

Executive Summary

Quarterly & Monthly Trends

- After several quarters of declines, television advertising soliciting litigation claims related to alleged injuries caused by medical devices jumped in the third quarter to the highest levels seen in nearly two years.
- The number of medical device litigation ads doubled in the third quarter when over 30,000 ads aired from July through September. It was the most medical device ads in a quarter since the fourth quarter of 2019.
- An estimated \$4.6 million was spent to air these ads in the third quarter – over \$2.1 million or 83% more than was spent in the prior quarter and more than has been spent in a quarter since the beginning of 2020.
- Estimated spending on monthly advertising soliciting medical device injury claims in the third quarter peaked in August when an estimated \$1.7 million was spent on these ads. This was the most spending in a month since April 2020.
- Over 13,000 medical device litigation ads aired in September – a 25% increase over the number of ads in August and the most ads to air in a month in nearly two years.

Top Targets

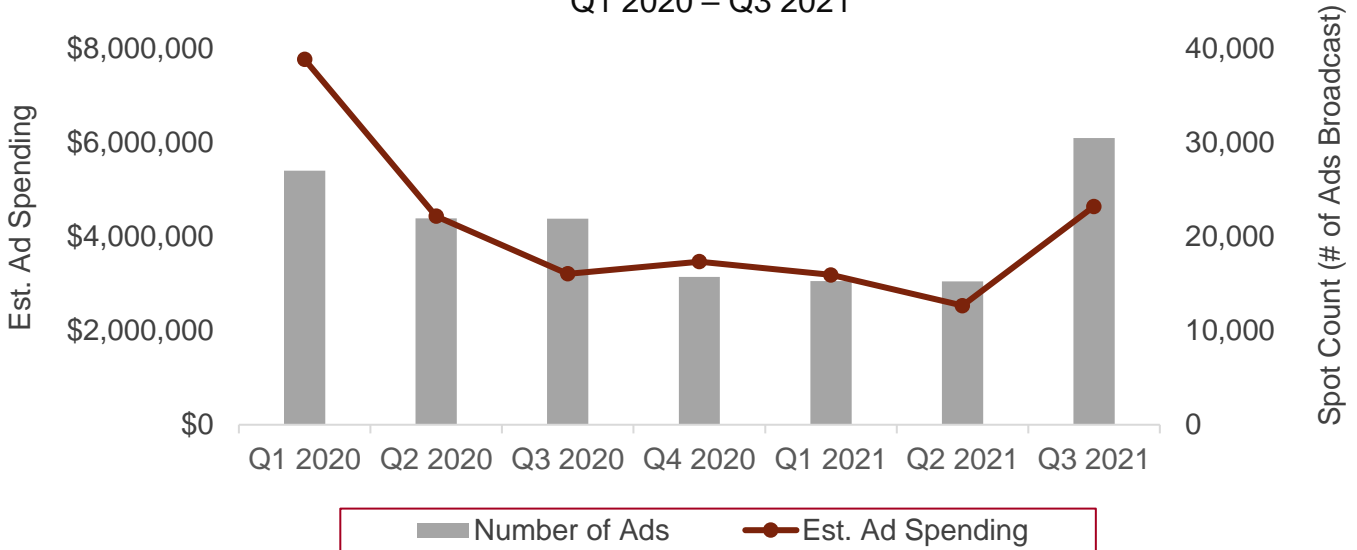
- After the FDA announced a recall at the end of June, advertising targeting CPAP machines jumped from just about \$4,000 spent on two ads on in the second quarter to nearly \$1.2 million dollars spent on nearly 12,000 ads in the third quarter.
- Hernia mesh devices remained the most targeted medical device from July through September. Advertising soliciting these products claims also increased when estimated ad spending shot up by about \$1.2 million or 70% over the prior period to about \$2.2 million spent on more than 9,100 ads.
- Physiomesh, pelvic mesh, and military earplugs also remained top targets of medical device claims solicitation litigation advertising last quarter.

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 Kantar Media CMAG

1.1 Quarterly TV Advertising Volume

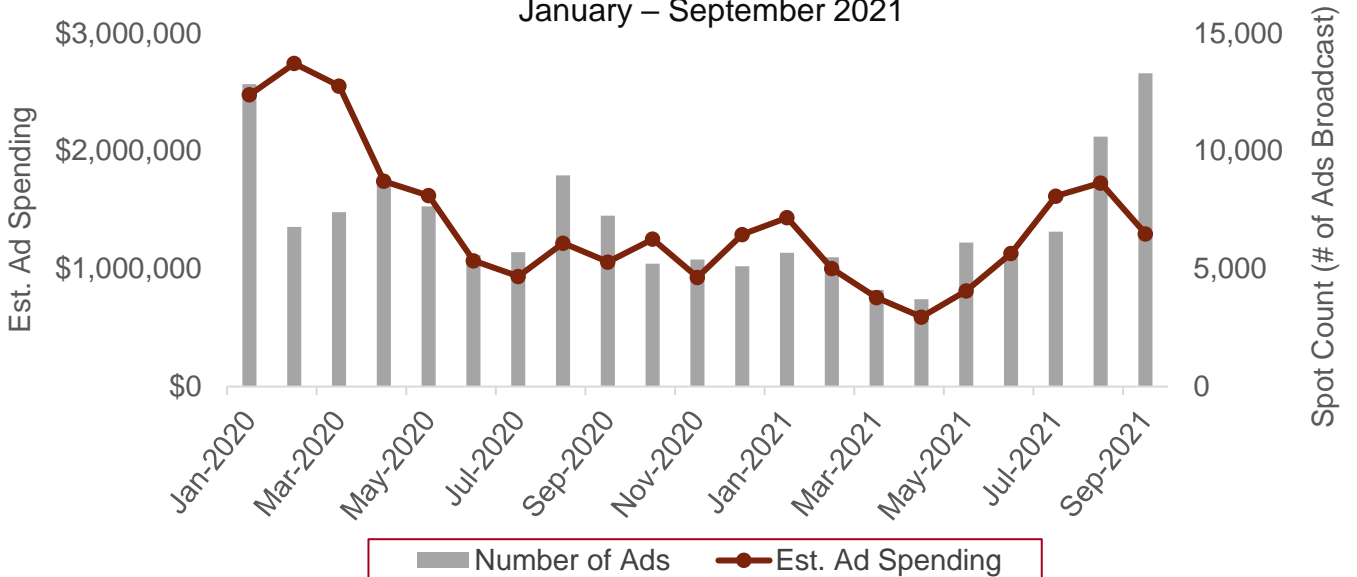
Quarterly Medical Device Mass Tort TV Advertising
Q1 2020 – Q3 2021



