

Executive Summary

Quarterly & Monthly Trends

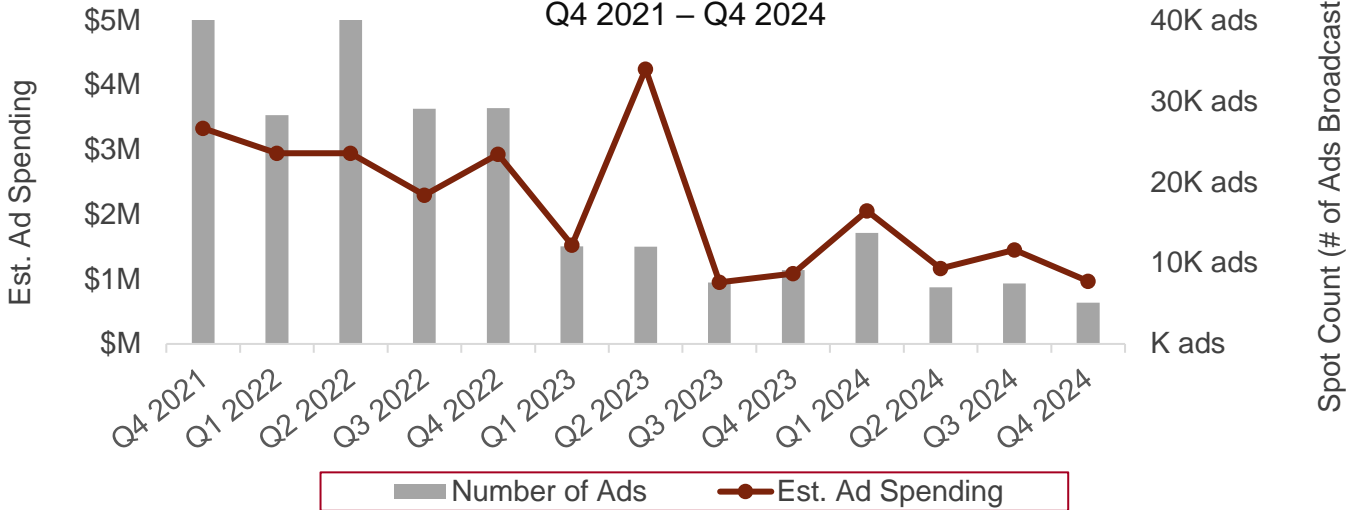
- More than \$966,000 was spent in the fourth quarter of 2024 to air about 6,000 TV ads soliciting medical device injury claim solicitations nationwide.
- Advertisers spent approximately two-thirds of their previous quarter's budget to broadcast about one-third fewer ads.
- Fourth quarter spending fell short of the levels observed in the four previous quarters (since Q4 2023) but was slightly higher than the third quarter of 2023. More than 33,000 medical device ads aired in the year 2024 at a cost of over \$5.6 million.
- Fourth quarter ad spending peaked in November at \$355,000, but 2% more ads aired in the following month when about 1,740 medical device ads appeared on television.

Top Targets

- Mass tort TV advertising featuring **spinal cord stimulators** commenced in the fourth quarter, with 111 ads airing for over \$16,000. The ads allege that device migration or fracture can cause burns, shocks, arrhythmias, incontinence, paralysis, or even death.
- From October to December 2024, **pelvic mesh** devices were the most frequently referenced medical devices in television advertisements soliciting injury claims. Between the third and fourth quarters, estimated spending on ads mentioning these devices increased by 8%, reaching just over \$456,000. Additionally, the number of these TV ads grew by 9%, totaling approximately 2,350 advertisements.
- **Hernia mesh** devices were the second most commonly advertised products during the quarter, with 1,025 television ads aired—approximately 100 more than in the third quarter. Among these ads, 117 specifically featured **Physiomesh**, which incurred an advertising cost of around \$2,600.
- **Implanted ports**, which were the most targeted medical devices in the previous quarter in terms of ad count and spending, fell to third place in the fourth quarter. Advertisers spent \$108,000 on just over 760 ads from October to December, representing an 82% decrease from the prior quarter.
- **3M military earplugs** and **IVC filters** were targeted in about 460 and 360 ads, respectively. Still, only about \$22,000 was spent on earplug ads (45% less than in the prior quarter) compared to about \$45,000 on IVC filter claim solicitations.
- Last quarter, one-sixth of the ads for **hip implants** aired, one-third of the **ParaGard IUD** ads aired, and less than half of the **CPAP device** ads aired compared to the prior quarter.

