

Executive Summary

Quarterly & Monthly Trends

- The volume of television ads soliciting litigation claims related to alleged injuries caused by medical devices continued its upward trajectory in the fourth quarter of 2021 when more of these ads — over 40,000 — aired than in any quarter since these reports began in late 2019.
- Following a doubling of the number of ads from the second to the third quarters, the number of ads jumped by about a third or more than 10,000 in the fourth quarter.
- Despite the increase in the number of ads last quarter, the estimated amount spent to air them declined by 27% or \$1.3 million. Fourth quarter ad spending was still higher than what was observed in the first two quarters of last year.
- Nearly 17,000 medical device litigation ads aired in October — a 25% increase over the number of ads in September and the most ads to air in a month since August 2019.
- The monthly estimated spending on ads soliciting medical device injury claims during the fourth quarter peaked in December, when an estimated \$1.2 million was spent. This was the most ad spending in a month since September 2021.

Top Targets

- **CPAP machines** emerged as the second-most targeted medical device in mass tort television advertising last quarter with about \$1.3 million spent on nearly 14,000 ads. This represents an increase of about \$100,000 in ad spending and 2,200 more ads over the prior quarter. Since the Food and Drug Administration announcement of a recall of some of these machines at the end of June, \$2.5 million has been spent on more than 25,000 CPAP machine litigation ads.
- **Hernia mesh** was the most targeted medical device in the fourth quarter as well as for all of 2021. More than 23,000 ads targeting the product aired from October through December — 7,800 more ads than aired in the third quarter. Spending on these ads dropped from \$2.9 million in the third quarter to just under \$1.8 million in the fourth, however.
- **Physiomesb, 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.

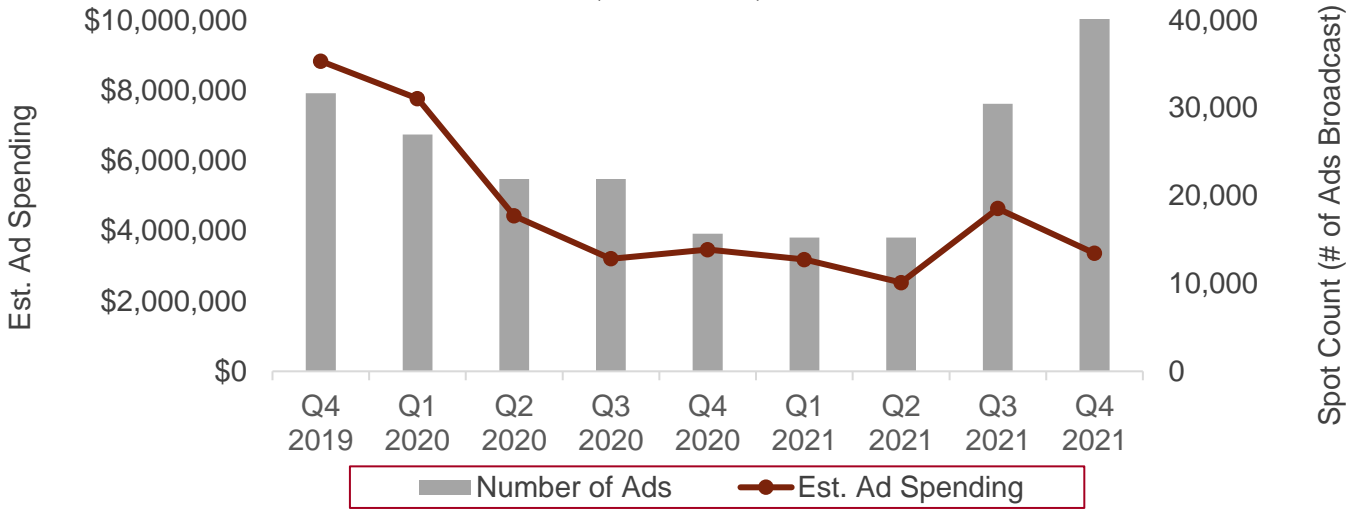
Source: X Ante utilizing data provided by Kantar Media CMAG

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1.1 Quarterly TV Advertising Volume

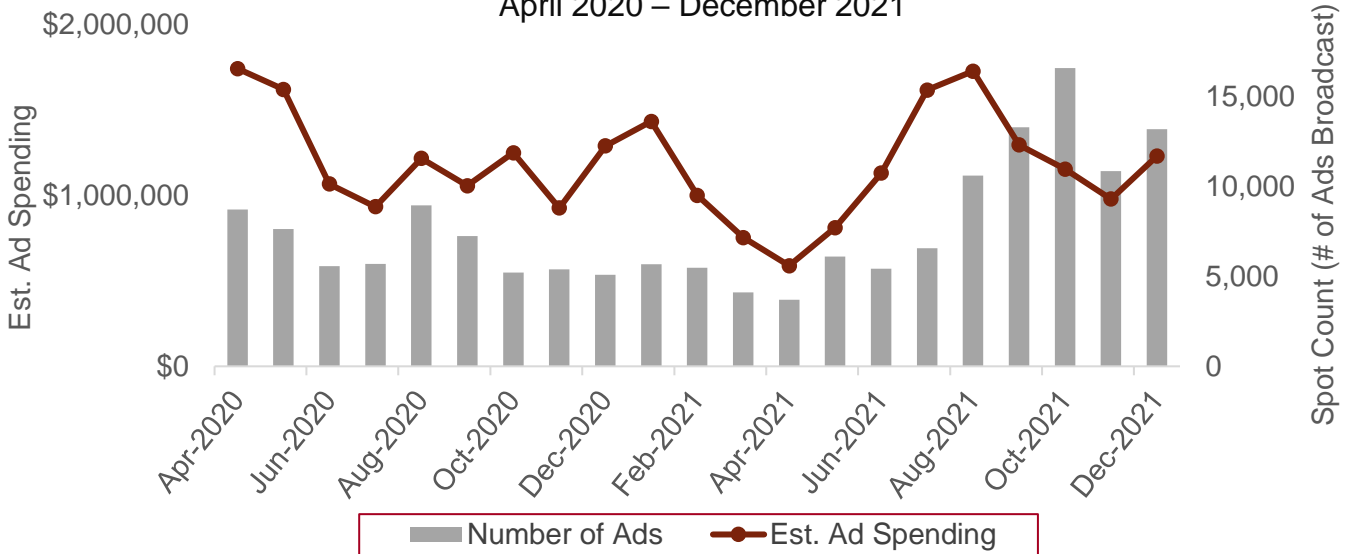
Quarterly Medical Device Mass Tort TV Advertising
Q4 2019 – Q4 2021



