X ANTE
MASS TORT INTELLIGENCE

# Medical Device
# Mass Tort Television Advertising
Q3 2026 (July–September)
October 27, 2026

## Executive Summary

### Quarterly & Monthly Trends

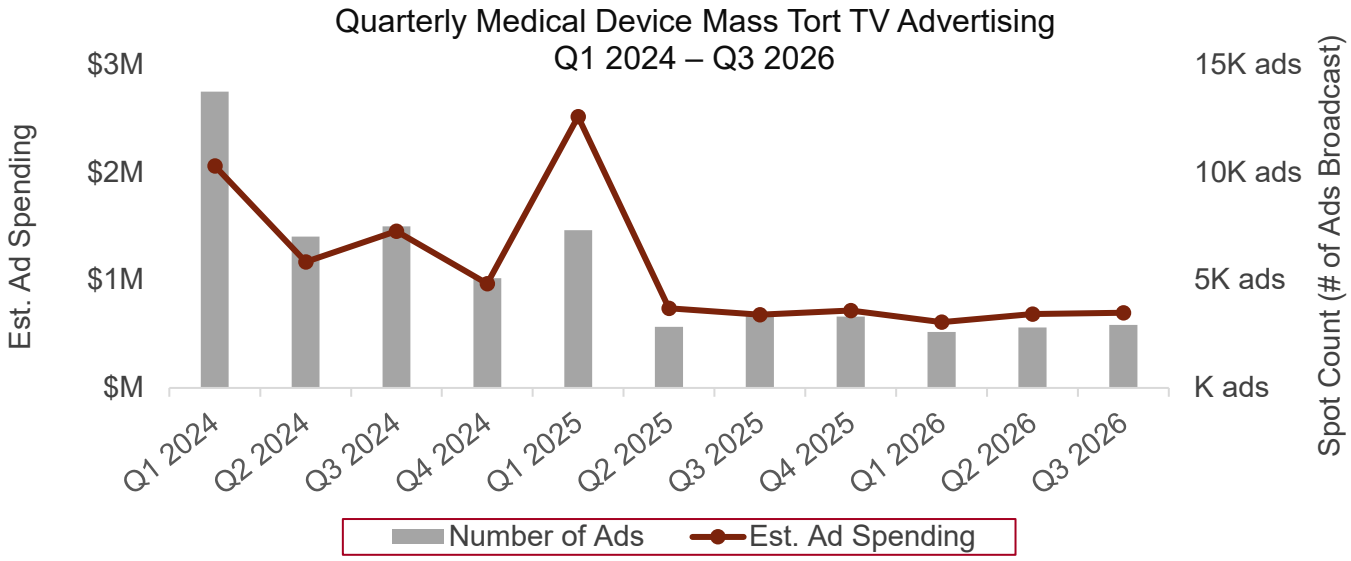
- **Advertising activity edged higher overall in Q3**: Despite a late-quarter pullback, **ad volume increased 5%** to nearly 2,930 airings, while estimated spending rose 2% to approximately $698,000 from Q2.
- **Activity was concentrated earlier in the quarter**: Both estimated spending and ad volume **declined in each successive month**, with the pullback accelerating in September as spending fell 38% and ad volume dropped 44% from August.

### Top Targets

- **Hernia mesh remained the dominant target**: **Ad volume increased 18%** to approximately 1,940 airings, while estimated spending remained essentially flat at about $508,000. Hernia mesh accounted for roughly **two-thirds of all medical-device mass tort TV airings during Q3**. The volume increase coincided with an **$88 million plaintiff verdict in August** in the first bellwether trial in the Covidien hernia-mesh MDL.
- **Medical scopes advertising surged**: **Ad volume increased sixfold** to nearly 200 airings, while **estimated spending more than tripled** to approximately $93,000. The increase coincided with **recent individual product-liability lawsuits** alleging that reusable Olympus endoscopes and other medical scopes can retain and transmit bacteria despite prescribed cleaning and reprocessing, causing serious infections. The litigation remains at an early stage, with no consolidated federal MDL.
- **Implanted medication-port advertising continued to expand**: **Estimated spending increased 17% to nearly $89,000, while ad volume rose 9%** to almost 730 airings. The quarter included a significant development in the Bard implanted-port MDL**: the second bellwether trial concluded in September with a $40 million plaintiff verdict** involving a catheter that fractured and migrated to the heart.
- **3M military earplug advertising resumed**: After seven months without activity, **60 ads aired during Q3 at an estimated cost of more than $7,700**. The renewed advertising comes after the resolution of the federal Combat Arms Earplug MDL through **3M's up-to-$6 billion settlement**, for which payments to participating claimants remain ongoing.