	Q1: Jan - Mar 2021	Q2: Apr - Jun 2021	Q3: Jul - Sep 2021	Percentage Change
Estimated Ad Spending	\$3,184,280	\$2,530,480	\$4,639,790	83%
Number of Ads	15,261	15,245	30,472	100%

1.2 Monthly TV Advertising Volume

Monthly Medical Device Mass Tort TV Advertising
January – September 2021

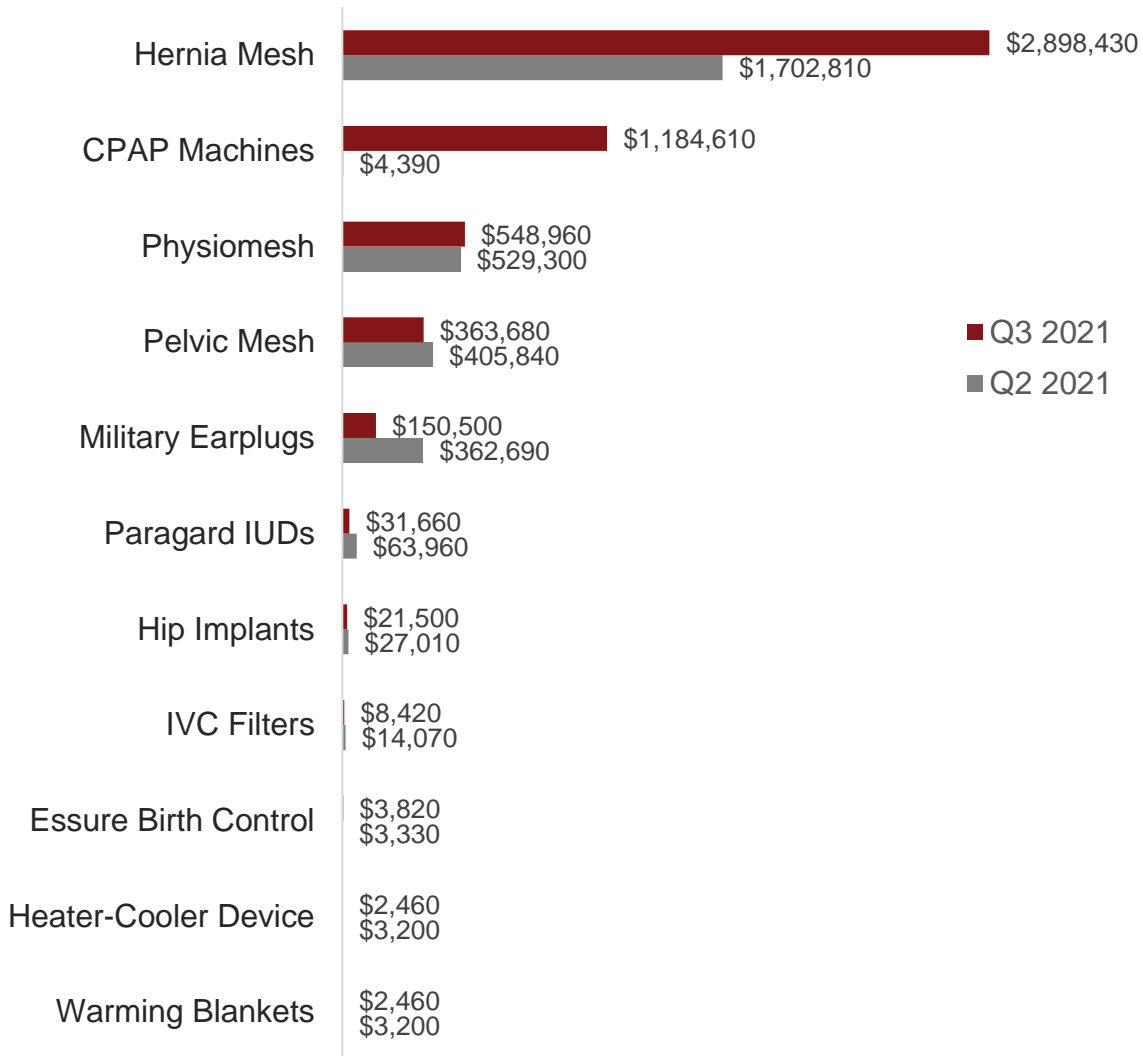


	July-21	August-21	September-21	Percentage Change
Estimated Ad Spending	\$1,616,800	\$1,727,330	\$1,295,660	-25%
Number of Ads	6,574	10,607	13,291	25%



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Est. Ad Spending, Q2 2021 vs. Q3 2021



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Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q2 2021 vs. Q3 2021

