

Executive Summary

Quarterly & Monthly Trends

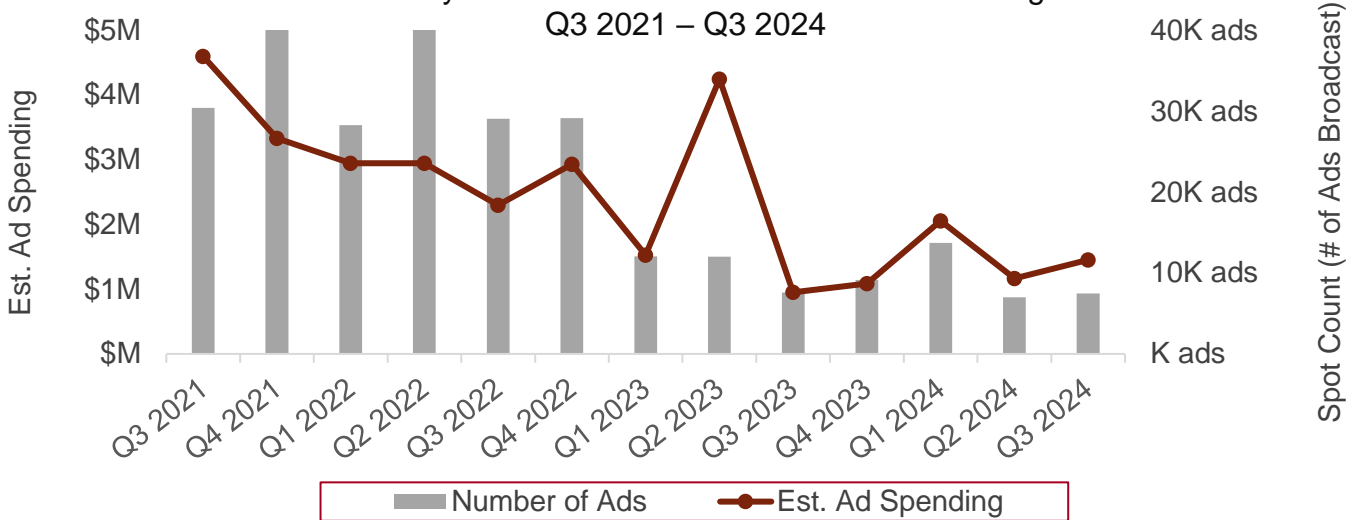
- Almost \$1.5 million was spent in the third quarter of 2024 to air about 7,500 television advertisements soliciting medical device injury claim solicitations nationwide.
- Advertisers spent 25% more than in the prior quarter to broadcast 7% or about 500 more ads.
- Excepting the year's first quarter, third quarter spending exceeded all prior quarters since the second quarter of 2023. More than 28,000 medical device ads aired in the first three quarters of this year at a cost of approximately \$4.7 million.
- Third quarter ad spending peaked in August with \$688,000 spent to air over 2,400 ads.

Top Targets

- **Implanted ports** remained the top medical device mass tort ad target in the third quarter as in the second and is the top medical device target of the year to date. Third-quarter advertisers spent \$612,000—54% more than in the prior quarter—to air roughly 3,300 ads that solicit claims against the makers of medication ports used for administering chemotherapy and other drugs. Injury claims include infections/sepsis and blood clots.
- **Pelvic mesh** advertising activity increased this quarter. It was the second-most targeted medical device this quarter and in the prior quarter, as measured by either ad spending or ad volume. From July through September, more than \$422,000 was spent to broadcast over 2,100 ads mentioning pelvic mesh devices, which are alleged in class action suits to be a cause of debilitating pain in device recipients.
- **Hernia mesh** devices were featured in over 900 television ads and more than \$330,000 was spent to air these ads.
- **3M military earplugs** and **IVC filters** were targeted with nearly \$40,000 in ad spending to air about 600 and 450 mass tort television ads respectively. Advertising activity targeting military earplug devices increased from the prior quarter, while IVC filter-targeted advertising declined slightly.
- **Hip implant** mass tort TV advertising also increased from the prior quarter. More than 430 of these ads aired from July through September at a cost of about \$36,000.
- **Paraguard IUDs, Physiomesh, and CPAP machines** were also targeted this quarter in a combined total of 123 television ads airing at a cost of about \$10,500—nearly \$9,000 of which was spent to target Paraguard IUDs. About 40 ads in September mentioned Physiomesh by name after a six-month silence on this particular product.

