

Expert Report – Highly Confidential

relatively consistent before April 2025, the earliest date for which Meta produced soft-matching data.

198. Next, below is a table that contains a summary of the percentages that I used to provide my estimates.

Soft-match Table	% Disables	% Enforcements
FB-to-FB Clustering Table	3.0%	0.7%
FB-to-IG Softmatch Table	5.0%	1.1%
IG-to-IG Softmatch Table	4.2%	0.9%

Table 61 - Soft-match Percentages for each Table

199. Below is a table containing the estimated number of potential accounts that could have been disabled or subject to enforcement through soft-matching on a monthly basis for Table 3 and Checkpointing Table. These figures were derived by multiplying the total number of underage account disables or enforcements per month by the respective percentages displayed above.

Month	Total Disables	Est. Number of Soft-match Disables via FB-to-FB Clustering Table	Est. Number of Soft-match Disables via FB-to-IG Softmatch Table	Est. Number of Soft-match Disables via IG-to-IG Softmatch Table
2020-06-01	826	24	41	34
2020-07-01	1,717	51	85	72
2020-08-01	7,533	226	377	318
2020-09-01	143,515	4,321	7,187	6,066
2020-10-01	22,954	691	1,149	970
2020-11-01	22,015	662	1,102	930
2020-12-01	27,598	831	1,382	1,166
2021-01-01	40,441	1,217	2,025	1,709
2021-02-01	26,866	809	1,345	1,135
2021-03-01	25,209	759	1,262	1,065
2021-04-01	20,222	608	1,012	854
2021-05-01	25,770	776	1,290	1,089
2021-06-01	33,344	1,004	1,669	1,409
2021-07-01	52,135	1,569	2,611	2,203
2021-08-01	34,860	1,049	1,745	1,473
2021-09-01	31,596	951	1,582	1,335
2021-10-01	31,660	953	1,585	1,338
2021-11-01	17,353	522	869	733
2021-12-01	10,628	320	532	449
2022-01-01	10,537	317	527	445
2022-02-01	10,690	321	535	451

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2022-03-01	29,821	898	1,493	1,260
2022-04-01	21,649	651	1,084	915
2022-05-01	128,304	3,863	6,425	5,423
2022-06-01	79,854	2,404	3,999	3,375
2022-07-01	35,057	1,055	1,755	1,481
2022-08-01	28,636	862	1,434	1,210
2022-09-01	42,848	1,290	2,145	1,811
2022-10-01	35,176	1,059	1,761	1,486
2022-11-01	60,005	1,806	3,005	2,536
2022-12-01	22,196	668	1,111	938
2023-01-01	12,328	371	617	521
2023-02-01	4,118	124	206	174
2023-03-01	3,705	111	185	156
2023-04-01	1,523	45	76	64
2023-05-01	131,675	3,965	6,594	5,565
2023-06-01	29,230	880	1,463	1,235
2023-07-01	32,447	977	1,625	1,371
2023-08-01	31,388	945	1,571	1,326
2023-09-01	15,970	480	799	675
2023-10-01	16,489	496	825	696
2023-11-01	36,871	1,110	1,846	1,558
2023-12-01	28,333	853	1,418	1,197
2024-01-01	26,939	811	1,349	1,138
2024-02-01	24,005	722	1,202	1,014
2024-03-01	103	3	5	4
Total	1,476,139	44,430	73,905	62,373

Table 62 - Estimated Number of Account Disables due to Soft-matching per Month

Month	Total Enforcements	Est. Number of Soft-match Enforcements via FB-to-FB Clustering Table	Est. Number of Soft-match Enforcements via FB-to-IG Softmatch Table	Est. Number of Soft-match Enforcements via IG-to-IG Softmatch Table
2017-10-01	1,258	8	14	11
2017-11-01	2,431	16	27	22
2017-12-01	57	0	0	0
2018-01-01	50	0	0	0
2018-02-01	61	0	0	0
2018-03-01	112	0	1	1
2018-04-01	164	1	1	1
2018-05-01	161	1	1	1
2018-06-01	16,630	111	185	156
2018-07-01	368	2	4	3
2018-08-01	302	2	3	2
2018-09-01	341	2	3	3
2018-10-01	294	1	3	2
2018-11-01	479	3	5	4
2018-12-01	677	4	7	6
2019-01-01	602	4	6	5
2019-02-01	674	4	7	6
2019-03-01	2,140	14	23	20
2019-04-01	1,446	9	16	13
2019-05-01	1,514	10	16	14
2019-06-01	1,772	11	19	16
2019-07-01	2,586	17	28	24
2019-08-01	2,936	19	32	27
2019-09-01	1,949	13	21	18
2019-10-01	2,109	14	23	19
2019-11-01	2,934	19	32	27