

Executive Summary

Quarterly & Monthly Trends

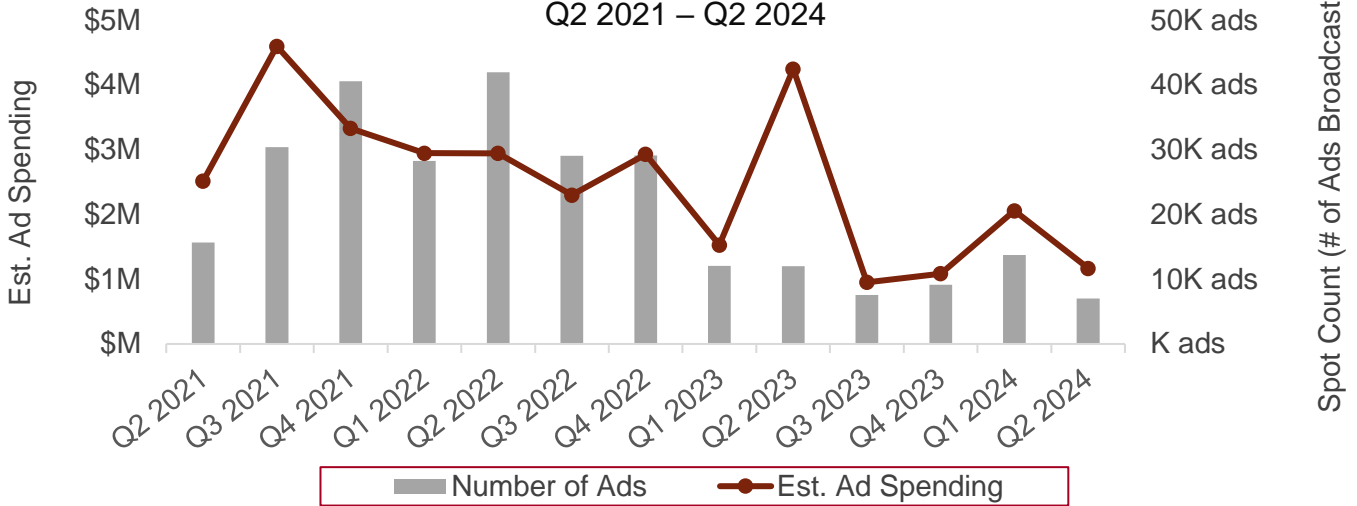
- Nearly \$1.2 million was spent in the second quarter of 2024 to air about 7,000 television advertisements soliciting medical device injury claim solicitations nationwide.
- Advertisers spent about 60% of what was spent in the prior quarter to broadcast roughly half the number of ads. However, ad spending in the second quarter was roughly equivalent to what was observed in the last quarter of 2023.
- The second quarter's ad spending peaked in May when about \$474,000 was spent, while April featured the most medical device mass tort litigation TV ads.

Top Targets

- About \$400,000 was spent to air nearly 2,600 ads targeting **implanted ports** for administering chemotherapy and other drugs. Although advertising soliciting claims related to these devices was less than half of what it was in the prior quarter, ports remained the most targeted medical device across mass tort TV advertising in the second quarter, appearing in more than a third of all medical device ads broadcast during this period. Many of these ads mentioned the Bard Power Port by name.
- **Impella heart pumps** emerged for the first time in mass tort advertising in the second quarter, with about \$34,000 spent to air 44 nationally broadcast ads.
- **Pelvic mesh** was the second-most targeted medical device this quarter as measured by either ad spending or ad volume. From April through June, more than \$300,000 was spent to broadcast over 1,800 ads mentioning pelvic mesh devices.
- An estimated \$300,000 was spent on ads soliciting hernia mesh claims—about half of what was spent from January through March.
- **Polyurethane catheters** were featured in about 190 ads soliciting injury claims associated with bloodstream infections, sepsis, and blood clots. Ad sponsors spent just under \$48,000 to air these ads.
- About 465 ads aired during the period to solicit **IVC filter** injury claims at a cost of more than \$40,000, or about \$9,000 more than was spent in the prior quarter.
- About 590 ads—roughly 80 more than in the prior quarter—aired in the second quarter to solicit injury claims from users of **3M military earplugs**. Many of these ads state that compensation from a \$9.1 million class action settlement is available for those who have experienced hearing loss or tinnitus after using military-issued earplugs between 2002 and the present day.

