



AIG Asia Pacific Insurance Pte. Ltd.  
 AIG Building, 78 Shenton Way #09-16 Singapore 079120  
 Co. Reg. No. 201009404M

Notice: Statement pursuant to Section 25(5) of the Insurance Act (Cap 142) or any amendments thereof; You are to disclose in this application, fully and faithfully, all the facts which you know or ought to know, otherwise the policy issued may be void and you may receive nothing from this policy.



## MultiMedia Professional Liability Proposal Form

### I. APPLICANT DETAILS

Name of Insured:	
Address(es):	
Web Site Address:	
Establishment Date: (If less than 2 years, please provide business plan)	

### II. BUSINESS ACTIVITIES

2. Please state the following details:

Number of Partners/Directors/Principals: \_\_\_\_\_

Number of Professional Employees: \_\_\_\_\_

Number of Other Technical Staff: \_\_\_\_\_

Number of Trainee Staff: \_\_\_\_\_

Number of Non-Technical Staff (i.e. administration, clerical, typists etc.): \_\_\_\_\_

3. Please give the following details of all Partners/Directors/Principals:

Name	Qualifications	Years in Industry	Years as Partner /Director/Principal
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

*If a Partner/Director/Principal has been working in the relevant industry for less than 3 years, we will require a brief resume outlining career details.*



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4. Please state, during the past 5 years:
- (a) has the name of the Insured(s) been changed?  Yes  No
- (b) has any other business(es) been purchased, merged or consolidated with the Insured?  Yes  No

***If "yes", please provide details on a separate sheet.***

5. Please provide details of any major new operations undertaken during the last 12 months or planned for the next 12 months:
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6. Please give names of any professional organisations or associations of which the Insured or Partners/Directors/Principals are members:
- 
- 

7. Please indicate the total turnover (including fee income) in respect of the following:

Year	Singapore	USA/ Canada	Elsewhere (Please provide details)
Previous Completed Financial Year			
Current Financial Year			
Estimate of next Financial Year			

8. Please provide the turnover of current year (last 12 months) derived from the following activities:

Activity	Turnover (including fee income)
<i>Publishing</i>	
Publishing (music, books, magazines, newspapers)	
Distribution	
Subsidiary Rights	
<i>Printing</i>	
Printing Services	
<i>Broadcasting</i>	
Television Broadcasting	
Radio Broadcasting	
Satellite Broadcasting	
<i>Production</i>	
Film Production	
Post Film Production	
<i>Marketing</i>	
Media Buyer TV	
Media Buyer Non-TV	
TV Advertising	
Non-TV Advertisement (theater, radio, outdoor advertising)	
Promotional Materials (brochures, annual reports)	
Direct Mail/ Marketing	



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Market Research/ Public Relations	
Graphic Design (design of brochures, logo)	
Design of Games, Competitions or Special Offers	
Others (PLEASE SPECIFY)	
Total	

(Please **ONLY** complete the section(s) relevant to the coverage you require)

**PUBLISHING SECTION**

8. (a) Please provide a percentage split of the type of books, newspapers and journals published/ distributed:

Children's	_____ %	Biographies/ Autobiographies	_____ %
Medical/ Technical/ Scientific	_____ %	Religious/ Political	_____ %
Trade/ Business	_____ %	Financial/ Investment	_____ %
National Newspaper	_____ %	Local Newspapers	_____ %
Others (PLEASE SPECIFY)	_____ %		

(b) Are publications reviewed by:

- Outside Counsel                       In House Counsel
- Other (please specify) \_\_\_\_\_

(c) Please advise what standard procedures are in place for checking the accuracy, originality or content of work, including title clearance:

\_\_\_\_\_

\_\_\_\_\_

**BROADCASTING SECTION**

9. Please advise the percentage mix of broadcasting services offered:

Consumer Programmes	_____ %	News/ Current Affairs	_____ %
Religious/ Political	_____ %	Investigative/ Exposes	_____ %
Other (PLEASE SPECIFY)	_____ %		

10. (a) Do your News Teams engage in investigative reporting or exposes?       Yes     No

If "yes", please describe methods used for documenting sources of information.

