

Executive Summary

Quarterly & Monthly Trends

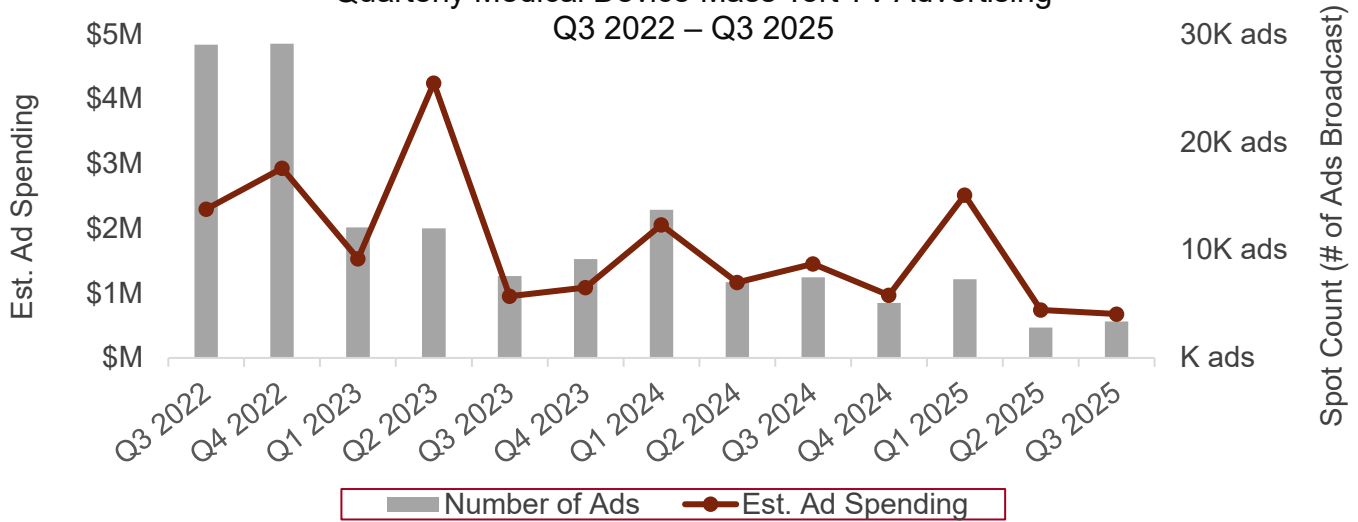
- **Higher monthly ad counts:** Medical device mass tort TV advertising accelerated in Q3 2025, maintaining higher monthly volumes than in Q2 and ending the quarter with a 19% overall increase in ads.
- **Activity peaked in August:** Each month of the quarter exceeded 1,000 ads, with activity peaking in August at over 1,200 ads and an estimated \$234,000 in spending.

Top Targets

- **Pelvic mesh continued as the top target:** Pelvic mesh remained the medical device most frequently mentioned in television advertisements in Q3 with a 33% expansion in ad volume compared to the prior quarter. Approximately 2,170 ads aired from July through September at a cost of over \$272,000.
- **Hernia mesh advertisers led in ad spending:** While ad sponsors spent \$82,000 less than in the prior quarter, more was spent in Q3 to solicit hernia mesh injury claims than for any other medical device. Rivaling the ad volume of the prior quarter with over 760 ads, hernia mesh also ranked as the second-most frequently targeted device by measure of ad count. All but 15% of these ads aired nationally.
- **Implanted medication port ads gained in number:** Almost 300 ads soliciting implanted medication port injury claims aired in Q3 with a total ad investment of \$6,600.
- **3M military earplug targeting surged:** In a 59% jump in ad count from the prior quarter, more than 150 ads aired to solicit hearing loss claims from the users of military earplugs. About \$8,500 funded these ads, which aired on local broadcast networks.
- **Hip implants dropped out of sight:** Hip implant advertising fell in Q2 as dramatically as it rose in Q1 and then dropped out of sight altogether in Q3.
- **Signs of Cartiva toe implant early-stage testing:** Toe implant devices appeared in Q2 advertising for the first time in over two years and then disappeared in Q3—an erratic pattern that may indicate early-stage testing for potential litigation.

