X ANTE
MASS TORT INTELLIGENCE

Medical Device
Mass Tort Television Advertising

Q2 2026 (April – June)
July 24, 2026

Executive Summary

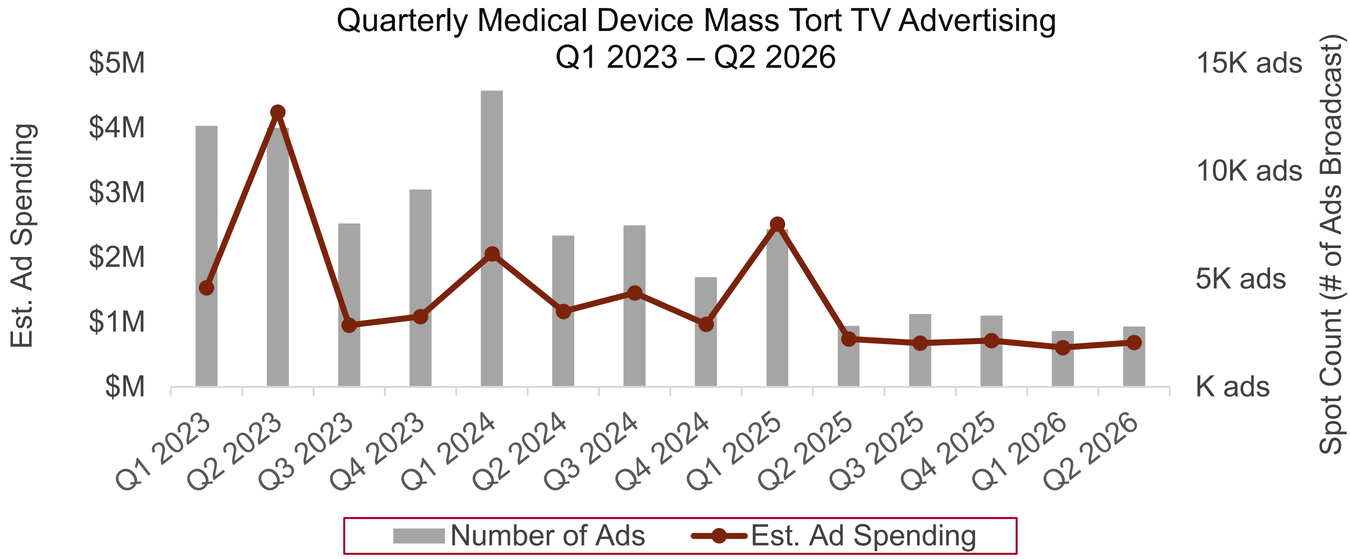
Quarterly & Monthly Trends

- **Advertising activity strengthened steadily throughout Q2**: Both ad volume and estimated spending increased in each successive month, while **quarterly totals rose 8% and 12%, respectively**, from Q1.
- **Growth accelerated late in the quarter**: Estimated spending **increased by more than 25% in both May and June**, while **ad volume jumped 30% in June**, producing the quarter's strongest month of activity.

