

States v. Meta
Instagram Time Spent Instances, Revenues, and Gross Profit 2015

Schedule 2.8.35

										% 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%	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]	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 Hour	Teen MAU over 2 Hours	Teen MAU over 3 Hours						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											
2015 - Total U.S.	\$	0.63	15,900,000	1.35	21,465,000	7,298,100	3,434,400	1,073,250	214,650	3,863,700	2,361,150	858,600	214,650	1,988	\$	3,308,872	\$	4,044,177	\$	2,451,017	\$	735,305	\$	62,609,658	91,352,785	\$	0.69	1,338
California	13.0%				2,783,823	946,500	445,412	139,191	27,838	501,088	306,221	111,353	27,838		429,132	524,494	317,875	95,363										
Colorado	1.5%				311,470	105,900	49,835	15,574	3,115	56,065	34,262	12,459	3,115		48,014	58,683	35,566	10,670										
Connecticut	1.0%				220,825	75,080	35,332	11,041	2,208	39,748	24,291	8,833	2,208		34,041	41,605	25,215	7,565										
Delaware	0.3%				61,593	20,941	9,855	3,080	616	11,087	6,775	2,464	616		9,495	11,605	7,033	2,110										
Illinois	3.7%				802,890	272,983	128,462	40,145	8,029	144,520	88,318	32,116	8,029		123,767	151,271	91,679	27,504										
Indiana	2.1%				448,260	152,408	71,722	22,413	4,483	80,687	49,309	17,930	4,483		69,100	84,456	51,185	15,356										
Kansas	0.8%				170,913	58,110	27,346	8,546	1,709	30,764	18,800	6,837	1,709		26,347	32,201	19,516	5,855										
Kentucky	1.5%				313,068	106,443	50,091	15,653	3,131	56,352	34,438	12,523	3,131		48,260	58,985	35,748	10,724										
Louisiana	1.4%				292,146	99,330	46,743	14,607	2,921	52,586	32,136	11,686	2,921		45,035	55,043	33,359	10,008										
Minnesota	1.5%				319,891	108,763	51,182	15,995	3,199	57,580	35,188	12,796	3,199		49,312	60,270	36,527	10,958										
Nebraska	0.6%				124,805	42,434	19,969	6,240	1,248	22,465	13,729	4,992	1,248		19,239	23,514	14,251	4,275										
New Jersey	2.8%				605,272	205,793	96,844	30,264	6,053	108,949	66,580	24,211	6,053		93,304	114,038	69,114	20,734										
New York	5.5%				1,175,189	399,564	188,030	58,759	11,752	211,534	129,271	47,008	11,752		181,158	221,415	134,191	40,257										
North Carolina	3.4%				721,069	245,163	115,371	36,053	7,211	129,792	79,318	28,843	7,211		111,154	135,855	82,336	24,701										
Pennsylvania	3.8%				811,523	275,918	129,844	40,576	8,115	146,074	89,268	32,461	8,115		125,098	152,898	92,665	27,800										
South Carolina	1.5%				325,736	110,750	52,118	16,287	3,257	58,632	35,831	13,029	3,257		50,213	61,371	37,195	11,158										
Virginia	2.5%				545,899	185,606	87,344	27,295	5,459	98,262	60,049	21,836	5,459		84,151	102,852	62,334	18,700										
Wisconsin	1.6%				334,260	113,648	53,482	16,713	3,343	60,167	36,769	13,370	3,343		51,527	62,977	38,168	11,450										
Total UDAP States	48.3%				10,368,633	3,525,335	1,658,981	518,432	103,686	1,866,354	1,140,550	414,745	103,686		\$	1,598,345	\$	1,953,533	\$	1,183,960	\$	355,188						

Adult MAU	Adult Average Daily Time Spent (Seconds, 2018-2021) [9]	Annual Adult COGS / MAU
69,887,785	1,138	\$ 0.58

