

Executive Summary

Quarterly & Monthly Trends

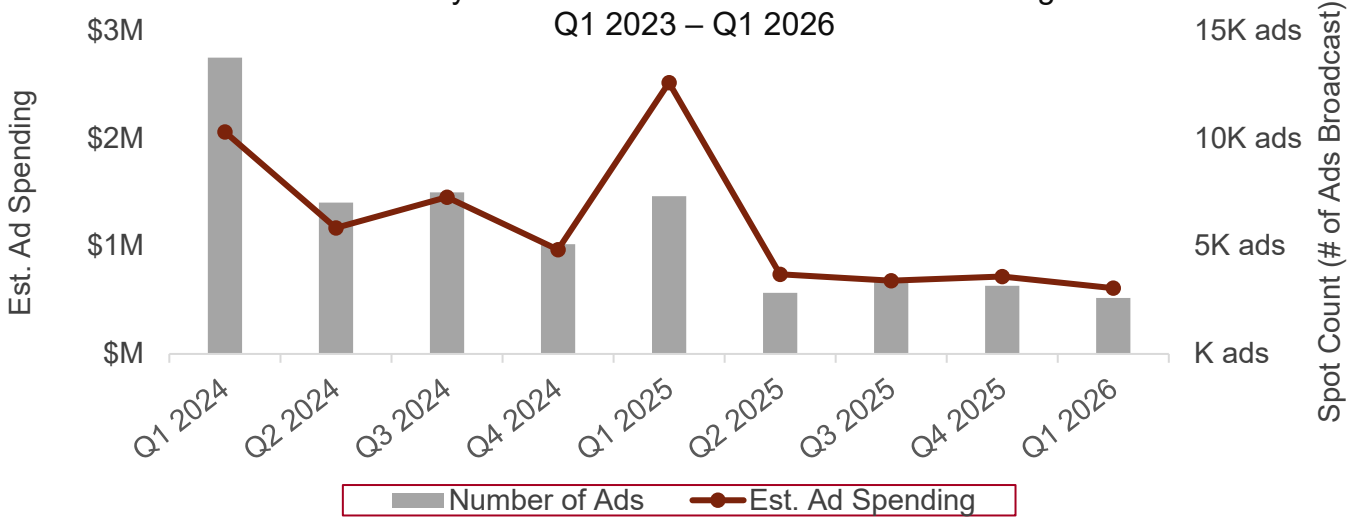
- **Strong start, sharp decline:** Q1 opened with **~1,200 ads and \$240K in January**, but activity fell steadily through the quarter. By March, **ad volume declined 45% and spending fell 29%**, signaling a rapid loss of momentum.
- **Lowest levels in over a decade:** Q1 2026 recorded **the lowest quarterly ad volume and spending since 2010**, reflecting a broad contraction in medical device mass tort advertising.

Top Targets

- **Hernia mesh became the dominant focus**, with **~1,300 ads (+57%)**. Reported spending declined slightly; however, this reflects an undercount in estimated investment due to the lack of available ad pricing data from regional sports networks (RSNs). A substantial share of March airings—including 202 ads in the Hartford, CT market on NBC Sports Boston—are included in ad counts but excluded from spending totals.
- **Pelvic mesh declined sharply**, with **~1,100 ads (-47%) and \$175K in spend (-57%)**, though it remained a leading category.
- **Implanted medication port advertising rebounded** with the ad volume increasing 29% from Q4 to about 190 ads, while advertiser investment quadrupled (+347%) to over \$16K—up from \$3,600.
- **Surgical mesh emerged as a new category of mass tort interest.** Advertisers spent \$7K to air 52 ads focusing on failures in breast reconstruction or “internal bra” surgery.
- **3M military earplug advertising ceased entirely**, dropping from ~130 ads in Q4 to zero.
- **Hip and Cartiva toe implant ads remained absent** for a third consecutive quarter, reinforcing that these campaigns have likely been paused or discontinued.

1.1 Quarterly TV Advertising Volume

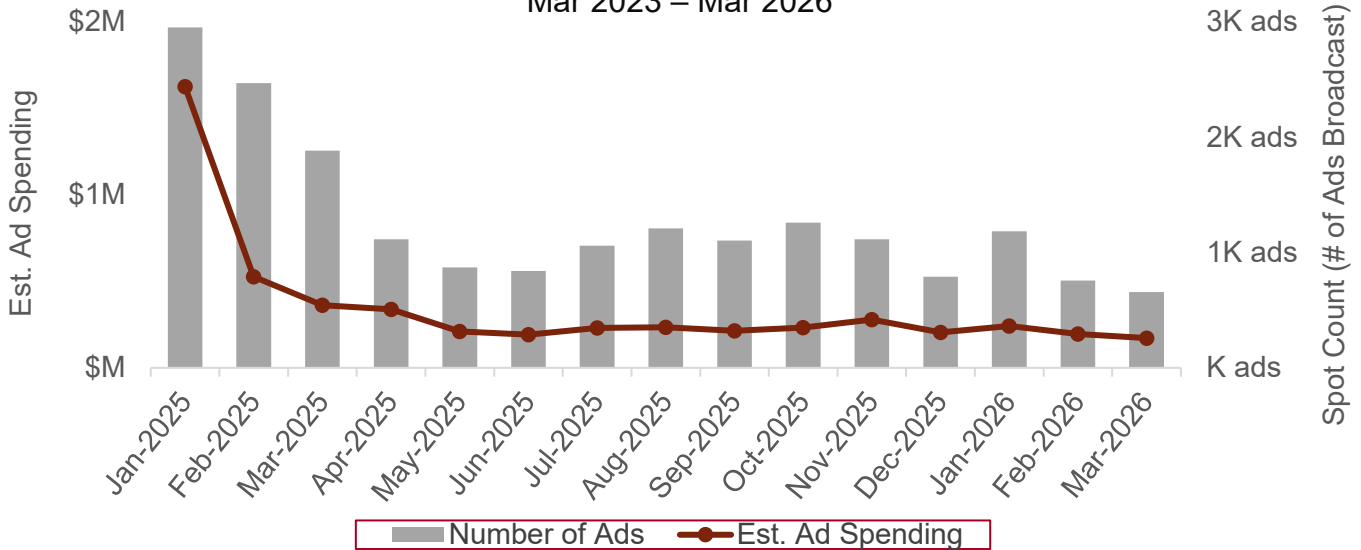
Quarterly Medical Device Mass Tort TV Advertising
Q1 2023 – Q1 2026