Top Targets

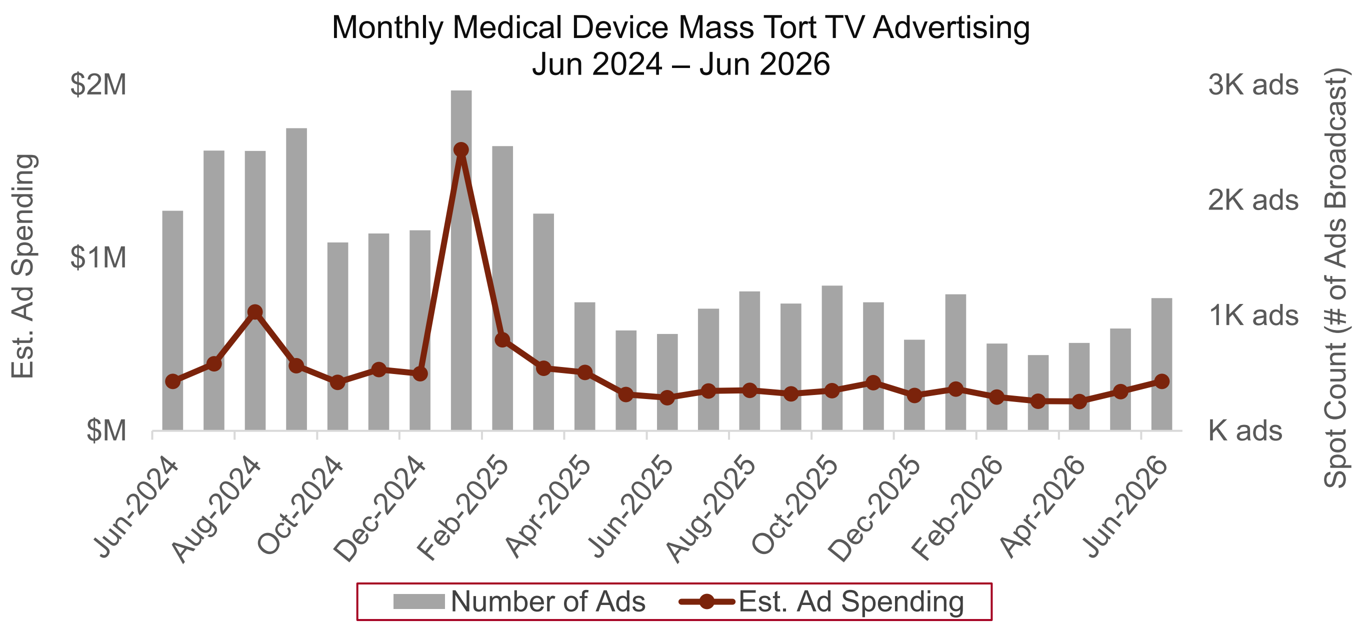
- **Hernia mesh remained the dominant target**: Ad volume increased 30% to approximately 1,640 airings, while estimated spending rose by more than $100,000 to approximately $512,000, accounting for roughly three-quarters of all reported medical device mass tort ad spending in Q2.
- **Implanted medication-port advertising surged**: Advertisers **spent nearly five times as much** as in Q1, with estimated spending rising from approximately $16,000 to $76,000, while the **number of ads nearly quadrupled**, increasing from 189 to 670 airings. The increase coincided with the first Bard implanted-port bellwether trial, which concluded in May with a mixed result and left the central design-defect issue unresolved. Additional trials remained scheduled, sustaining attention on the litigation.
- **Medical scopes emerged as a new advertising target**: Advertisers spent approximately **$26,000 on 33 ads** soliciting claims from patients who developed serious infections after procedures involving reusable scopes. The claims allege that the devices can retain and transmit bacteria despite prescribed cleaning and reprocessing, and the campaign follows recent FDA action involving certain Olympus scopes and reprocessing equipment.
- **Pelvic mesh advertising contracted sharply**: Both **estimated spending and ad volume declined by approximately 60%** from Q1, falling to about $68,000 and 451 airings, respectively. Despite the decline, pelvic mesh remained the third-largest medical-device advertising target by both measures.
- **Surgical mesh advertising pulled back**: Activity declined from 52 ads and approximately $7,000 in Q1 to **eight ads and approximately $2,000 in Q2**. The ads solicit claims involving surgical mesh used as scaffolding or an "internal bra" in breast reconstruction and cosmetic procedures. The litigation remains at an early stage, with no consolidated MDL or other major case milestone.

