

States v. Meta
Instagram Time Spent Instances, Revenues, and Gross Profit 2013

Schedule 2.8.15

% of Total Teens [5]										Time Adjustment Factor													
State % of MAU (2018-2021) [1]	Teen Annual ARPU per MAU [2]	Total Teen MAP [3]	Users / Persons Multiplier [4]	Total Teen MAU	34% 16% 5% 1%								1.4 2.7 4.5 5.4				Total COGS [7]	Total MAU [8]	Annual COGS / MAU	Weighted Average Daily Time Spent [Seconds, 2018-2021]			
					Teen MAU over 0.5 Hours	Teen MAU over 1 Hours	Teen MAU over 2 Hours	Teen MAU over 3 Hours	Teen MAU >0.5 < 1.0 Hour	Teen MAU >1.0 < 2.0 Hour	Teen MAU >2.0 < 3.0 Hour	Teen MAU > 3.0 Hour	Average Teen Daily Time Spent [Seconds, 2018-2021] [6]	Teen Revenue >0.5 < 1.0 Hour	Teen Revenue >1.0 < 2.0 Hour	Teen Revenue >2.0 < 3.0 Hour					Teen Revenue > 3.0 Hour		
2013 - Total U.S.	\$	0.01	9,066,667	1.35	12,240,000	4,161,600	1,958,400	612,000	122,400	2,203,200	1,346,400	489,600	122,400	1,988	\$ 27,542	\$ 33,662	\$ 20,401	\$ 6,120	\$ 563,694	34,062,679	\$	0.02	1,444
California	13.0%			1,587,421	539,723	253,987	79,371	15,874	285,736	174,616	63,497	15,874		3,572	4,366	2,646	794						
Colorado	1.5%			177,610	60,387	28,418	8,880	1,776	31,970	19,537	7,104	1,776		400	488	296	89						
Connecticut	1.0%			125,921	42,813	20,147	6,296	1,259	22,666	13,851	5,037	1,259		283	346	210	63						
Delaware	0.3%			35,122	11,941	5,620	1,756	351	6,322	3,863	1,405	351		79	97	59	18						
Illinois	3.7%			457,833	155,663	73,253	22,892	4,578	82,410	50,362	18,313	4,578		1,030	1,259	763	229						
Indiana	2.1%			255,612	86,908	40,898	12,781	2,556	46,010	28,117	10,224	2,556		575	703	426	128						
Kansas	0.8%			97,460	33,136	15,594	4,873	975	17,543	10,721	3,898	975		219	268	162	49						
Kentucky	1.5%			178,521	60,697	28,563	8,926	1,785	32,134	19,637	7,141	1,785		402	491	298	89			Adult MAU	Adult Average Daily Time Spent [Seconds, 2018-2021] [9]	Annual Adult COGS / MAU	
Louisiana	1.4%			166,591	56,641	26,655	8,330	1,666	29,986	18,325	6,664	1,666		375	458	278	83			21,822,679	1,138	\$	0.01
Minnesota	1.5%			182,411	62,020	29,186	9,121	1,824	32,834	20,065	7,296	1,824		410	502	304	91						
Nebraska	0.6%			71,168	24,197	11,387	3,558	712	12,810	7,828	2,847	712		160	196	119	36						
New Jersey	2.8%			345,145	117,349	55,223	17,257	3,451	62,126	37,966	13,806	3,451		777	949	575	173						
New York	5.5%			670,129	227,844	107,221	33,506	6,701	120,623	73,714	26,805	6,701		1,508	1,843	1,117	335						
North Carolina	3.4%			411,176	139,800	65,788	20,559	4,112	74,012	45,229	16,447	4,112		925	1,131	685	206						
Pennsylvania	3.8%			462,756	157,337	74,041	23,138	4,628	83,296	50,903	18,510	4,628		1,041	1,273	771	231						
South Carolina	1.5%			185,744	63,153	29,719	9,287	1,857	33,434	20,432	7,430	1,857		418	511	310	93						
Virginia	2.5%			311,288	105,838	49,806	15,564	3,113	56,032	34,242	12,452	3,113		700	856	519	156						
Wisconsin	1.6%			190,605	64,806	30,497	9,530	1,906	34,309	20,967	7,624	1,906		429	524	318	95						
Total UDAP States	48.3%			5,912,512	2,010,254	946,002	295,626	59,125	1,064,252	650,376	236,500	59,125		\$ 13,304	\$ 16,261	\$ 9,855	\$ 2,956						