1.1 Quarterly TV Advertising Volume

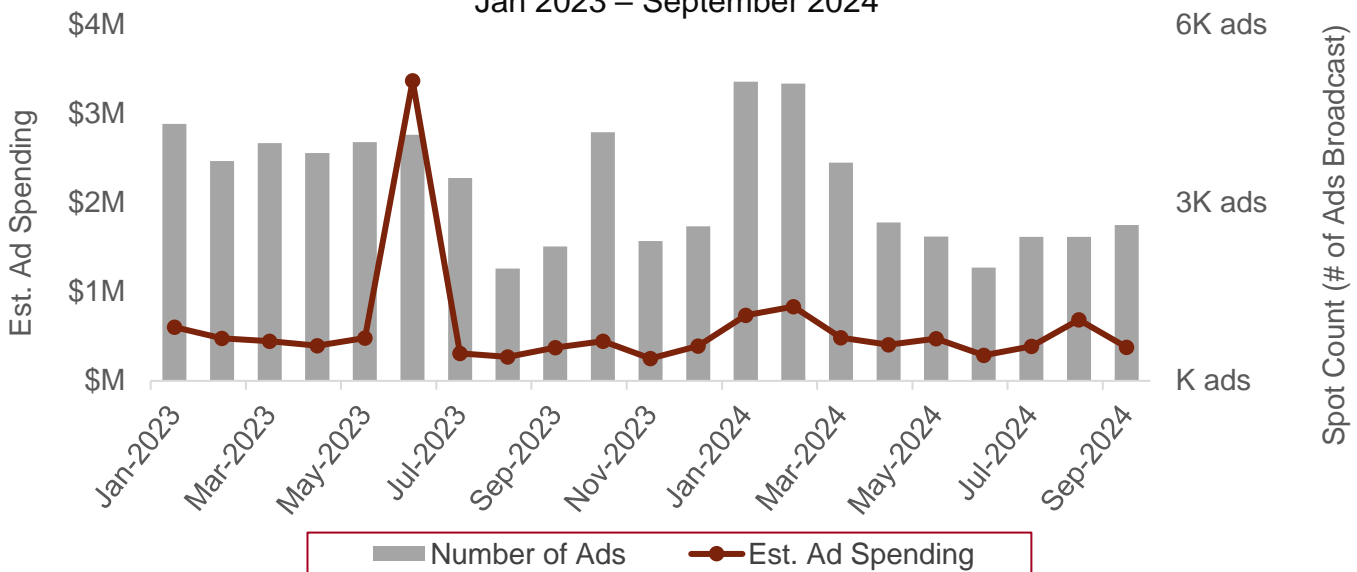
Quarterly Medical Device Mass Tort TV Advertising
Q3 2021 – Q3 2024



	Q1: Jan - Mar 2024	Q2 Apr - Jun 2024	Q3 Jul - Sep 2024	Percent Change
Estimated Ad Spending	\$2,058,139	\$1,167,638	\$1,453,808	25%
Number of Ads	13,726	7,012	7,482	7%

1.2 Monthly TV Advertising Volume

Monthly Medical Device Mass Tort TV Advertising
Jan 2023 – September 2024



	July-24	August-24	September-24	Percent Change
Estimated Ad Spending	\$387,787	\$688,222	\$377,799	-45%
Number of Ads	2,429	2,428	2,625	8%

