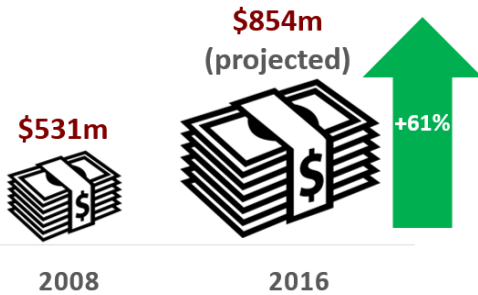




### Television

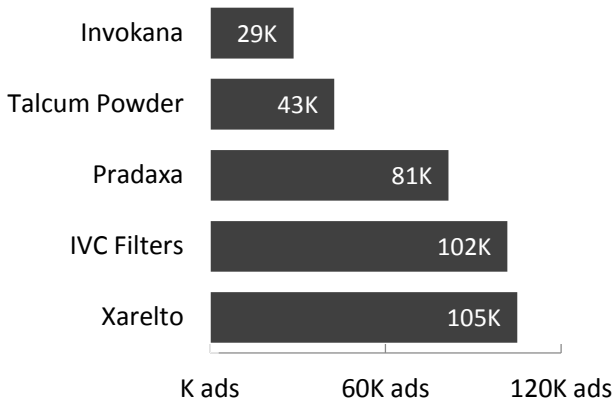
#### Legal Services Advertising Spending (est.)



#### Top Legal Services TV Ad Categories, Est. Ad Spending, 2015-16 (projected)

	2015	2016 (proj.)	% Change
Rx Drugs & Med Devices	\$129m	\$149m	15%
Asbestos	\$60m	\$54m	-10%
Lawsuit Funding	\$50m	\$23m	-54%
Energy	\$756k	\$139k	-82%
Automotive	\$957k	\$904k	-6%

#### Top Drugs & Medical Device Targets Mass Tort TV Ads, Jan – Sep 2016



#### Top Sponsors of Drugs & Medical Device Mass Tort TV Ads, Jan – Sep 2016

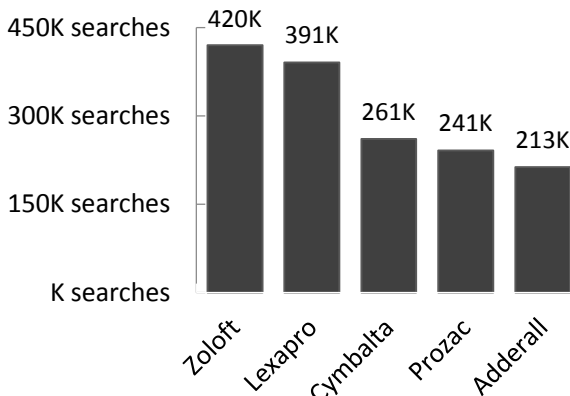
Ad Sponsor	No. of Ads
Pulaski Law/1-800-BAD-DRUG	90k
Relion Group	32k
Knightline Legal	26k
Davis & Crump	22k
Jacoby & Meyers	17k
OTHER	175k



### Online

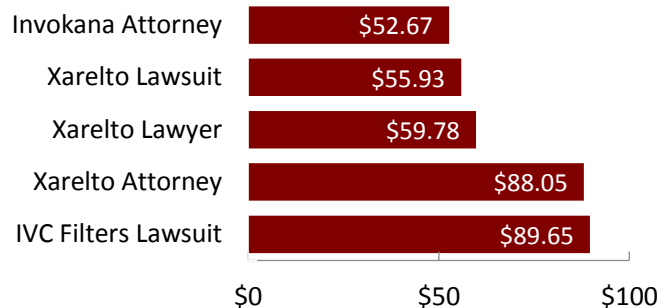
#### Top Drug & Medical Device

Google Litigation & Side Effect Searches, Jan – Jun 2016



#### Top Drug & Medical Device Litigation

Google Ad Avg. Cost-per-click Price, Jan – Jun 2016



Source: X Ante analysis utilizing data provided by Kantar Media CMAG, Google, and KWFinder.com.