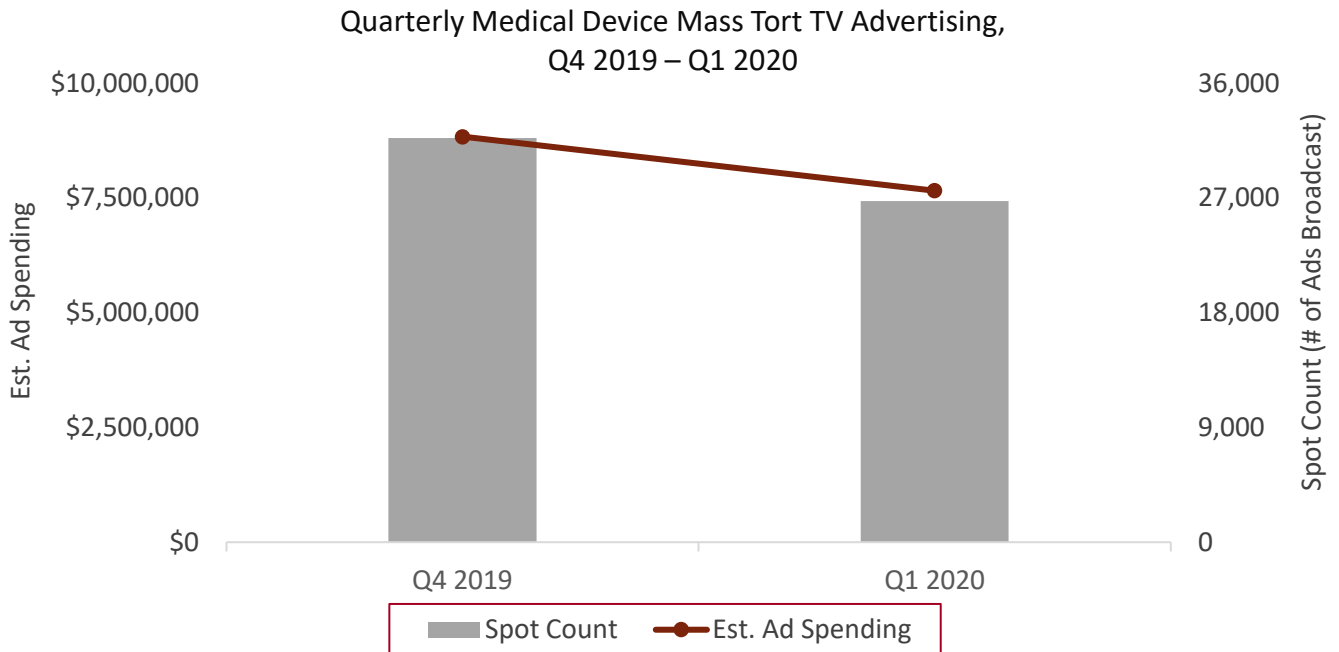


1.1 Quarterly TV Advertising Volume

National and locally broadcast television advertising soliciting claims alleging injuries caused by medical devices declined in the first quarter of 2020 when about 5,000 fewer ads aired than in the last quarter of 2019 for a total of nearly 27,000 ads. An estimated \$7.7 million was spent to air these ads



	Q4: Oct - Dec 2019	Q1: Jan - Mar 2020	Percentage Change
Estimated Ad Spending	\$8,834,810	\$7,659,940	-13%
Number of Ads	31,702	26,756	-16%

Note: TV advertising data covers all airings of television advertisements on the specified topic on local broadcast networks in 210 media markets, nationally syndicated broadcast programming and on 11 national broadcast networks and more than 80 national cable networks.

Estimated ad spending is an estimates based on publicly-available ad rates provided by media sellers and transaction data from ad agencies and media buyers.

Data are estimates and may vary over time. Our system reviews the advertising database over time and edits it to account for duplicates or errors.

