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## Executive Summary

### Quarterly & Monthly Trends

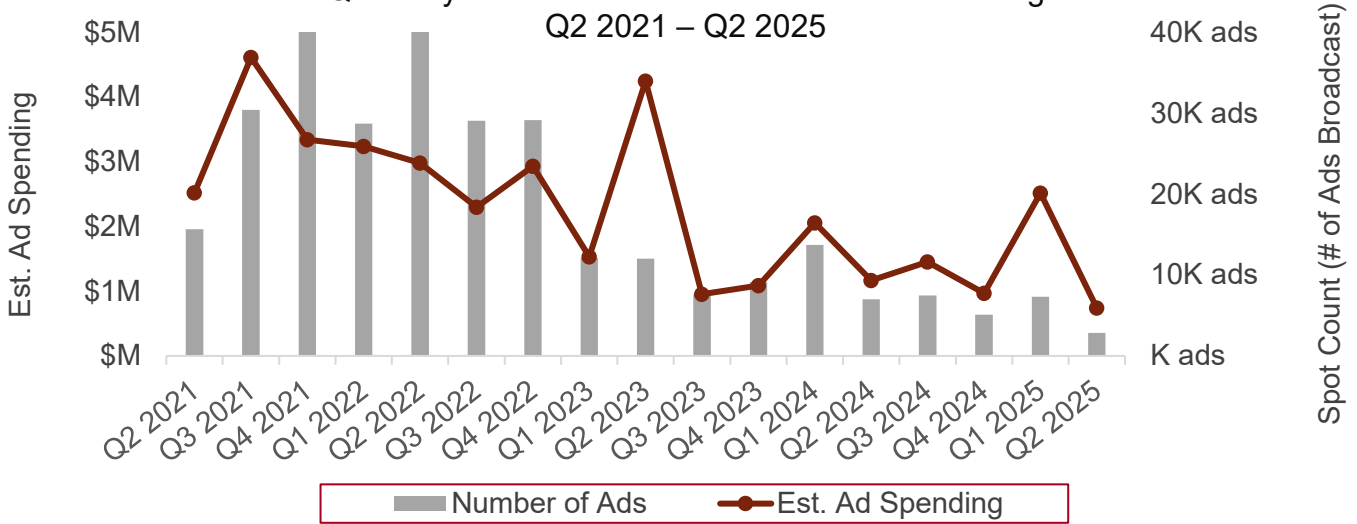
- **Sharp decline in advertising activity:** Medical device mass tort television advertising dropped significantly in Q2 2025, with total ad volume falling 61% from Q1 and estimated ad spending down 71%, from \$2.5 million in Q1 to just under \$740,000 in Q2.
- **April led the quarter in ad activity:** Approximately 1,120 ads aired in April, supported by \$337,000 in estimated spending, compared to about 870 ads in May and 840 in June—indicating a tapering of activity over the quarter.

### Top Targets

- **Hernia mesh advertising increased in spending:** Estimated spending rose 11% from Q1 to nearly \$475,000, even as ad volume declined 17% to about 770 total ads—suggesting a focus on higher-cost national or large media market ad placements.
- **Pelvic mesh emerged as top target:** Despite a 33% drop in volume compared to Q1, ads mentioning pelvic mesh devices became the most frequently aired medical device mass tort solicitation in Q2 based on ad volume, with over 1,600 ads and estimated spending just under \$250,000.
- **Cartiva toe implants surfaced as a new target:** This device appeared in Q2 advertising for the first time in over two years, with 60 ads airing at a modest spend of just over \$4,500—potentially signaling early-stage testing of this litigation theme.
- **Implanted medication port ads gained ground:** These ads saw nearly 280 airings and a total spend of \$7,400, surpassing ads for **3M military earplugs**, which fell sharply from \$58,000 in Q1 to just \$7,200 in Q2.
- **Spinal cord stimulator advertising disappeared after Q1 surge:** Following a dramatic Q1 spike (up 2,200% from Q4 2024), no spinal cord stimulator ads aired in Q2—suggesting a possible pause in litigation or campaign strategy.
- **Exactech litigation advertising halted:** Although it was a major focus in Q1 due to the company's bankruptcy, no ads referencing Exactech implants aired in Q2.