\_\_\_\_\_

\_\_\_\_\_



(b) Are your “action reports” or similar consumer programmes broadcast or telecast live? Yes No

If “yes”, please describe how broadcast information is vetted.

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(c) Are your talk shows and interviews programmes pre-taped or pre-recorded and are a delay device used during “call-in” or other live audience participation programmes broadcast? Yes No

(d) Are you a member of any licensing body or similar? Yes No

If “yes”, please specify:

**PRINTING SERVICES SECTION**

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11. (a) Please indicate the percentage of turnover (including fee income) derived from each of the following:

Business and legal forms, including stationary	_____ %
Corporate or financial related materials, including annual reports, prospectus	_____ %
Books	_____ %
Pamphlets & flyers	_____ %
Games of chance (i.e. lottery tickets, scratch cards)	_____ %
Discount/ rebate coupons	_____ %
Catalogues	_____ %
Yellow Page Directories, or similar	_____ %
Wedding invitations, calling cards, social announcements	_____ %
Bindery	_____ %
Computer graphics	_____ %
Others (PLEASE SPECIFY)	_____ %
<b>Total</b>	<b>100%</b>

(b) Do you engage in the design of logos and trademarks for clients? Yes No

*If “yes”, please attach a narrative describing the number designed per year and the procedures followed for trademarks/copyrights.*

(c) Do you engage in the obtaining or providing of mailing lists to clients? Yes No

(d) Do you prepare bulk mailings for clients? Yes No

(e) Do you require clients to approve and sign off all proof copies before printing? Yes No



**MARKETING SERVICES SECTION**

12. (a) Do you engage in the design of logos and trademarks for clients?  Yes  No

If "yes", please attach a narrative describing the number designed per year and the procedures followed for trademarks/copyrights.

(b) Do you engage in the obtaining or providing of mailing lists to clients?  Yes  No

(c) Do you prepare bulk mailings for clients?  Yes  No

(d) Do you require clients to approve and sign off all proof copies before printing?  Yes  No

**PROCEDURES SECTION**

13. Do you have standard procedures for regular reviews of ongoing contracts internally and with clients?  Yes  No

If "yes", please specify.

14. Please provide details of the 5 largest contracts you have carried out in the past five years:

Client Name	Services Provided	Annual Revenue

15. (a) Please state what proportion of the Insured's business involves the subcontracting of work to others \_\_\_\_\_%

(b) Do you insist the subcontractors to maintain their own defamation or professional liability cover?  Yes  No

(c) If sub-contracting exists, please describe the services undertaken and provide a specimen of the contract terms applicable to this work.



### III. FRAUD & DISHONESTY COVERAGE

16. If the Insured wishes to have coverage for Fraud/ Dishonesty, please complete the following:

(a) Has the Insured(s) sustained any loss or claim through the fraud or dishonesty of any person?

Yes  No

If "yes", please specify

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(b) Is the Insured(s) aware of any allegation or occurrence of fraud or dishonesty at any time committed by any past or present partner/director/principal or employee?

Yes  No

If "yes", please give details and state precautions taken to prevent a reoccurrence.

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(c) Does the Insured(s) always require satisfactory references or only when engaging senior employees?

Always  Senior Appointments Only

Nature of Reference

Written  Verbal

(d) Is any employee allowed to sign cheques on his/her signature alone for values exceeding S\$50,000?

Yes  No

If "yes", please give details on a separate sheet.

(e) How frequently are checks carried out on all entries in the cash book with paying-books, receipts, counterfoils and vouchers and reconciled with bank statements including the balance of cash and unrepresented cheques, independently of employees receiving or banking monies, in respect of monies belonging to the Insured as well as in trust on behalf of others?