	Q3 Jul - Sep 2025	Q4 Oct - Dec 2025	Q1 Jan - Mar 2026	Percent Change
Est. Ad Spending	\$678,775	\$716,624	\$609,416	-15%
Number of Ads	3,374	3,306	2,598	-21%

1.2 Monthly TV Advertising Volume

Monthly Medical Device Mass Tort TV Advertising
Mar 2023 – Mar 2026



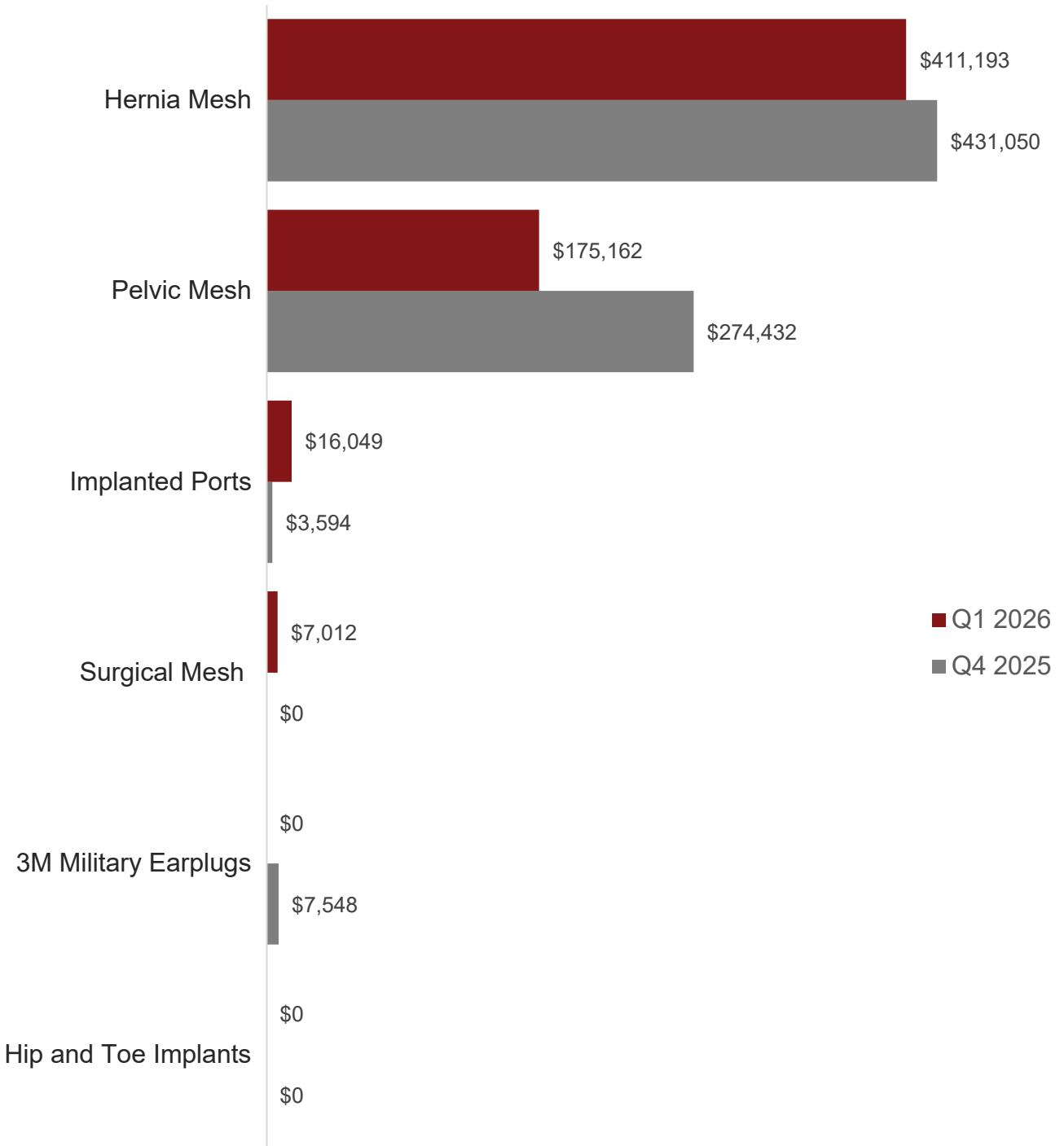
	January-26	February-26	March-26	Percent Change
Est. Ad Spending	\$241,027	\$196,372	\$172,017	-12%
Number of Ads	1,185	757	656	-13%

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. Regional Sports Network ad spending data are not included.
Source: X Ante utilizing data provided by MediaRadar CMAG



2.2 Top Medical Device TV Advertising Targets Estimated Ad Spending

Top Medical Device Mass Tort TV Advertising Targets
Est. Ad Spending, Q1 2026 vs. Q4 2025



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q1 2026 vs. Q4 2025