## 1.1 Quarterly TV Advertising Volume

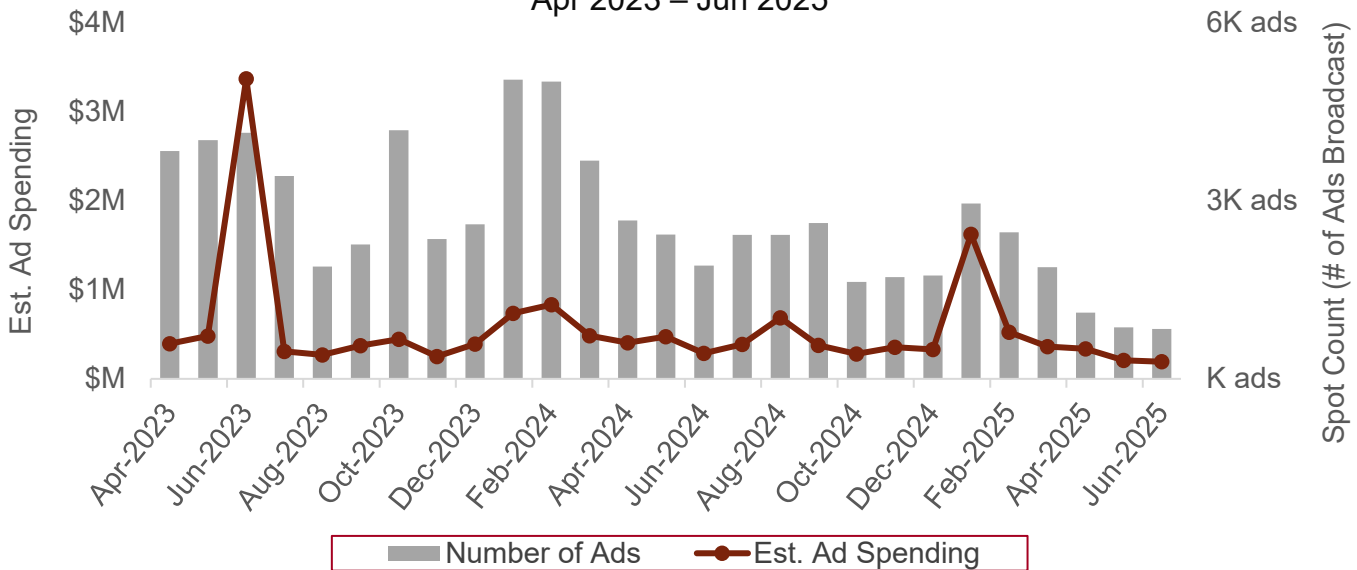
Quarterly Medical Device Mass Tort TV Advertising  
Q2 2021 – Q2 2025



	Q4 Oct - Dec 2024	Q1 Jan - Mar 2025	Q2 Apr - Jun 2025	Percent Change
Estimated Ad Spending	\$966,207	\$2,514,396	\$739,179	<b>-71%</b>
Number of Ads	5,085	7,304	2,825	<b>-61%</b>

## 1.2 Monthly TV Advertising Volume

Monthly Medical Device Mass Tort TV Advertising  
Apr 2023 – Jun 2025



	April-25	May-25	June-25	Percent Change
Estimated Ad Spending	\$337,187	\$209,521	\$192,471	<b>-8%</b>
Number of Ads	1,115	870	840	<b>-3%</b>

