

States v. Meta

Summary of Instagram and Facebook Gross Profit from Year Turned 18 to March 31, 2024

Schedule 4.1.35

Instagram Aged-Up Teen Gross Profits, 2013 to 2017 [1]

	2013 - 2017					
	Average Daily Time Spent					
	Over 0.5 Hours	Over 1 Hour	Over 2 Hours	Over 3 Hours	Over 4 Hours	Over 5 Hours
California	\$151,884,819	\$71,239,915	\$22,262,473	\$4,452,495		
Colorado	\$16,937,812	\$7,970,735	\$2,490,855	\$498,171		
Connecticut	\$12,008,104	\$5,651,061	\$1,765,956	\$313,191		
Delaware	\$3,349,414	\$1,576,195	\$491,561	\$96,512		
Illinois	\$43,661,328	\$20,546,508	\$6,420,784	\$1,284,157		
Indiana	\$24,376,465	\$11,471,278	\$3,584,774	\$716,955		
Kansas	\$9,294,262	\$4,373,771	\$1,366,803	\$273,361		
Kentucky	\$17,024,710	\$8,011,428	\$2,503,634	\$500,727		
Louisiana	\$15,886,967	\$7,476,220	\$2,336,319	\$467,264		
Minnesota	\$17,895,707	\$8,386,215	\$2,558,292	\$511,638		
Nebraska	\$6,786,944	\$3,183,856	\$998,080	\$199,616		
New Jersey	\$22,514,615	\$15,489,425	\$4,840,414	\$986,083		
New York	\$63,907,004	\$30,073,884	\$9,388,089	\$1,879,618		
North Carolina	\$39,211,867	\$18,452,643	\$5,766,451	\$1,153,290		
Pennsylvania	\$44,330,600	\$20,767,435	\$6,489,823	\$1,297,965		
South Carolina	\$17,713,562	\$8,335,794	\$2,604,936	\$520,987		
Virginia	\$29,686,101	\$13,969,930	\$4,365,003	\$873,121		
Wisconsin	\$18,177,133	\$8,553,945	\$2,673,308	\$534,622		
Total	\$563,848,215	\$265,340,336	\$82,918,855	\$16,583,771		

Instagram Aged-Up Teen Gross Profits, 2018 to Q1 2024 [2]

	2018 - Q1 2024					
	Average Daily Time Spent					
	Over 0.5 Hours	Over 1 Hour	Over 2 Hours	Over 3 Hours	Over 4 Hours	Over 5 Hours
California	\$137,377,348	\$75,441,239	\$22,176,433	\$9,061,489	\$3,149,282	\$0
Colorado	\$10,680,069	\$4,420,560	\$1,003,404	\$103,050	\$0	\$0
Connecticut	\$9,561,489	\$4,232,239	\$964,934	\$196,589	\$0	\$0
Delaware	\$3,060,230	\$1,774,889	\$646,214	\$276,515	\$131,003	\$17,783
Illinois	\$27,572,399	\$11,249,817	\$2,752,737	\$581,089	\$15,511	\$0
Indiana	\$16,365,897	\$7,537,296	\$2,129,230	\$983,132	\$143,461	\$0
Kansas	\$5,202,575	\$1,948,532	\$445,931	\$5,405	\$0	\$0
Kentucky	\$11,262,959	\$5,212,456	\$1,475,273	\$650,582	\$76,172	\$0
Louisiana	\$12,249,047	\$6,912,698	\$2,639,020	\$1,234,380	\$678,946	\$229,896
Minnesota	\$10,456,894	\$3,854,531	\$799,543	\$8,051	\$0	\$0
Nebraska	\$4,132,090	\$1,618,892	\$462,272	\$126,273	\$3,137	\$0
New Jersey	\$20,090,657	\$13,610,299	\$3,530,649	\$1,418,315	\$181,931	\$0
New York	\$50,038,459	\$23,134,937	\$5,379,126	\$1,026,707	\$34,486	\$0
North Carolina	\$31,111,277	\$16,198,021	\$5,060,277	\$2,312,778	\$760,495	\$0
Pennsylvania	\$32,944,220	\$16,021,792	\$5,087,713	\$2,457,494	\$821,259	\$197,044
South Carolina	\$12,307,408	\$5,894,812	\$1,705,615	\$785,616	\$162,166	\$0
Virginia	\$24,087,662	\$12,331,389	\$3,927,963	\$1,825,295	\$601,536	\$0
Wisconsin	\$10,226,583	\$2,693,235	\$877,074	\$48,768	\$6,420	\$0
Total	\$436,632,173	\$215,099,616	\$61,263,407	\$23,399,482	\$6,776,306	\$444,723

Instagram Aged-Up Teen Gross Profits, 2013 to Q1 2024 [3]