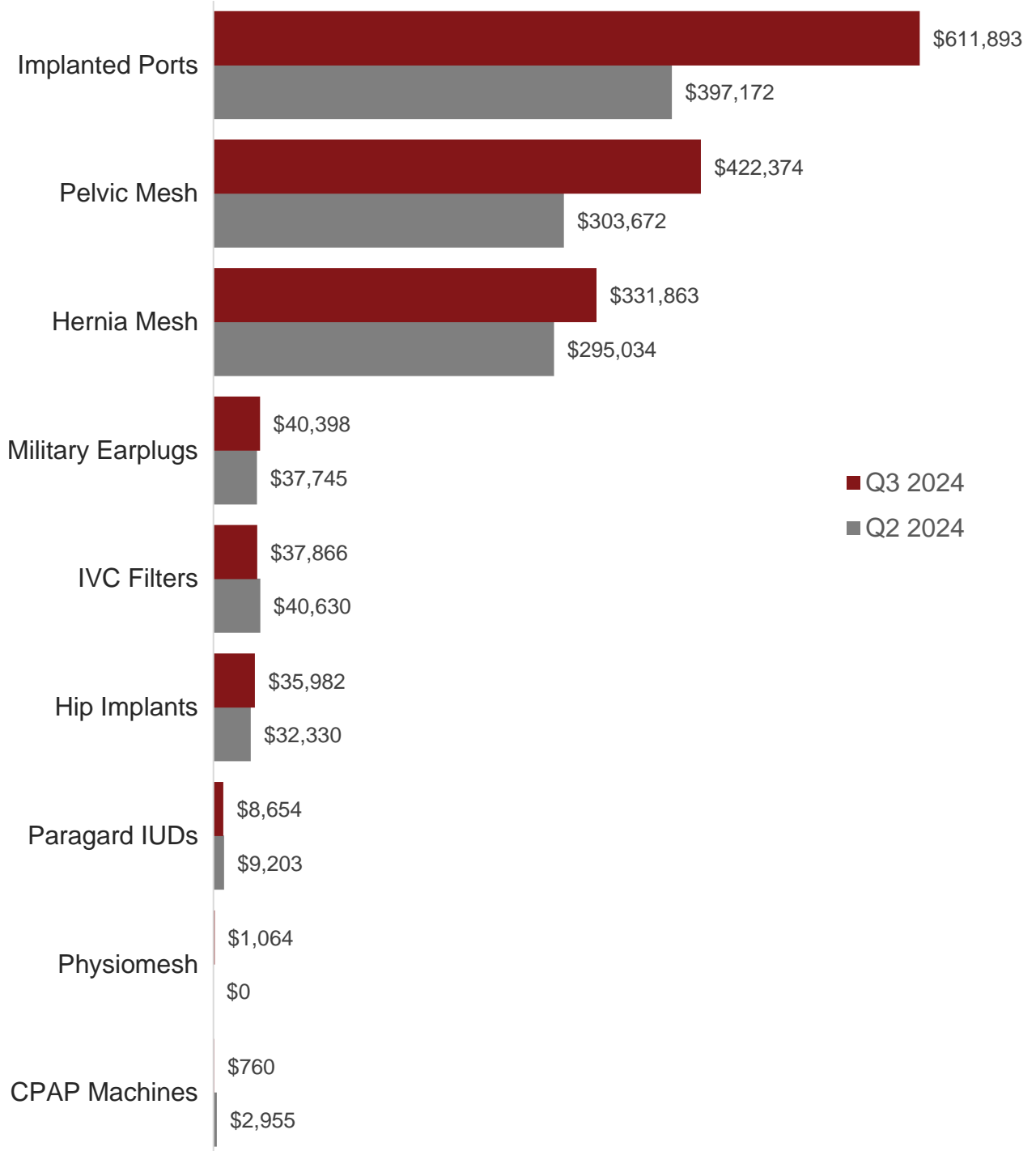
Note: Ad spending is estimated according to a methodology that relies on real-world transaction data from ad agencies and media buyers. Data are estimates and vary over time as the tracking system reviews the advertising database and revises to account for duplicates or errors.

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, Q3 2024 vs. Q2 2024



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q3 2024 vs. Q2 2024