1.1 Quarterly TV Advertising Volume

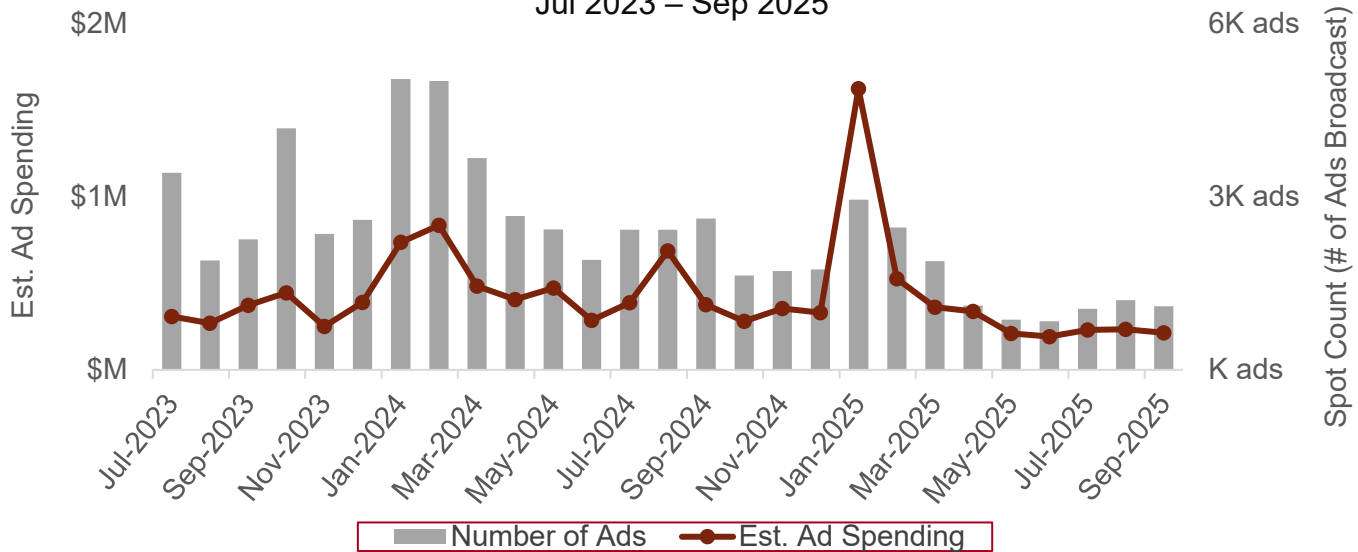
Quarterly Medical Device Mass Tort TV Advertising
Q3 2022 – Q3 2025



	Q1 Jan - Mar 2025	Q2 Apr - Jun 2025	Q3 Jul - Sep 2025	Percent Change
Est. Ad Spending	\$2,514,396	\$739,179	\$678,775	-8%
Number of Ads	7,304	2,825	3,374	19%

1.2 Monthly TV Advertising Volume

Monthly Medical Device Mass Tort TV Advertising
Jul 2023 – Sep 2025



	July-25	August-25	September-25	Percent Change
Est. Ad Spending	\$231,049	\$233,983	\$213,743	-9%
Number of Ads	1,060	1,210	1,104	-9%