	2013 - Q1 2024					
	Average Daily Time Spent					
	Over 0.5 Hours	Over 1 Hour	Over 2 Hours	Over 3 Hours	Over 4 Hours	Over 5 Hours
California	\$288,761,967	\$146,681,154	\$44,438,906	\$13,513,984	\$3,145,282	\$0
Colorado	\$27,617,881	\$12,391,295	\$3,494,259	\$601,221	\$0	\$0
Connecticut	\$21,569,992	\$9,883,300	\$2,730,891	\$549,781	\$0	\$0
Delaware	\$6,434,644	\$3,351,084	\$1,138,775	\$375,027	\$131,003	\$17,783
Illinois	\$71,331,727	\$31,796,325	\$9,173,520	\$1,665,246	\$15,511	\$0
Indiana	\$40,742,362	\$19,008,574	\$5,714,004	\$1,700,087	\$143,461	\$0
Kansas	\$14,496,838	\$6,322,282	\$1,812,784	\$279,765	\$0	\$0
Kentucky	\$28,287,669	\$13,224,084	\$3,978,907	\$1,551,309	\$76,172	\$0
Louisiana	\$28,136,034	\$14,388,938	\$4,995,338	\$1,701,594	\$678,946	\$229,896
Minnesota	\$27,852,605	\$12,042,746	\$3,357,786	\$519,693	\$0	\$0
Nebraska	\$10,919,034	\$4,812,748	\$1,460,352	\$325,889	\$3,137	\$0
New Jersey	\$61,005,472	\$29,099,624	\$8,371,063	\$2,343,397	\$181,931	\$0
New York	\$13,846,463	\$5,208,822	\$1,457,214	\$3,406,325	\$34,486	\$0
North Carolina	\$70,323,143	\$34,650,664	\$10,826,728	\$3,466,069	\$760,495	\$0
Pennsylvania	\$77,075,110	\$36,799,227	\$11,557,536	\$3,755,468	\$833,259	\$197,044
South Carolina	\$29,820,970	\$14,230,606	\$4,330,551	\$1,306,603	\$162,166	\$0
Virginia	\$53,773,764	\$26,301,320	\$8,293,567	\$2,698,416	\$601,536	\$0
Wisconsin	\$26,403,736	\$12,247,380	\$3,550,382	\$380,390	\$6,420	\$0
Total	\$1,000,480,388	\$480,439,952	\$144,182,262	\$39,983,253	\$6,776,306	\$444,723

Facebook Aged-Up Teen Gross Profits, 2013 to Q1 2024 [4]

	2013 - Q1 2024					
	Average Daily Time Spent					
	Over 0.5 Hours	Over 1 Hour	Over 2 Hours	Over 3 Hours	Over 4 Hours	Over 5 Hours
California	\$57,329,380	\$26,692,850	\$8,020,272	\$2,425,499	\$127,895	\$0
Colorado	\$11,717,216	\$5,839,869	\$1,807,184	\$784,935	\$215,027	\$19,461
Connecticut	\$3,988,364	\$1,666,465	\$574,001	\$177,677	\$53,177	\$0
Delaware	\$798,298	\$351,909	\$120,704	\$29,174	\$14,451	\$0
Illinois	\$23,911,398	\$11,954,715	\$3,987,028	\$1,883,414	\$591,200	\$209,864
Indiana	\$9,616,707	\$4,697,371	\$1,506,055	\$359,947	\$208,408	\$104,844
Kansas	\$4,487,284	\$2,205,048	\$720,212	\$245,346	\$48,001	\$3,626
Kentucky	\$5,347,670	\$2,536,338	\$724,760	\$287,046	\$20,803	\$17,074
Louisiana	\$4,103,861	\$1,778,893	\$593,936	\$199,878	\$55,690	\$0
Minnesota	\$7,102,297	\$3,154,084	\$1,055,101	\$332,616	\$112,336	\$7,233
Nebraska	\$1,393,585	\$423,393	\$130,268	\$36,767	\$6,613	\$0
New Jersey	\$8,990,940	\$3,970,646	\$1,422,394	\$430,657	\$116,968	\$0
New York	\$33,201,988	\$17,560,798	\$6,062,449	\$2,785,011	\$647,725	\$205,437
North Carolina	\$13,847,012	\$5,537,496	\$1,743,969	\$638,148	\$195,360	\$13,648
Pennsylvania	\$16,336,858	\$7,670,587	\$2,497,458	\$878,477	\$326,233	\$6,927
South Carolina	\$6,383,731	\$3,135,708	\$1,055,404	\$370,582	\$184,094	\$88,125
Virginia	\$9,228,792	\$4,182,178	\$1,350,881	\$460,061	\$140,285	\$0
Wisconsin	\$10,109,303	\$4,637,303	\$1,445,674	\$660,461	\$207,558	\$67,421
Total	\$227,714,125	\$108,984,063	\$35,161,574	\$13,196,296	\$3,045,508	\$739,378

