

Executive Summary

Quarterly & Monthly Trends

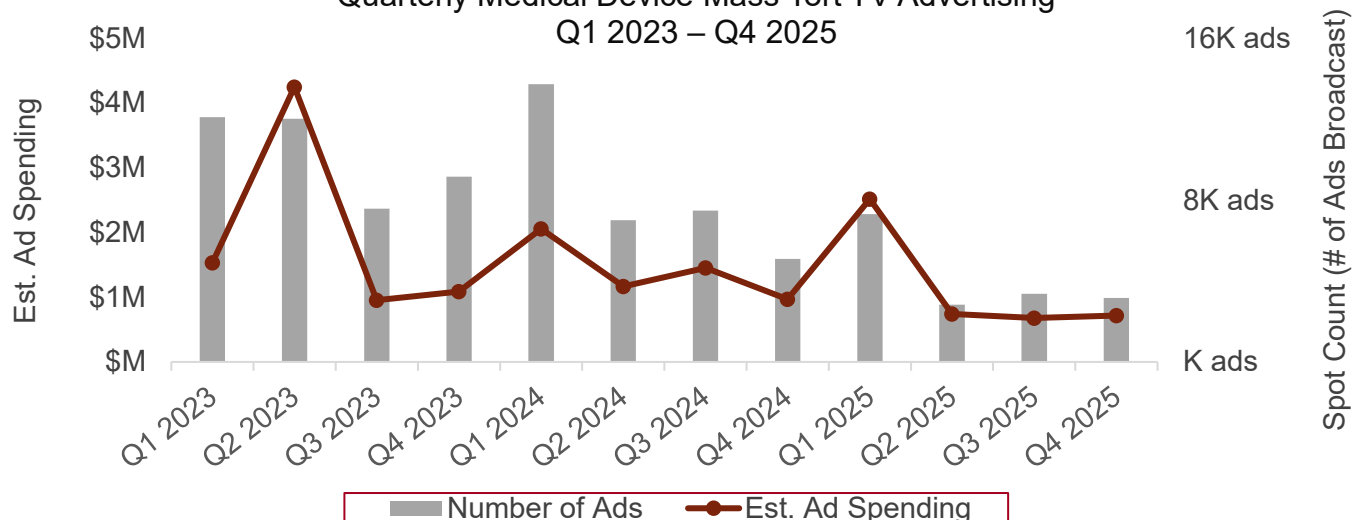
- **Strong start to the quarter:** Medical device mass tort TV advertising opened Q4 2025 with momentum—~2,400 ads aired in October and November, representing a 100+ ad gain over the first two months of Q3.
- **Typical year-end slowdown in December:** Legal advertising declined to 790 ads in December, reflecting seasonal patterns driven by increased competition and higher ad rates during the holidays. As a result, total ad volume for the quarter fell 6% below Q3 levels.
- **Spending peaked in November:** Advertisers invested ~\$280K in November alone, the highest monthly total since April 2025, contributing to a 6% quarterly increase in total spend.

Top Targets

- **Hernia mesh led in ad spending**, with ~800 ads (+5%) and a 10% increase in spend, totaling \$431K. Nearly all ads (99%) aired nationally.
- **Pelvic mesh remained the most advertised device**, with ~2,100 ads aired, a modest decline from Q3. Spending rose slightly to \$274K.
- **Implanted medication port ads dropped sharply**, down 46% in volume and spend, with ~150 ads and \$3,600 invested.
- **3M military earplug ads declined again**, with ~130 ads (↓17%) and \$7,550 in spend (↓11%), remaining limited to local broadcast markets.
- **Hip and Cartiva toe implants were absent**, marking a second consecutive quarter without ads. Their continued absence—after sporadic appearances earlier in 2025—suggests these campaigns may have been paused or deprioritized.

1.1 Quarterly TV Advertising Volume

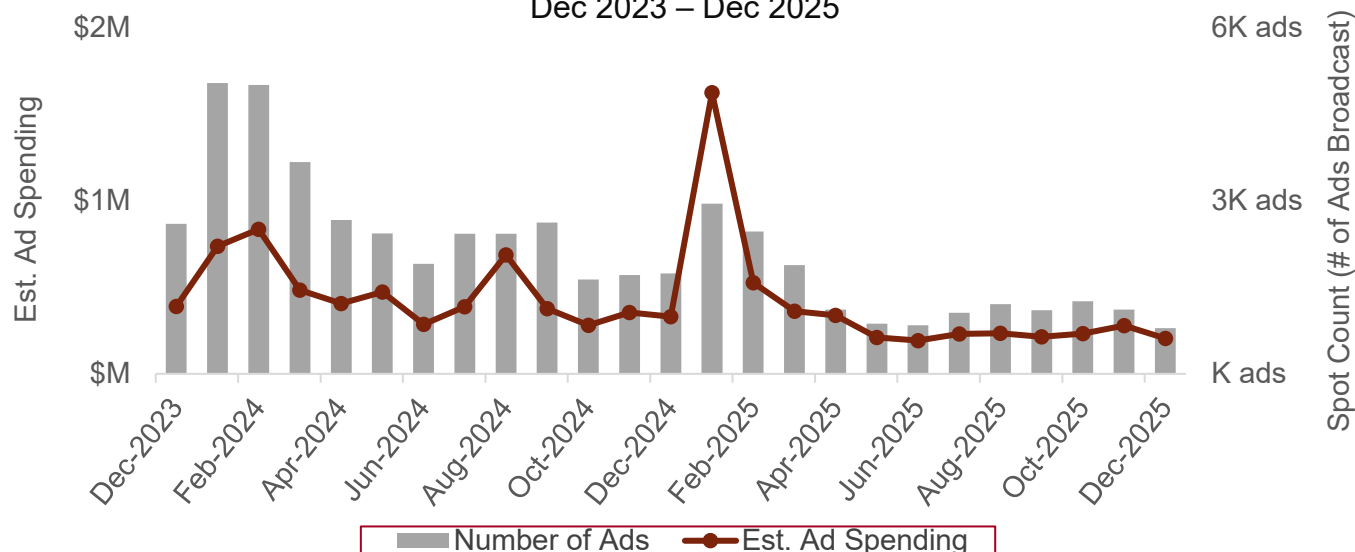
Quarterly Medical Device Mass Tort TV Advertising
Q1 2023 – Q4 2025



