

States v. Meta

Instagram Time Spent Instances, Revenues, and Gross Profit 2014

Schedule 2.8.25

					% of Total Teens [5]				Time Adjustment Factor														
					34%	16%	5%	1%					Average Teen Daily Time Spent (Seconds, 2018-2021) [6]	1.4	2.7	4.5	5.4					Weighted Average Daily Time Spent (Seconds, 2018-2021)	
State % of MAU (2018-2021) [1]	Teen Annual ARPU per MAU [2]	Total Teen MAP [3]	Users / Persons Multiplier [4]	Total Teen MAU	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		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	Total COGS [7]	Total MAU [8]	Annual COGS / MAU			
2014 - Total U.S.	\$	0.12	14,616,667	1.35	19,732,500	6,709,050	3,157,200	986,625	197,325	3,551,850	2,170,575	789,300	197,325	1,988	\$ 579,719	\$ 708,546	\$ 429,422	\$ 128,827	\$ 22,292,543	63,137,388	\$	0.35	1,404
California	13.0%			2,559,133	870,105	409,461	127,957	25,591	460,644	281,505	102,365	25,591			75,185	91,892	55,692	16,708				Adult Average Daily Time Spent (Seconds, 2018-2021) [9] Adult MAU 43,404,888 1,138 \$ 0.29	
Colorado	1.5%			286,331	97,352	45,813	14,317	2,863	51,540	31,496	11,453	2,863			8,412	10,281	6,231	1,869					
Connecticut	1.0%			203,002	69,021	32,480	10,150	2,030	36,540	22,330	8,120	2,030			5,964	7,289	4,418	1,325					
Delaware	0.3%			56,621	19,251	9,059	2,831	566	10,192	6,228	2,265	566			1,663	2,033	1,232	370					
Illinois	3.7%			738,087	250,950	118,094	36,904	7,381	132,856	81,190	29,523	7,381			21,684	26,503	16,062	4,819					
Indiana	2.1%			412,080	140,107	65,933	20,604	4,121	74,174	45,329	16,483	4,121			12,106	14,797	8,968	2,690					
Kansas	0.8%			157,118	53,420	25,139	7,856	1,571	28,281	17,283	6,285	1,571			4,616	5,642	3,419	1,026					
Kentucky	1.5%			287,800	97,852	46,048	14,390	2,878	51,804	31,658	11,512	2,878			8,455	10,334	6,263	1,879					
Louisiana	1.4%			268,566	91,313	42,971	13,428	2,686	48,342	29,542	10,743	2,686			7,890	9,644	5,845	1,753					
Minnesota	1.5%			294,071	99,984	47,051	14,704	2,941	52,933	32,348	11,763	2,941			8,639	10,559	6,400	1,920					
Nebraska	0.6%			114,732	39,009	18,357	5,737	1,147	20,652	12,621	4,589	1,147			3,371	4,120	2,497	749					
New Jersey	2.8%			556,419	189,182	89,027	27,821	5,564	100,155	61,206	22,257	5,564			16,347	19,980	12,109	3,633					
New York	5.5%			1,080,336	367,314	172,854	54,017	10,803	194,461	118,837	43,213	10,803			31,739	38,792	23,510	7,053					
North Carolina	3.4%			662,869	225,376	106,059	33,143	6,629	119,317	72,916	26,515	6,629			19,474	23,802	14,425	4,328					
Pennsylvania	3.8%			746,023	253,648	119,364	37,301	7,460	134,284	82,063	29,841	7,460			21,917	26,788	16,235	4,871					
South Carolina	1.5%			299,445	101,811	47,911	14,972	2,994	53,900	32,939	11,978	2,994			8,797	10,752	6,517	1,955					
Virginia	2.5%			501,838	170,625	80,294	25,092	5,018	90,331	55,202	20,074	5,018			14,743	18,020	10,921	3,276					
Wisconsin	1.6%			307,281	104,476	49,165	15,364	3,073	55,311	33,801	12,291	3,073			9,028	11,034	6,687	2,006					
Total UDAP States	48.3%			9,531,752	3,240,796	1,525,080	476,588	95,318	1,715,715	1,048,493	381,270	95,318			\$ 280,032	\$ 342,262	\$ 207,431	\$ 62,229					