Instagram and Facebook Gross Profits from Aged-Up Teens by State, 2013 to Q1 2024

	2013 - Q1 2024					
	Average Daily Time Spent					
	Over 0.5 Hours	Over 1 Hour	Over 2 Hours	Over 3 Hours	Over 4 Hours	Over 5 Hours
California	\$346,091,947	\$173,374,004	\$52,459,178	\$15,539,488	\$3,022,388	\$0
Colorado	\$39,331,097	\$18,231,161	\$5,361,442	\$1,386,165	\$215,027	\$19,461
Connecticut	\$25,568,356	\$11,544,765	\$3,304,892	\$727,457	\$53,177	\$0
Delaware	\$7,312,341	\$3,702,993	\$1,259,479	\$484,261	\$146,454	\$17,783
Illinois	\$95,245,117	\$43,753,040	\$13,160,548	\$3,548,600	\$606,712	\$209,864
Indiana	\$50,359,069	\$23,705,945	\$7,220,559	\$2,386,034	\$351,869	\$104,844
Kansas	\$18,984,122	\$8,527,330	\$2,532,247	\$524,111	\$48,001	\$3,626
Kentucky	\$13,835,339	\$15,774,442	\$4,703,667	\$1,358,355	\$96,475	\$17,074
Louisiana	\$32,239,377	\$16,167,811	\$5,579,274	\$1,900,572	\$734,636	\$229,896
Minnesota	\$34,964,898	\$15,196,830	\$4,412,837	\$802,309	\$112,336	\$7,233
Nebraska	\$13,922,565	\$6,206,333	\$1,883,943	\$476,157	\$39,904	\$6,613
New Jersey	\$69,996,412	\$33,070,270	\$9,793,457	\$2,818,055	\$298,900	\$0
New York	\$147,147,452	\$70,769,620	\$21,039,663	\$6,191,336	\$680,711	\$205,437
North Carolina	\$82,170,155	\$40,188,360	\$12,570,696	\$4,104,217	\$955,675	\$51,568
Pennsylvania	\$93,411,978	\$44,469,815	\$14,054,984	\$4,643,885	\$1,157,492	\$203,970
South Carolina	\$36,206,702	\$17,866,314	\$5,365,954	\$1,677,185	\$346,259	\$88,125
Virginia	\$63,002,556	\$30,483,498	\$9,644,448	\$3,160,477	\$741,821	\$0
Wisconsin	\$38,513,030	\$16,884,483	\$4,995,856	\$1,240,851	\$213,979	\$67,421
Total	\$1,228,194,513	\$589,424,015	\$179,343,836	\$53,179,550	\$9,821,814	\$1,184,101

Summary of Instagram and Facebook Gross Profits from Aged-Up Teens, 2013 to Q1 2024

	2013 - Q1 2024					
	Average Daily Time Spent					
	Over 0.5 Hours	Over 1 Hour	Over 2 Hours	Over 3 Hours	Over 4 Hours	Over 5 Hours
Instagram	\$563,848,215	\$265,340,336	\$82,918,855	\$16,583,771		
Facebook	\$436,632,173	\$215,099,616	\$61,263,407	\$23,399,482	\$6,776,306	\$444,723
Total	\$1,000,480,388	\$480,439,952	\$144,182,262	\$39,983,253	\$6,776,306	\$444,723
Facebook	\$227,714,125	\$108,984,063	\$35,161,574	\$13,196,296	\$3,045,508	\$739,378
Total	\$1,228,194,513	\$589,424,015	\$179,343,836	\$53,179,550	\$9,821,814	\$1,184,101

	Average Daily Time Spent					
	Over 0.5 and Less than 1 Hour	Over 1 and Less than 2 Hours	Over 2 and Less than 3 Hours	Over 3 and Less than 4 Hours	Over 4 and Less than 5 Hours	Over 5 Hours

Instagram	\$298,507,878	\$182,421,481	\$66,335,084	\$16,583,771		
Facebook	\$221,532,557	\$113,836,209	\$37,863,925	\$16,623,176	\$6,331,584	\$444,723
Total	\$520,040,436	\$296,257,690	\$104,199,009	\$33,206,947	\$6,331,584	\$444,723
Facebook	\$118,730,063	\$73,822,489	\$21,965,277	\$10,150,788	\$2,306,130	\$739,378
Total	\$638,770,498	\$410,080,179	\$126,164,286	\$43,357,735	\$8,637,713	\$1,184,101

Sources and Notes

[1] Schedule 4.1.15.

[2] Schedule 4.1.15.

[3] Sum of information shown at [1] and [2].

[4] Schedule 4.1.15.

[5] Sum of information shown at [3] and [4].