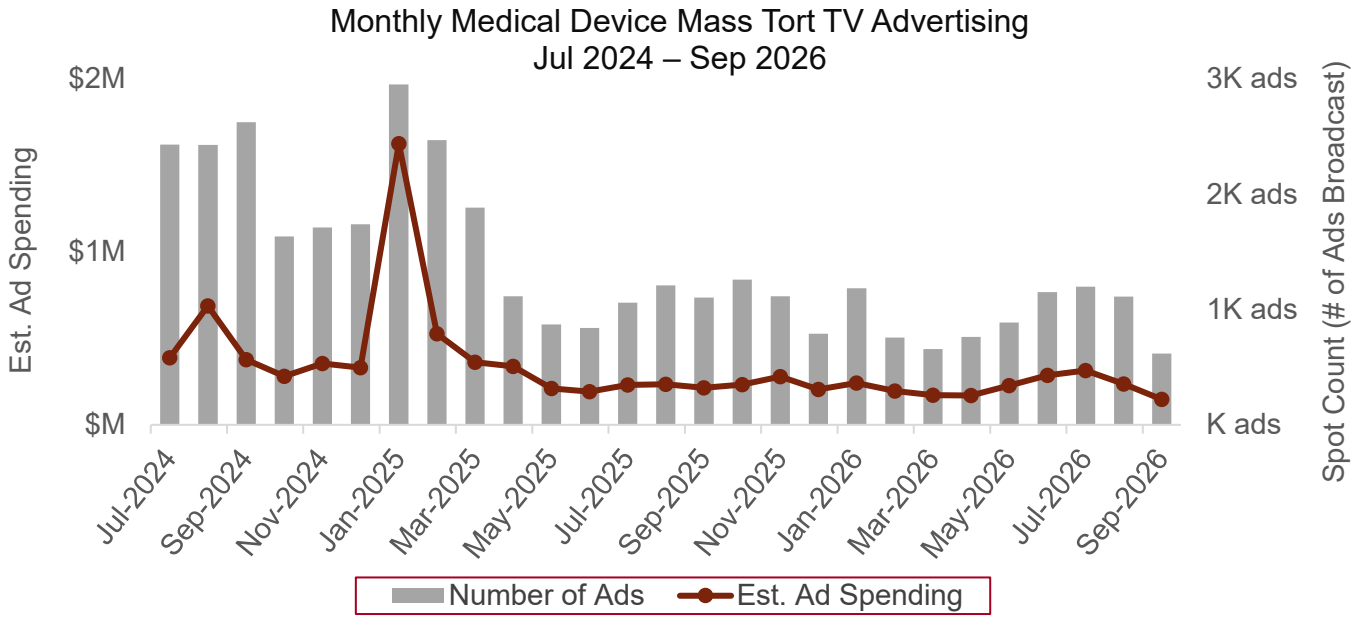
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## 1.1 Quarterly TV Advertising Volume




| | Q1 Jan - Mar 2026 | Q2 Apr - Jun 2026 | Q3 Jul - Sep 2026 | Percent Change |
|---|---|---|---|---|
| Est. Ad Spending | $609,416 | $684,337 | $697,665 | 2% |
| Number of Ads | 2,598 | 2,800 | 2,927 | 5% |