									Time Adjustment Factor									
									1.9	3.7	6.2	7.5						
Monthly Instances of Average Daily Time Spent Over Thresholds	Instances Over 0.5 Hours		Instances over 2 Hours		Instances over 3 Hours				Teen COGS >0.5 <1.0 Hour	Teen COGS >1.0 <2.0 Hour	Teen COGS >2.0 <3.0 Hour	Teen COGS > 3.0 Hour	Teen Gross Profit >0.5 < 1.0 Hour	Teen Gross Profit >1.0 < 2.0 Hour	Teen Gross Profit >2.0 <3.0 Hour	Teen Gross Profit >3.0 Hour		
2013 - Total U.S.									\$ 68,196	\$ 83,350	\$ 50,515	\$ 15,155	\$ (40,654)	\$ (49,688)			\$ (30,114)	\$ (9,034)
California	6,476,678	3,047,849	952,453	190,491	3,428,830	2,095,396	761,962	190,491	8,844	10,810	6,551	1,965	(5,272)	(6,444)	(3,906)	(1,172)		
Colorado	724,648	341,011	106,566	21,313	383,637	234,445	85,253	21,313	990	1,209	733	220	(590)	(721)	(437)	(131)		
Connecticut	513,758	241,769	75,553	15,111	271,990	166,216	60,442	15,111	702	857	520	156	(418)	(511)	(310)	(93)		
Delaware	143,298	67,434	21,073	4,215	75,863	46,361	16,859	4,215	196	239	145	43	(117)	(143)	(86)	(26)		
Illinois	1,867,957	879,039	274,700	54,940	988,919	604,339	219,760	54,940	2,551	3,118	1,890	567	(1,521)	(1,859)	(1,126)	(338)		
Indiana	1,042,895	490,774	153,367	30,673	552,121	337,407	122,694	30,673	1,424	1,741	1,055	316	(849)	(1,038)	(629)	(189)		
Kansas	397,635	187,122	58,476	11,695	210,513	128,647	46,781	11,695	543	664	402	121	(324)	(396)	(240)	(72)		
Kentucky	728,366	342,760	107,113	21,423	385,606	235,648	85,690	21,423	995	1,216	737	221	(593)	(725)	(439)	(132)		
Louisiana	679,690	319,854	99,954	19,991	359,836	219,900	79,964	19,991	928	1,134	688	206	(553)	(676)	(410)	(123)		
Minnesota	744,238	350,230	109,447	21,889	394,009	240,783	87,557	21,889	1,016	1,242	753	226	(606)	(740)	(449)	(135)		
Nebraska	290,365	136,642	42,701	8,540	153,723	93,942	34,161	8,540	397	485	294	88	(236)	(289)	(175)	(53)		
New Jersey	1,408,190	662,678	207,087	41,417	745,513	455,591	165,669	41,417	1,923	2,350	1,424	427	(1,146)	(1,401)	(849)	(255)		
New York	2,734,126	1,286,647	402,077	80,415	1,447,478	884,570	321,662	80,415	3,734	4,563	2,766	830	(2,226)	(2,720)	(1,649)	(495)		
North Carolina	1,677,596	789,457	246,705	49,341	888,139	542,752	197,364	49,341	2,291	2,800	1,697	509	(1,366)	(1,669)	(1,012)	(303)		
Pennsylvania	1,888,043	888,491	277,653	55,531	999,552	610,837	222,123	55,531	2,578	3,151	1,910	573	(1,537)	(1,879)	(1,139)	(342)		
South Carolina	757,837	356,629	111,447	22,289	401,208	245,183	89,157	22,289	1,035	1,265	767	230	(617)	(754)	(457)	(137)		
Virginia	1,270,057	597,674	186,773	37,355	672,383	410,901	149,418	37,355	1,734	2,120	1,285	385	(1,034)	(1,264)	(766)	(230)		
Wisconsin	777,670	365,962	114,363	22,873	411,708	251,599	91,491	22,873	1,062	1,298	787	236	(633)	(774)	(469)	(141)		
24,123,049									11,352,023	3,547,507	709,501	12,771,026	7,804,516	2,838,006	709,501			
									\$ 32,942	\$ 40,262	\$ 24,401	\$ 7,320	\$ (19,638)	\$ (24,002)	\$ (14,546)	\$ (4,364)		

\$ (62,550)

Sources and Notes

- [1] Schedule 2.6.
- [2] Schedule 2.8.6.
- [3] Schedule 2.5.
- [4] Schedule 2.7.
- [5] Based on average percentage of MAU exceeding time-spent threshold across MDL states. Above 3-Hours threshold MAU percentage is rounded up to 1%.
- [6] Schedule 3.2.
- [7] Schedule 3.1.
- [8] Schedule 2.8.6.
- [9] Schedule 3.3