									Time Adjustment Factor											
									1.9	3.8	6.4	7.7								
Monthly Instances of Average Daily Time Spent Over Thresholds	Instances Over 0.5 Hours	Instances over 1 Hour	Instances over 2 Hours	Instances over 3 Hours	Instances >0.5 < 1.0 Hour	Instances >1.0 < 2.0 Hour	Instances >2.0 < 3.0 Hour	Instances > 3.0 Hour	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				
									\$2,412,153	\$ 2,948,187	\$1,786,780	\$ 536,034	\$ (1,832,434)	\$ (2,239,642)	\$ (1,357,359)	\$ (407,208)				
2014 - Total U.S.									\$2,412,153	\$ 2,948,187	\$1,786,780	\$ 536,034	\$ (1,832,434)	\$ (2,239,642)	\$ (1,357,359)	\$ (407,208)				
California	10,441,262	4,913,535	1,535,480	307,096	5,527,727	3,378,055	1,228,384	307,096	312,835	382,354	231,730	69,519	(237,651)	(290,462)	(176,038)	(52,811)				
Colorado	1,168,229	549,755	171,798	34,360	618,474	377,956	137,439	34,360	35,002	42,780	25,927	7,778	(26,590)	(32,499)	(19,696)	(5,909)				
Connecticut	828,246	389,763	121,801	24,360	438,483	267,962	97,441	24,360	24,815	30,330	18,382	5,515	(18,851)	(23,041)	(13,964)	(4,189)				
Delaware	231,015	108,713	33,973	6,795	122,302	74,740	27,178	6,795	6,922	8,460	5,127	1,538	(5,258)	(6,427)	(3,895)	(1,168)				
Illinois	3,011,394	1,417,127	442,852	88,570	1,594,268	974,275	354,282	88,570	90,226	110,276	66,834	20,050	(68,542)	(83,773)	(50,771)	(15,231)				
Indiana	1,681,285	791,193	247,248	49,450	890,092	543,945	197,798	49,450	50,374	61,568	37,314	11,194	(38,267)	(46,771)	(28,346)	(8,504)				
Kansas	641,041	301,666	94,271	18,854	339,374	207,396	75,417	18,854	19,207	23,475	14,227	4,268	(14,591)	(17,833)	(10,808)	(3,242)				
Kentucky	1,174,222	552,575	172,680	34,536	621,647	379,896	138,144	34,536	35,181	42,999	26,060	7,818	(26,726)	(32,665)	(19,797)	(5,939)				
Louisiana	1,095,750	515,647	161,140	32,228	580,103	354,508	128,912	32,228	32,830	40,126	24,319	7,296	(24,940)	(30,482)	(18,474)	(5,542)				
Minnesota	1,199,811	564,617	176,443	35,289	635,194	388,174	141,154	35,289	35,948	43,937	26,628	7,988	(27,309)	(33,377)	(20,229)	(6,069)				
Nebraska	468,107	220,286	68,839	13,768	247,821	151,446	55,071	13,768	14,025	17,142	10,389	3,117	(10,654)	(13,022)	(7,892)	(2,368)				
New Jersey	2,270,189	1,068,324	333,851	66,770	1,201,865	734,473	267,081	66,770	68,018	83,133	50,384	15,115	(51,671)	(63,154)	(38,275)	(11,482)				
New York	4,407,772	2,074,246	648,202	129,640	2,333,526	1,426,044	518,561	129,640	132,063	161,411	97,825	29,347	(100,324)	(122,618)	(74,314)	(22,294)				
North Carolina	2,704,508	1,272,709	397,722	79,544	1,431,798	874,988	318,177	79,544	81,031	99,038	60,023	18,007	(61,557)	(75,236)	(45,597)	(13,679)				
Pennsylvania	3,043,775	1,432,364	447,614	89,523	1,611,410	984,751	358,091	89,523	91,196	111,462	67,552	20,266	(69,279)	(84,674)	(51,317)	(15,395)				
South Carolina	1,221,734	574,934	179,667	35,933	646,800	395,267	143,733	35,933	36,605	44,739	27,115	8,134	(27,808)	(33,987)	(20,598)	(6,179)				
Virginia	2,047,500	963,329	301,103	60,221	1,083,970	662,426	240,882	60,221	61,346	74,978	45,442	13,632	(46,603)	(56,959)	(34,530)	(10,356)				
Wisconsin	1,253,707	589,980	184,369	36,874	663,727	405,611	147,495	36,874	37,563	45,910	27,824	8,347	(28,535)	(34,876)	(21,137)	(6,341)				
	38,889,547	18,300,963	5,719,051	1,143,810	20,588,584	12,581,912	4,575,241	1,143,810	\$1,165,187	\$ 1,424,117	\$ 863,101	\$ 258,930	\$ (885,154)	\$ (1,081,855)	\$ (655,670)	\$ (196,701)				

\$ (2,819,380)

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