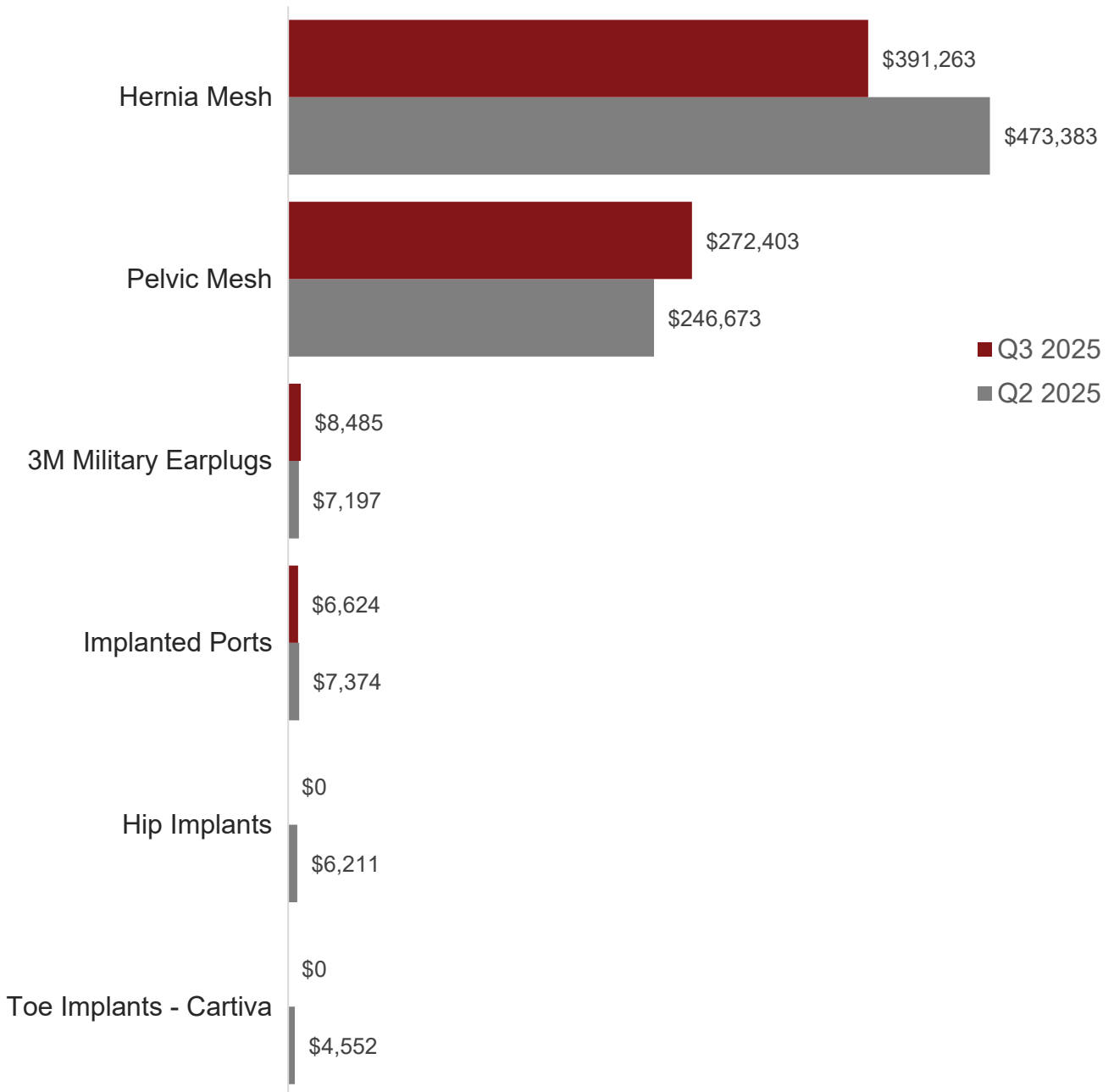
Note: Ad spending is estimated according to a methodology that relies on real-world transaction data from ad agencies and media buyers. Data are estimates and vary over time as the tracking system reviews the advertising database and revises to account for duplicates or errors.

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, Q3 vs. Q2 2025



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q3 vs. Q2 2025