Weekly  Monthly  Quarterly  Other (please specify)

(f) Are client funds kept in a properly designated client account which is separate from the bank account of the Insured?

Yes  No



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**IV. INSURANCE & LOSS HISTORY**

17. Is any partner/director/principal after inquiry, aware of any claims ever been made against the Insured(s) or their predecessors in business or any of the present or former partners/directors/principals? Yes No

18. Is any partner/director/principal after inquiry, aware of any circumstances or occurrences which may give rise to a claim against the Insured or their predecessors in business or any of the present or former partners/directors/principals? Yes No

If you have answered "YES" to questions 17 or 18, then full details of each matter must be advised before quotation can be considered. We must remind you that it is imperative to answer these questions correctly. **FAILURE TO DO SO COULD WELL PREJUDICE YOUR RIGHTS**, if a subsequently a claim should arise.

19. (a) Please list out details of previous Professional Liability Insurance carried during the past 3 years.  
 If none, then please check here

Period	Insurer	Limit	Excess	Premium

(b) Has any proposal for Professional Liability Insurance made on behalf of the Insured(s) or any predecessors in the business, or present partners/directors/principals ever been declined or has such insurance ever been cancelled or renewal refused or special terms imposed? Yes No

If "yes", please advise reason(s).

20. (a) Please specify Limit of Liability desired:

\$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_

(b) Deductible desired:

\$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_

**SIGNING THIS PROPOSAL DOES NOT BIND THE PROPOSER TO COMPLETE THIS INSURANCE**



**V. DECLARATION**

I/We declare that the statements and particulars in this application/ proposal are true and that no material facts have been misstated, misrepresented or suppressed after enquiry. I/ We agree that this application/ proposal, together with any other information supplied by me/ us shall form the basis of any contract of insurance effected between the Insurer and me/ us. I/ We undertake to inform the Insurer of any material alteration to those facts occurring before the renewal / completion of the contract of insurance.

I agree and consent, and if I am submitting information relating to another individual, I represent and warrant that I have the authority to provide that information to AIG, I have informed the individual about the purposes for which his/her personal information is collected, used and disclosed as well as the parties to whom such personal information may be disclosed by AIG, as set out in the contents of the consent clause contained below and the individual agrees and consents, that AIG may collect, use and process my/his/her personal information (whether obtained in this application form or otherwise obtained) and disclose such information to the following, whether in or outside of Singapore: (i) AIG’s group companies; (ii) AIG’s (or AIG’s group companies’) service providers, reinsurers, agents, distributors, business partners; (iii) brokers, my/his/her authorised agents or representatives, legal process participants and their advisors, other financial institutions; (iv) governmental / regulatory authorities, industry associations, courts, other alternative dispute resolution forums, for the purposes stated in AIG’s Data Privacy Policy which include:

- a) Processing, underwriting, administering and managing my/his/her relationship with AIG;
- b) Audit, compliance, investigation and inspection purposes and handling regulatory / governmental enquiries;
- c) Compliance with legal or regulatory obligations, risk management procedures and AIG internal policies;
- d) Managing AIG’s infrastructure and business operations; and
- e) Carrying out market research and analysis and satisfaction surveys.

Note: Please refer to (and if submitting information relating to another individual, refer such individual to) the full version of AIG’s Data Privacy Policy found at [http://www.aig.com.sg/sg-privacy\\_1030\\_237853.html](http://www.aig.com.sg/sg-privacy_1030_237853.html) before you provide your consent, and/or the above representation and warranty.

Signed \_\_\_\_\_

Title \_\_\_\_\_  
(to be signed by Partner/ Director/ Principal or equivalent)

Insured(s) \_\_\_\_\_

Date \_\_\_\_\_



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**VI. PLEASE ENCLOSE WITH THIS PROPOSAL FORM**

- A Brochure and list of current book titles, films, songs etc. (if available)
- Copy of Standard Contract Terms (if available)