1.1 Quarterly TV Advertising Volume

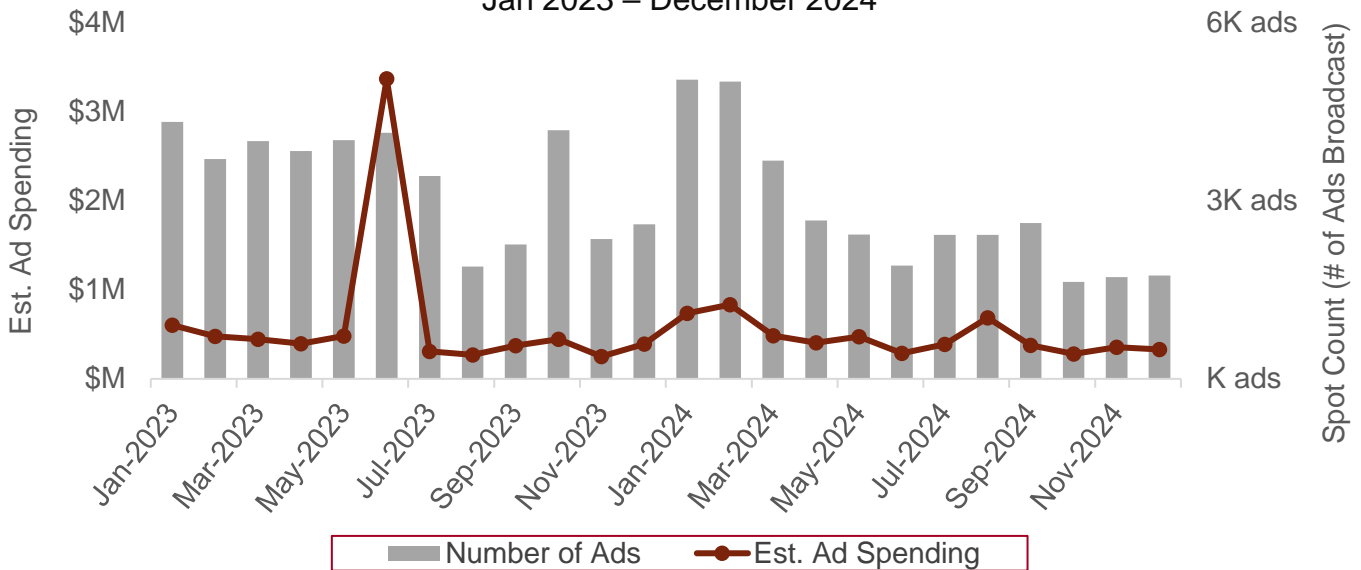
Quarterly Medical Device Mass Tort TV Advertising
Q4 2021 – Q4 2024



	Q2 Apr - Jun 2024	Q3 Jul - Sep 2024	Q4 Oct - Dec 2024	Percent Change
Estimated Ad Spending	\$1,167,638	\$1,453,808	\$966,206	-34%
Number of Ads	7,012	7,482	5,085	-32%

1.2 Monthly TV Advertising Volume

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



	October-24	November-24	December-24	Percent Change
Estimated Ad Spending	\$281,233	\$354,861	\$330,113	-7%
Number of Ads	1,634	1,712	1,739	2%