1.1 Quarterly TV Advertising Volume

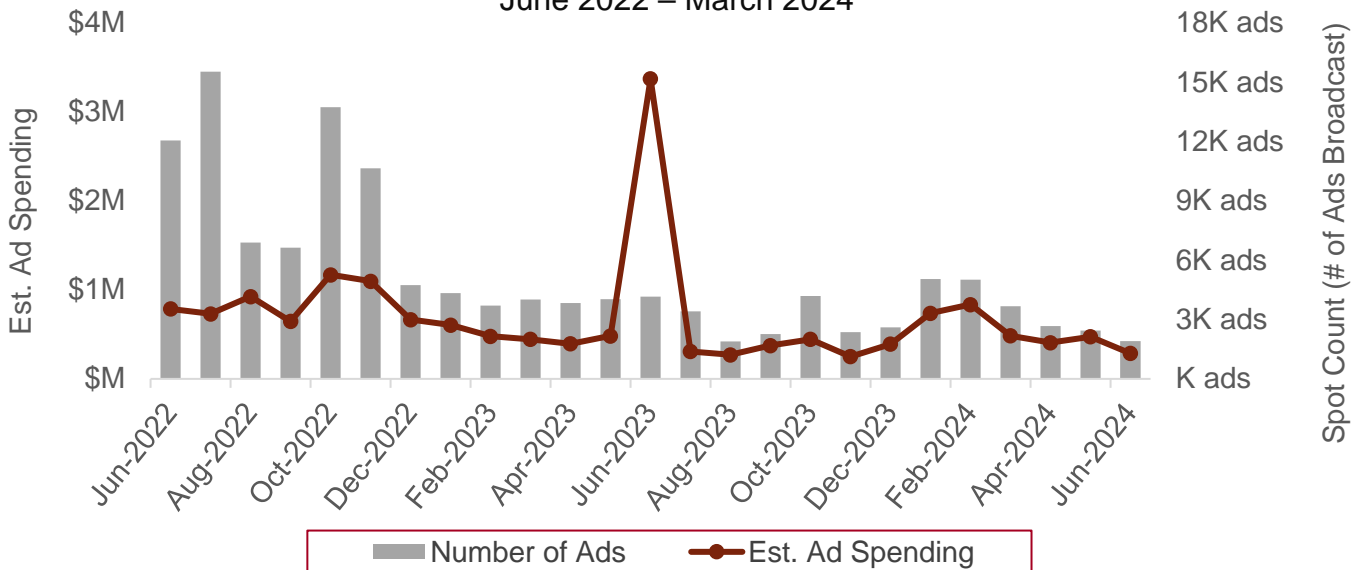
Quarterly Medical Device Mass Tort TV Advertising
Q2 2021 – Q2 2024



	Q4: Oct - Dec 2023	Q1: Jan - Mar 2024	Q2 Apr - Jun 2024	Percent Change
Estimated Ad Spending	\$1,086,111	\$2,058,139	\$1,167,638	-43%
Number of Ads	9,151	13,726	7,012	-49%

1.2 Monthly TV Advertising Volume

Monthly Medical Device Mass Tort TV Advertising
June 2022 – March 2024



	April-24	May-24	June-24	Percent Change
Estimated Ad Spending	\$406,771	\$473,808	\$287,059	-39%
Number of Ads	2,670	2,434	1,908	-22%