1.1 Quarterly TV Advertising Volume



	Q4 Oct - Dec 2025	Q1 Jan - Mar 2026	Q2 Apr - Jun 2026	Percent Change
Est. Ad Spending	$716,624	$609,416	$684,337	12%
Number of Ads	3,306	2,598	2,800	8%

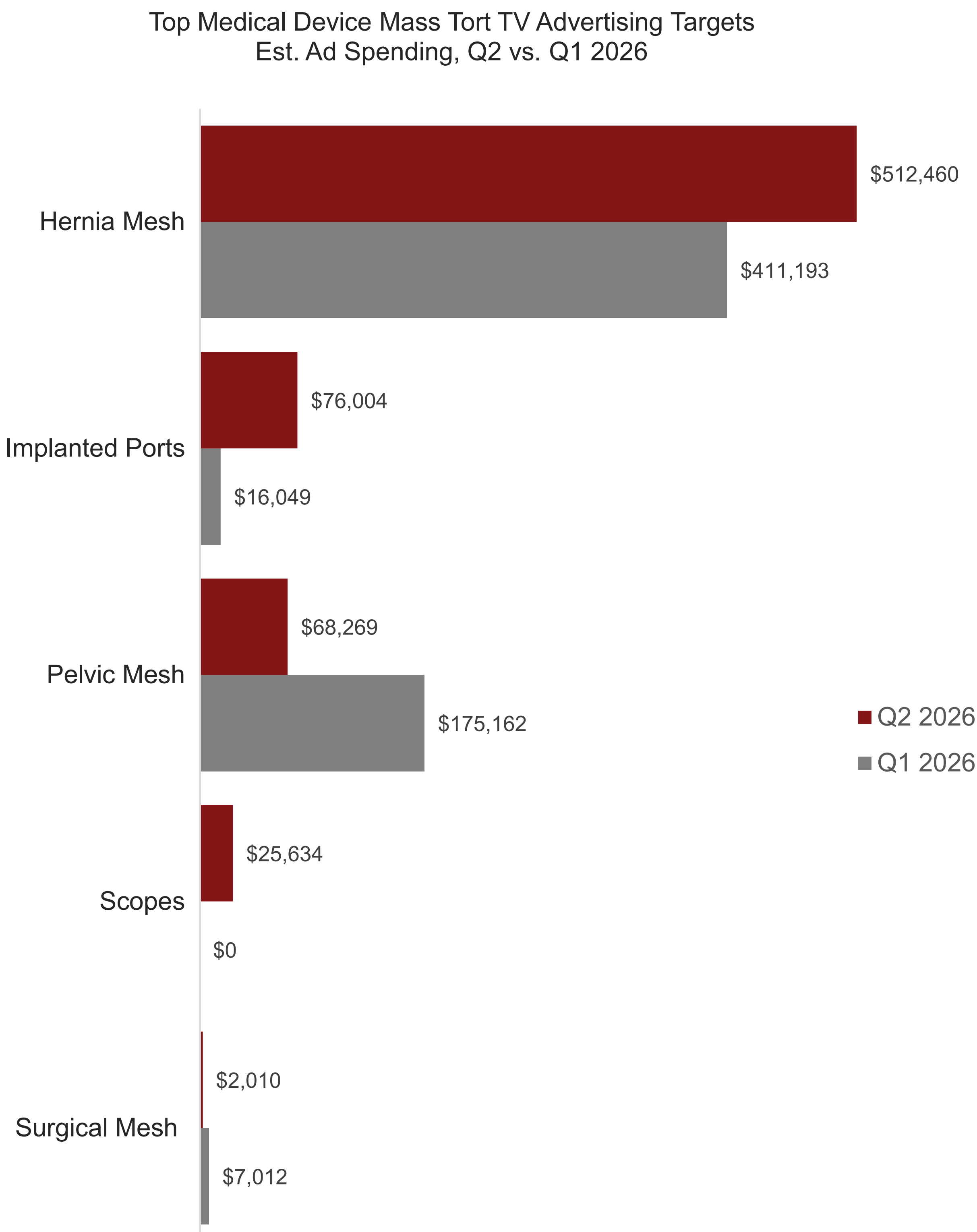
1.2 Monthly TV Advertising Volume



	April-26	May-26	June-26	Percent Change
Est. Ad Spending	$170,381	$227,896	$286,100	26%
Number of Ads	762	887	1,151	30%

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

2.1 Top Medical Device TV Advertising Targets Estimated Ad Spending



2.2 Top Medical Device TV Advertising Targets
Number of Ads Broadcast