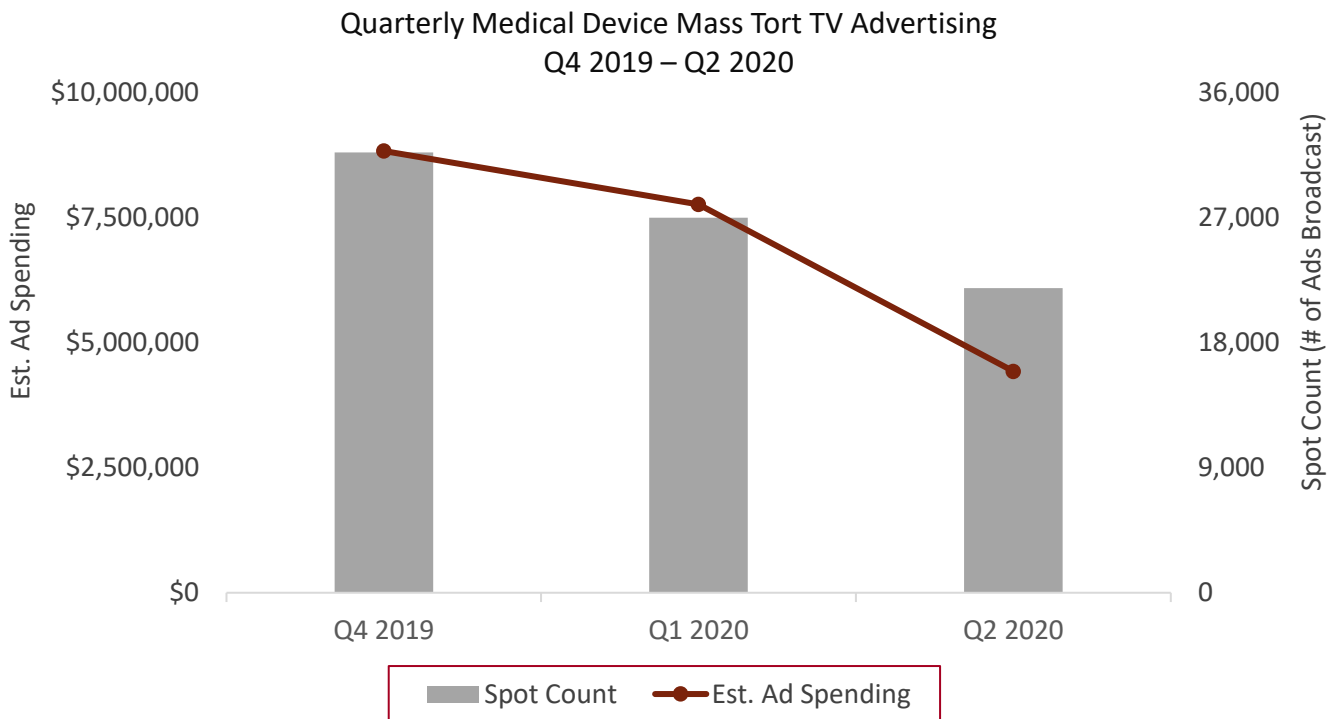


1.1 Quarterly TV Advertising Volume

National and locally broadcast television advertising soliciting claims alleging injuries caused by medical devices declined from the first to the second quarter of 2020. About 40% or \$3.3 million less was spent on these ads from April through June than from January through March and about 5,000 fewer ads aired.



	Q4: Oct - Dec 2019	Q1: Jan - Mar 2020	Q2: Apr - Jun 2020	Percentage Change
Estimated Ad Spending	\$8,834,810	\$7,766,900	\$4,430,370	-43%
Number of Ads	31,702	26,989	21,929	-19%

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.