	Q2: Apr - Jun 2021	Q3: Jul - Sep 2021	Q4: Oct - Dec 2021	Percentage Change
Estimated Ad Spending	\$2,530,480	\$4,639,790	\$3,365,620	-27%
Number of Ads	15,245	30,472	40,623	33%

1.2 Monthly TV Advertising Volume

Monthly Medical Device Mass Tort TV Advertising
April 2020 – December 2021

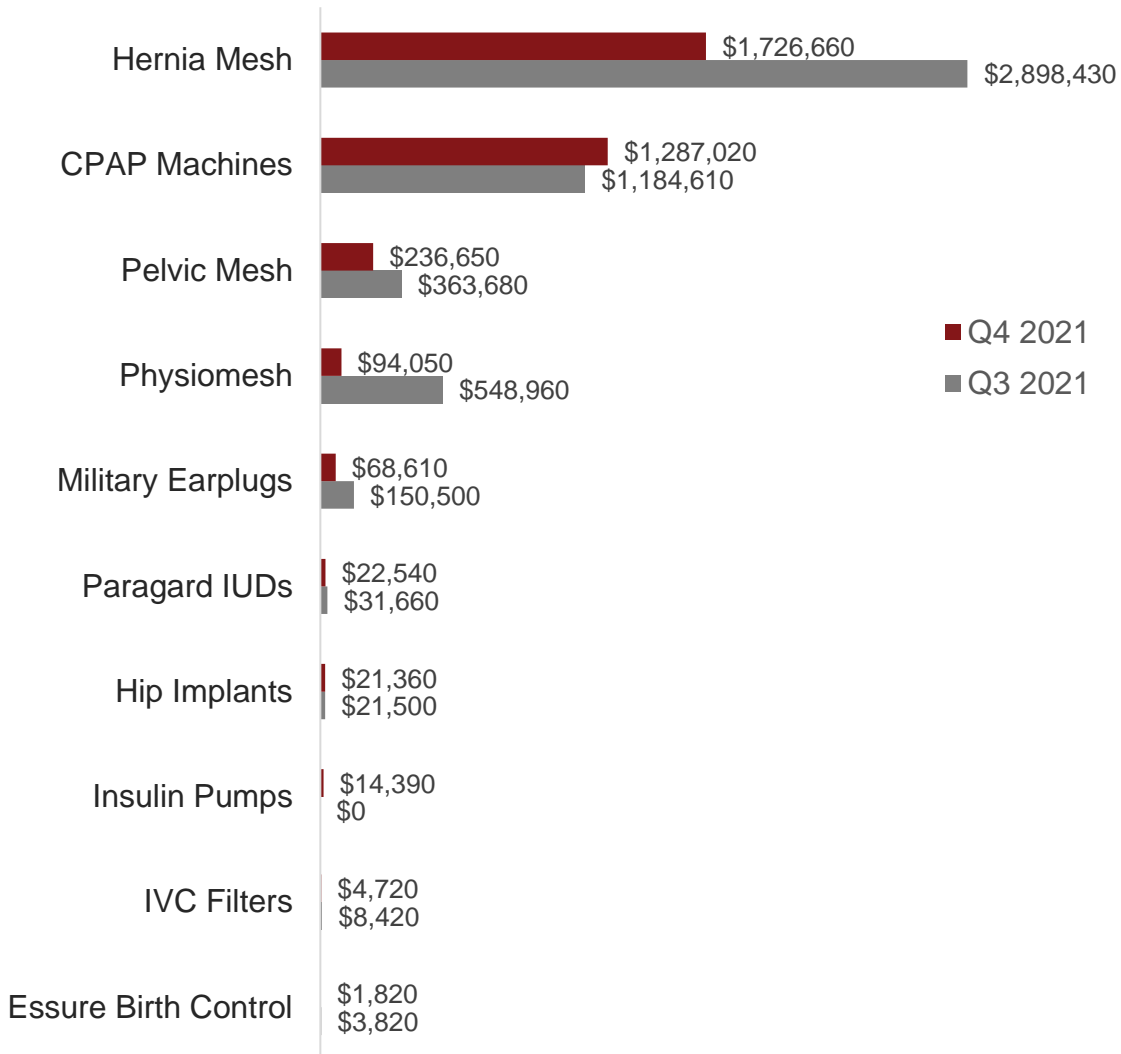


	October-21	November-21	December-21	Percentage Change
Estimated Ad Spending	\$1,154,750	\$979,570	\$1,231,300	26%
Number of Ads	16,577	10,851	13,195	22%



2.2 Top Medical Device TV Advertising Targets Estimated Ad Spending

Top Medical Device Mass Tort TV Advertising Targets
Est. Ad Spending, Q3 2021 vs. Q4 2021



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q3 2021 vs. Q4 2021