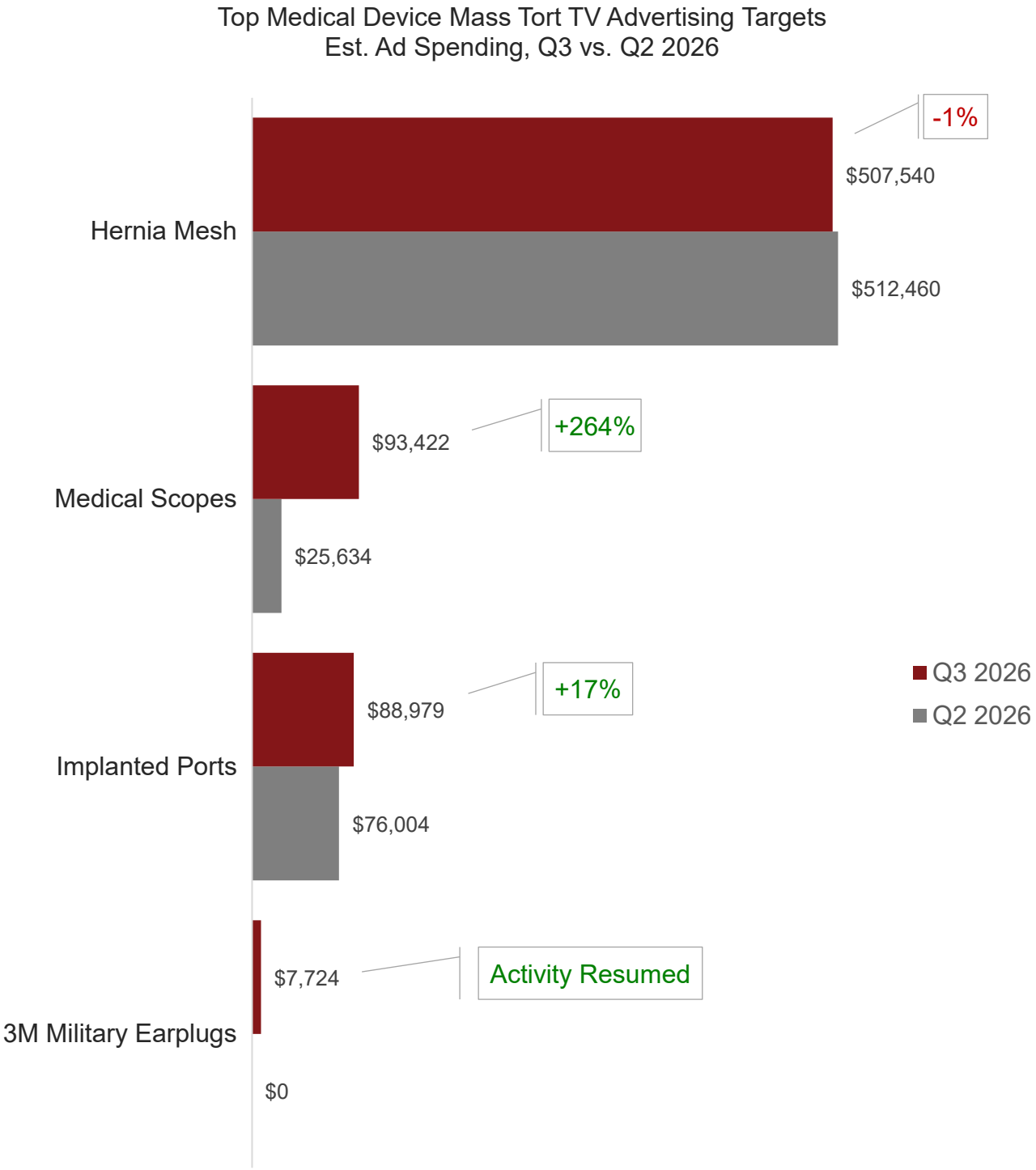
## 1.2 Monthly TV Advertising Volume




| | July-26 | August-26 | September-26 | Percent Change |
|---|---|---|---|---|
| Est. Ad Spending | $314,281 | $236,653 | $146,731 | -38% |
| Number of Ads | 1,199 | 1,111 | 617 | -44% |

*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