Monthly Instances of Average Daily Time Spent Over Thresholds					2.0				4.0				6.7				8.1							
	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								
2015 - Total U.S.									\$ 5,344,347	\$ 6,531,979	\$ 3,958,775	\$ 1,187,633	\$ (2,035,474)	\$ (2,487,802)	\$ (1,507,759)	\$ (452,328)								
California	11,357,998	5,344,940	1,670,294	334,059	6,013,058	3,674,646	1,336,235	334,059	693,115	847,141	513,419	154,026	(263,983)	(322,646)	(195,543)	(58,663)								
Colorado	1,270,799	598,023	188,882	37,376	672,776	411,141	149,506	37,376	77,550	94,783	57,444	17,233	(29,536)	(36,100)	(21,878)	(6,564)								
Connecticut	900,966	423,984	132,495	26,499	476,982	291,489	105,996	26,499	54,981	67,199	40,727	12,218	(20,940)	(25,594)	(15,511)	(4,653)								
Delaware	251,298	118,258	36,956	7,391	133,040	81,302	29,564	7,391	15,335	18,743	11,359	3,408	(5,841)	(7,139)	(4,326)	(1,298)								
Illinois	3,275,793	1,541,549	481,734	96,347	1,734,243	1,059,815	385,387	96,347	199,903	244,326	148,077	44,423	(76,136)	(93,055)	(56,397)	(16,919)								
Indiana	1,828,901	860,659	268,956	53,791	968,242	591,703	215,165	53,791	111,608	136,409	82,672	24,802	(42,507)	(51,954)	(31,487)	(9,446)								
Kansas	697,324	328,152	102,548	20,510	369,171	225,605	82,038	20,510	42,554	52,010	31,521	9,456	(16,207)	(19,809)	(12,005)	(3,602)								
Kentucky	1,277,318	601,091	187,841	37,568	676,227	413,250	150,273	37,568	77,948	95,269	57,739	17,322	(29,688)	(36,285)	(21,991)	(6,597)								
Louisiana	1,191,957	560,921	175,288	35,058	631,036	385,633	140,230	35,058	72,738	88,903	53,880	16,164	(27,704)	(33,860)	(20,521)	(6,156)								
Minnesota	1,305,153	614,190	191,934	38,387	690,964	422,256	153,547	38,387	79,646	97,345	58,997	17,699	(30,334)	(37,075)	(22,470)	(6,741)								
Nebraska	509,206	239,626	74,883	14,977	269,580	164,743	59,907	14,977	31,074	37,979	23,018	6,905	(11,835)	(14,465)	(8,767)	(2,630)								
New Jersey	2,469,511	1,162,123	363,163	72,633	1,307,388	798,959	290,531	72,633	150,700	184,189	111,630	33,489	(57,397)	(70,151)	(42,516)	(12,755)								
New York	4,794,772	2,256,363	705,113	141,023	2,538,408	1,551,250	564,091	141,023	292,598	357,620	216,739	65,022	(111,440)	(136,205)	(82,548)	(24,765)								
North Carolina	2,941,961	1,384,452	432,641	86,528	1,557,509	951,811	346,113	86,528	179,531	219,427	132,986	39,896	(68,377)	(83,572)	(50,650)	(15,195)								
Pennsylvania	3,311,016	1,558,125	486,914	97,383	1,752,891	1,071,211	389,531	97,383	202,053	246,953	149,669	44,901	(76,955)	(94,056)	(57,004)	(17,101)								
South Carolina	1,329,001	625,412	195,441	39,088	703,589	429,971	156,353	39,088	81,102	99,124	60,075	18,023	(30,889)	(37,753)	(22,881)	(6,864)								
Virginia	2,227,269	1,048,126	327,540	65,508	1,179,142	720,587	262,032	65,508	135,918	166,122	100,680	30,204	(51,766)	(63,270)	(38,345)	(11,504)								
Wisconsin	1,363,782	641,780	200,556	40,111	722,002	441,223	160,445	40,111	83,224	101,718	61,647	18,494	(31,697)	(38,741)	(23,479)	(7,044)								
	42,304,023	19,907,776	6,221,180	1,244,236	22,396,248	13,686,596	4,976,944	1,244,236	\$ 2,581,578	\$ 3,155,262	\$ 1,912,280	\$ 573,684	\$ (983,232)	\$ (1,201,729)	\$ (728,320)	\$ (218,496)								

\$ (3,131,778)

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