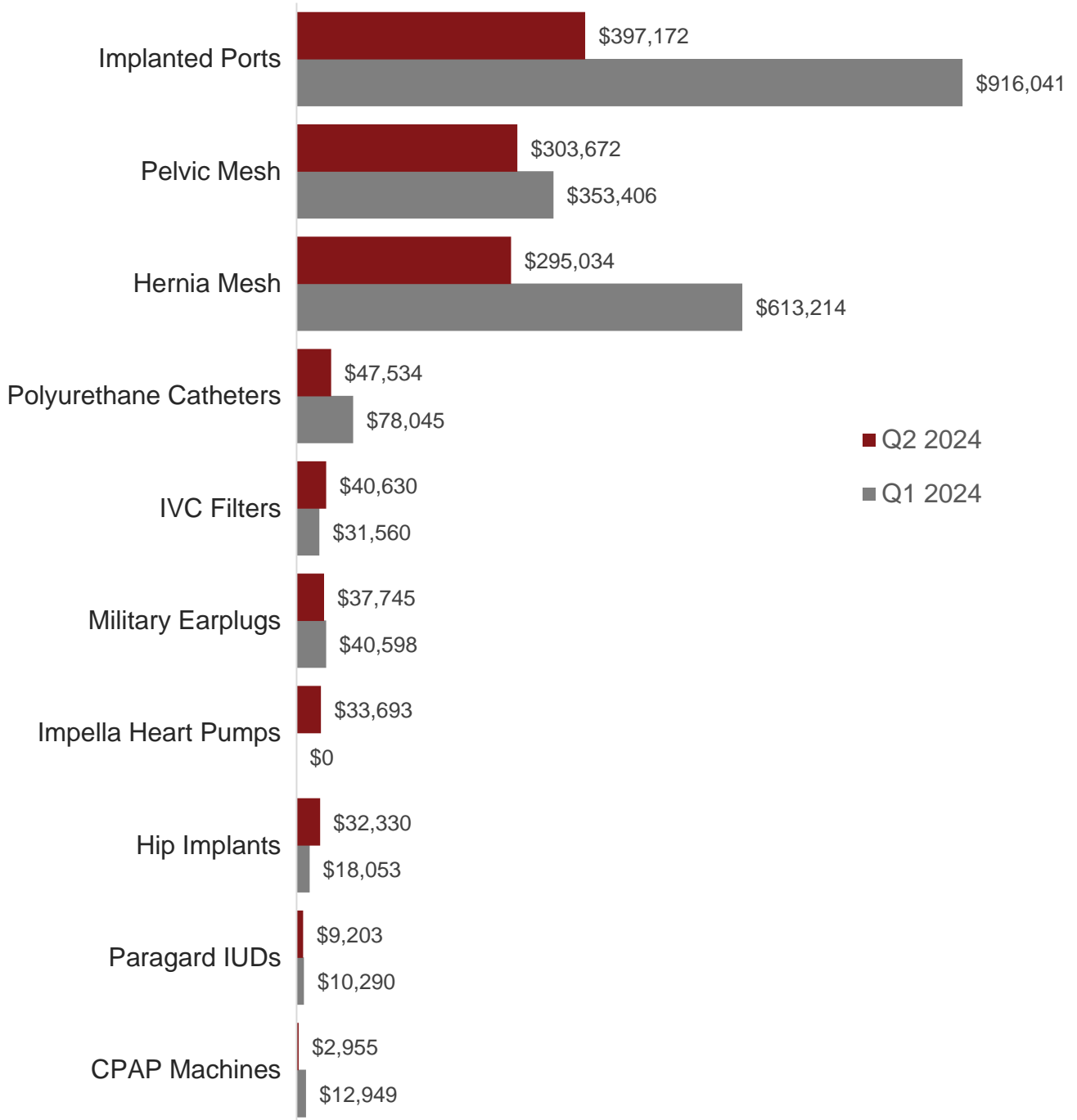
Note: Ad spending is estimated according to a methodology that relies on real-world transaction data from ad agencies and media buyers. Data are estimates and vary over time as the tracking system reviews the advertising database and revises to account for duplicates or errors.

Source: X Ante utilizing data provided by Vivvix CMAG



2.2 Top Medical Device TV Advertising Targets Estimated Ad Spending

Top Medical Device Mass Tort TV Advertising Targets
Est. Ad Spending, Q2 2024 vs. Q1 2024



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q2 2024 vs. Q1 2024

