and experienced claims team who focus exclusively on Production and Contingency claims. We pride ourselves on being approachable and fair and we assess claims with competency, urgency and above all, empathy.

Our claims professionals go above and beyond on behalf of our clients. We are used to dealing with the unexpected and – alongside our panel of highly experienced loss adjusters, experts in the film, television and advertising production market – we ensure our clients receive the first-rate claims service that sets us apart.

## Tokio Marine HCC's insurance companies are highly rated\*



## About Tokio Marine HCC

Tokio Marine HCC is a leading specialty insurance group conducting business in approximately 180 countries and underwriting more than 100 classes of specialty insurance. Headquartered in Houston, Texas, the company comprises of highly entrepreneurial teams equipped to underwrite special situations, companies and individuals, acting independently to deliver effective solutions. Our products and capabilities set the standard for the industry, as many of our employees are industry-leading experts.

More information about our financial strength here:



[tmhcc.com/en/about-us](https://tmhcc.com/en/about-us) →

## Contact us

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Tokio Marine HCC International

## A member of the Tokio Marine HCC group of companies

Tokio Marine HCC is a trading name of HCC International Insurance Company plc (HCCII), and Tokio Marine Europe S.A. (TME), members of the Tokio Marine HCC Group of Companies.

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The policyholder will always be informed of which insurer in our group will underwrite the policy according to jurisdiction. Not all coverages or products may be available in all jurisdictions. The description of coverage in these pages is for information purposes only. Actual coverages will vary based on local law requirements and the terms and conditions of the policy issued. The information described herein does not amend, or otherwise affect, the terms and conditions of any insurance policy issued by Tokio Marine HCC Group of Companies. In the event that a policy is inconsistent with the information described herein, the language of the policy will take precedence.