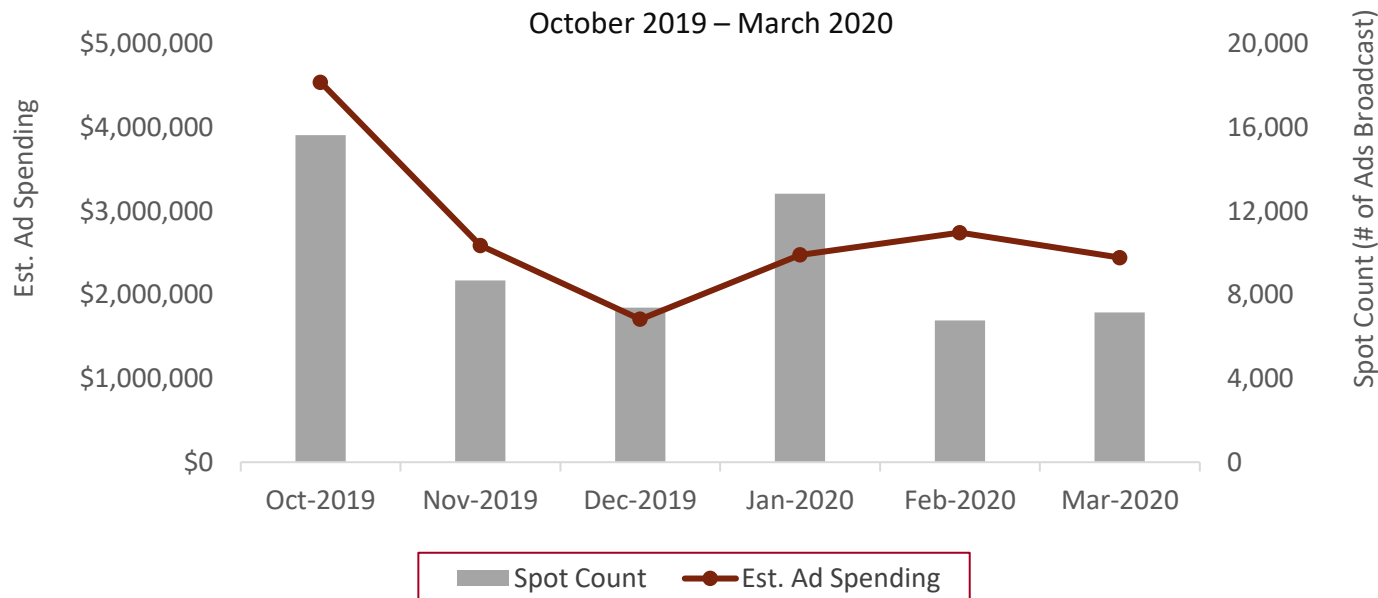
Data Source: Kantar Media CMAG



1.2 Monthly TV Advertising Volume

More ads soliciting medical device litigation claims – nearly 13,000 – aired in January than in any other month in the first quarter of 2020. More was spent on these ads in February, however, despite the fact that only half as many ads aired as in the prior month. This was likely due to a combination of ads airing during more expensive national broadcasts, in larger media markets, and/or during time periods with higher viewership.

Monthly Medical Device Mass Tort TV Advertising,
October 2019 – March 2020



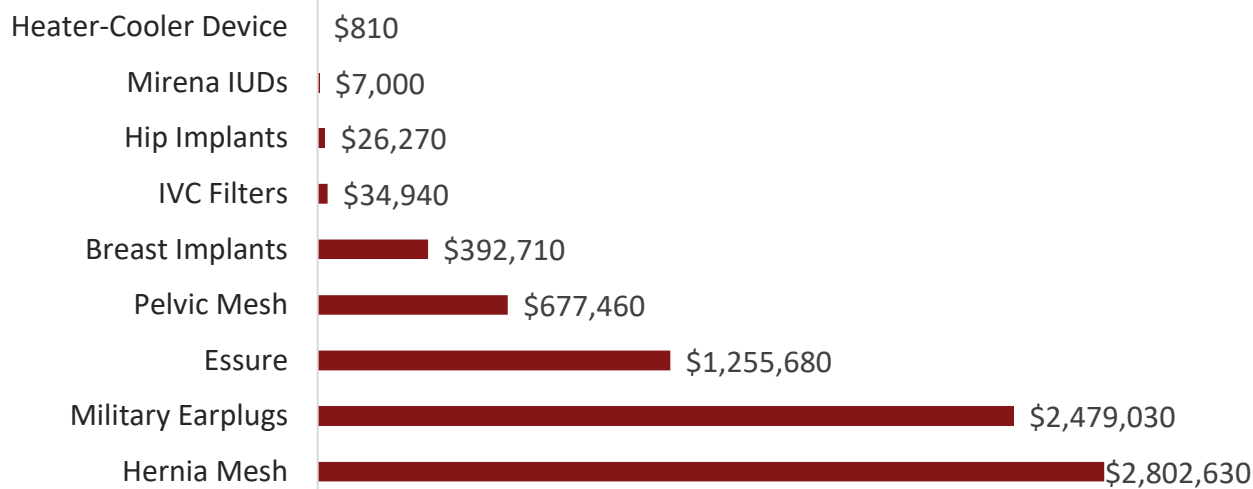
	January-20	February-20	March-20	Percentage Change
Estimated Ad Spending	\$2,475,480	\$2,741,670	\$2,442,790	-11%
Number of Ads	12,832	6,768	7,156	6%



2. Top Medical Device TV Advertising Targets

Hernia mesh devices and military earplugs were the primary targets of medical device mass tort advertising in the first quarter. These two types of products were targeted in about 70% of these ads.

Top Medical Device Mass Tort TV Advertising Targets, Est. Ad Spending, Q1 2020 (January – March)



Top Medical Device Mass Tort TV Advertising Targets, Number of Ads, Q1 2020 (January – March)