	Q2 Apr - Jun 2025	Q3 Jul - Sep 2025	Q4 Oct - Dec 2025	Percent Change
Est. Ad Spending	\$739,179	\$678,775	\$716,624	6%
Number of Ads	2,825	3,374	3,162	-6%

1.2 Monthly TV Advertising Volume

Monthly Medical Device Mass Tort TV Advertising
Dec 2023 – Dec 2025



	October-25	November-25	December-25	Percent Change
Est. Ad Spending	\$231,755	\$279,552	\$205,317	-27%
Number of Ads	1,258	1,114	790	-29%

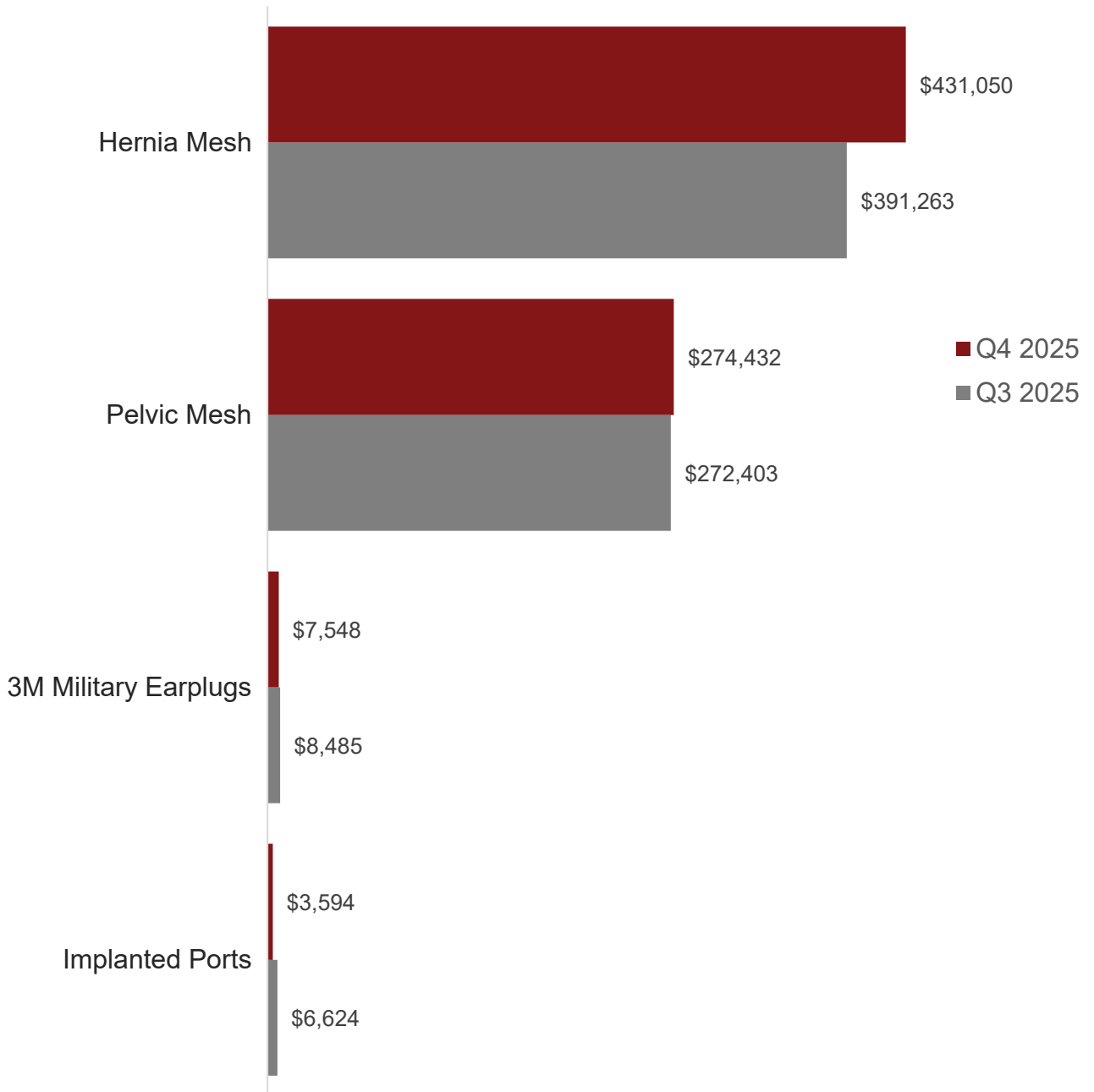
Note: Ad spending is estimated according to a methodology that relies on real-world transaction data from ad agencies and media buyers. Data are estimates and vary over time as the tracking system reviews the advertising database and revises to account for duplicates or errors.

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 vs. Q3 2025



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q4 vs. Q3 2025