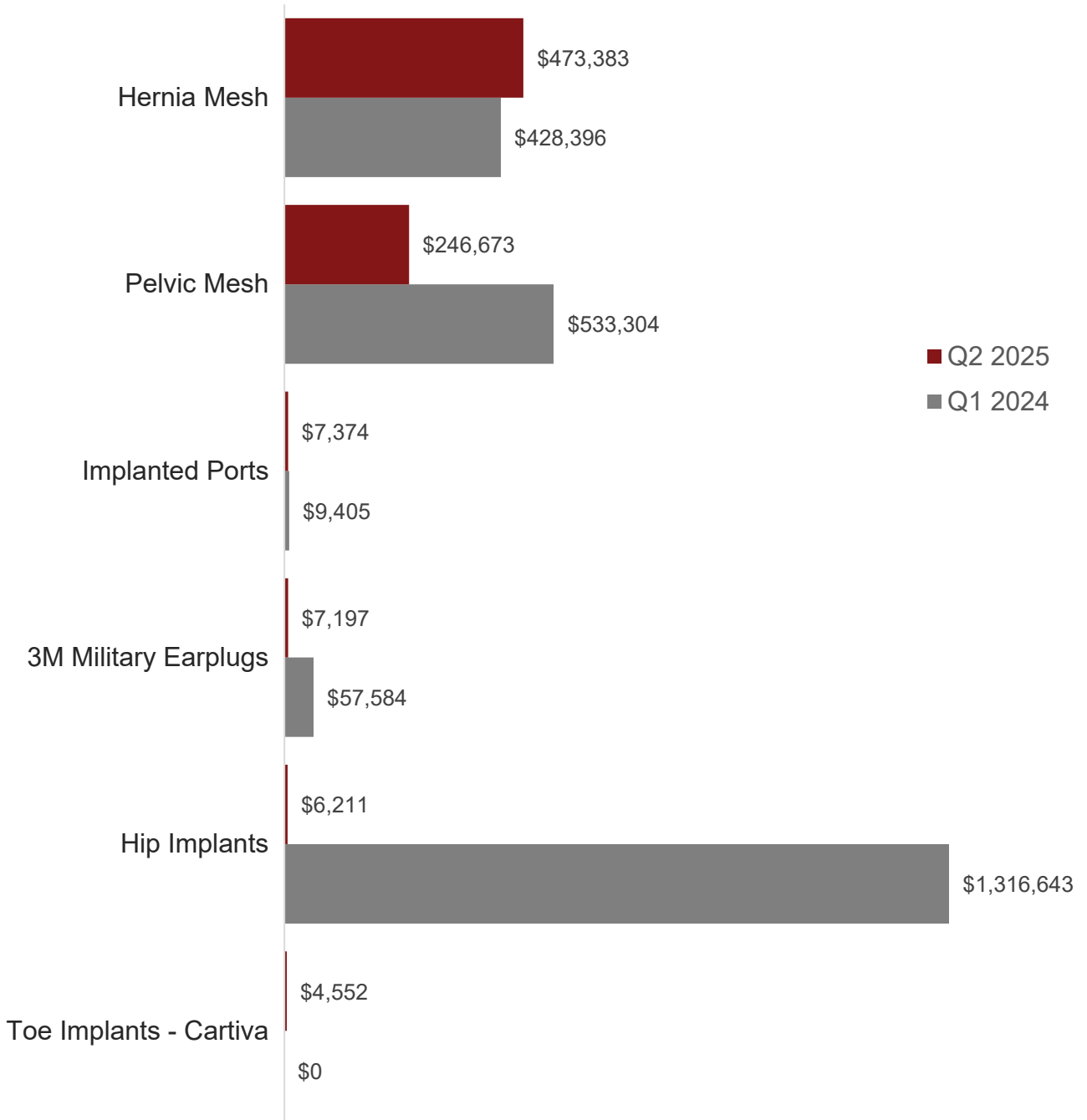
*Note:* Ad spending is estimated according to a methodology that relies on real-world transaction data from ad agencies and media buyers. Data are estimates and vary over time as the tracking system reviews the advertising database and revises to account for duplicates or errors.

*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, Q2 vs. Q1 2025



## 2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets  
Number of Ads, Q2 vs. Q1 2025