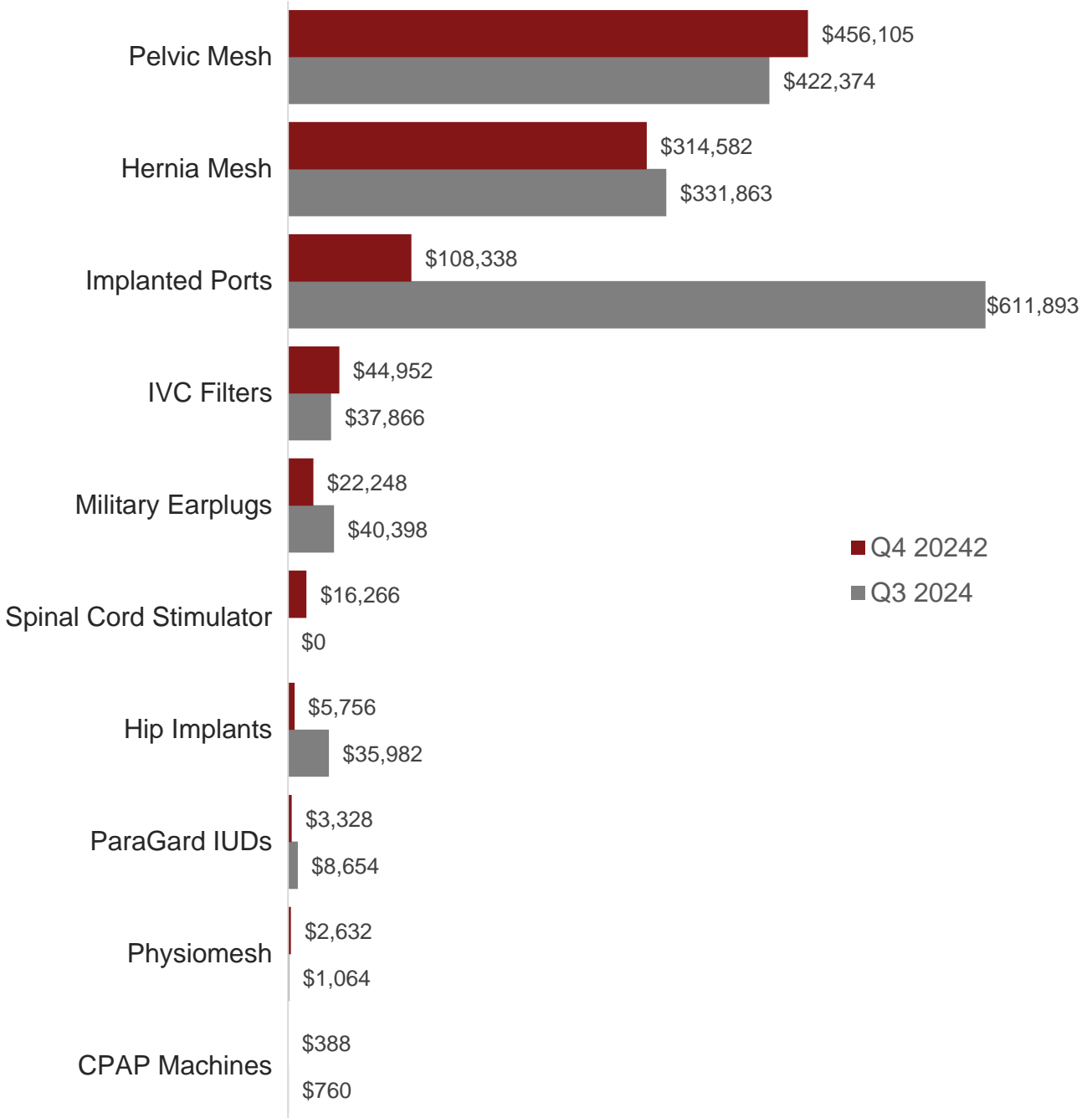
Note: Ad spending is estimated according to a methodology that relies on real-world transaction data from ad agencies and media buyers. Data are estimates and vary over time as the tracking system reviews the advertising database and revises to account for duplicates or errors.

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, Q4 2024 vs. Q3 2024



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q4 2024 vs. Q3 2024