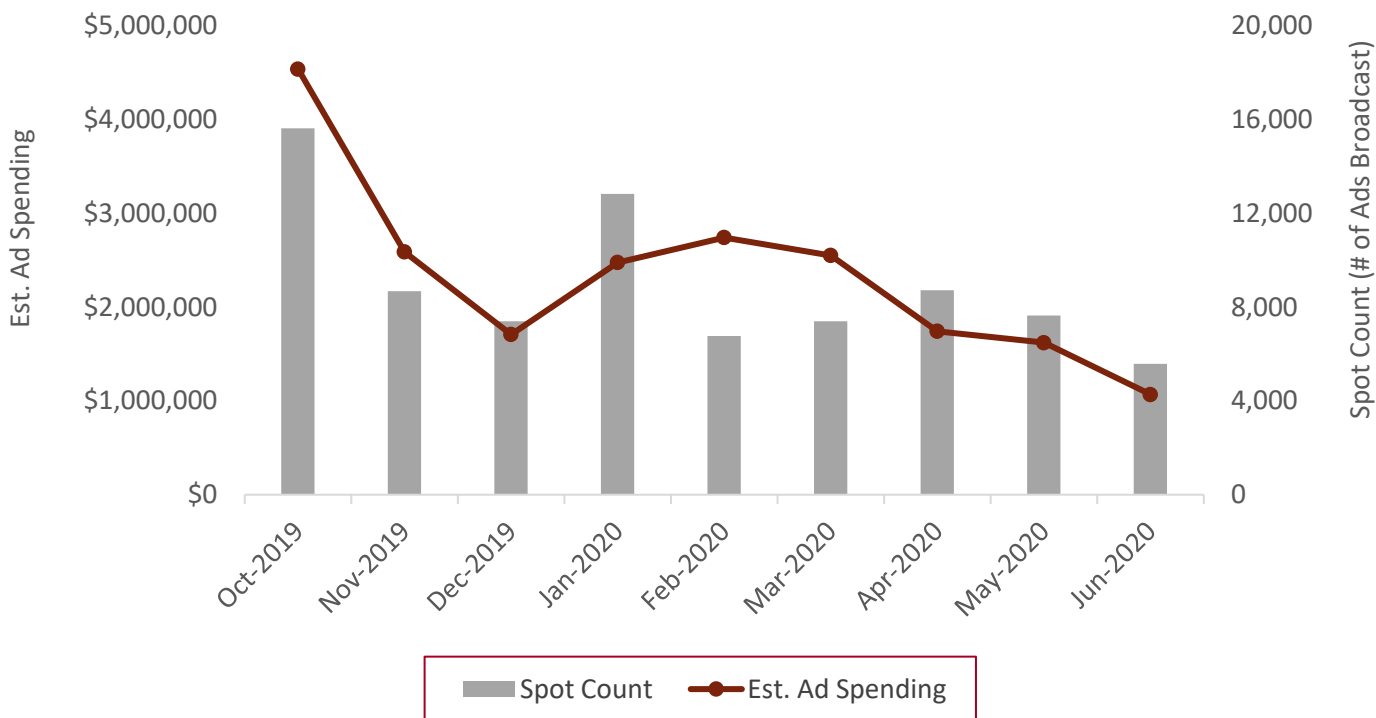
Data Source: Kantar Media CMAG



1.2 Monthly TV Advertising Volume

Ads soliciting medical device litigation claims jumped in April to nearly 9,000 ads aired. More ads aired in April and May than in February and March. Ad spending continued its decline since February, however. This could be attributed to a decrease in ad rates as a result of lower advertiser demand amidst the COVID business interruptions.

Monthly Medical Device Mass Tort TV Advertising
October 2019 – June 2020



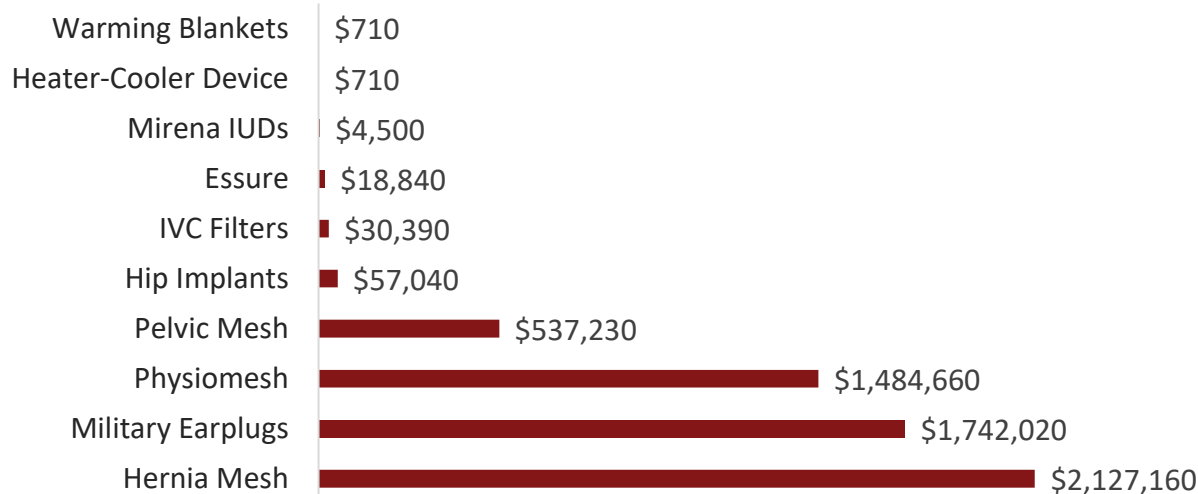
	April-20	May-20	June-20	Percentage Change
Estimated Ad Spending	\$1,741,970	\$1,620,900	\$1,067,500	-34%
Number of Ads	8,717	7,639	5,573	-27%



2. Top Medical Device TV Advertising Targets

As in the first quarter, hernia mesh devices and military earplugs were the top targets of medical device mass tort advertising in the second quarter. These two types of products were targeted in 90% of all ads featuring medical device litigation solicitation in April, May, and June. Physiomesh and pelvic mesh devices also saw heavy advertising last quarter.

Top Medical Device Mass Tort TV Advertising Targets
Est. Ad Spending, Q2 2020 (April – June)



Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q2 2020 (April – June)

