

States v. Meta
Instagram Time Spent Instances, Revenues, and Gross Profit 2016

Schedule 2.8.45

					% 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 1 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												
2016 - Total U.S.	\$	1.94	16,083,333	1.35	21,712,500	7,382,250	3,474,000	1,085,625	217,125	3,908,250	2,388,375	868,500	217,125	1,988	\$	10,299,765	\$	12,588,602	\$	7,629,455	\$	2,288,837	\$	202,316,646	112,726,713	\$	1.79	1,302	
California	13.0%				2,815,922	957,413	450,547	140,796	28,159	506,866	309,751	112,637	28,159		1,335,790	1,632,632	989,474	296,842											
Colorado	1.5%				315,062	107,121	50,410	15,753	3,151	56,711	34,657	12,602	3,151		149,456	182,668	110,708	33,212											
Connecticut	1.0%				223,371	75,946	35,739	11,169	2,234	40,207	24,571	8,935	2,234		105,961	129,507	78,489	23,547											
Delaware	0.3%				62,303	21,183	9,968	3,115	623	11,214	6,853	2,492	623		29,555	36,122	21,892	6,568											
Illinois	3.7%				812,148	276,130	129,944	40,607	8,121	146,187	89,336	32,486	8,121		385,259	470,872	285,377	85,613											
Indiana	2.1%				453,429	154,166	72,549	22,671	4,534	81,617	49,877	18,137	4,534		215,093	262,892	159,328	47,798											
Kansas	0.8%				172,883	58,780	27,661	8,644	1,729	31,119	19,017	6,915	1,729		82,011	100,235	60,749	18,225											
Kentucky	1.5%				316,678	107,671	50,668	15,834	3,167	57,002	34,835	12,667	3,167		150,223	183,605	111,276	33,383											
Louisiana	1.4%				295,515	100,475	47,282	14,776	2,955	53,193	32,507	11,821	2,955		140,183	171,335	103,840	31,152											
Minnesota	1.5%				323,579	110,017	51,773	16,179	3,236	58,244	35,594	12,943	3,236		153,496	187,607	113,701	34,110											
Nebraska	0.6%				126,245	42,923	20,199	6,312	1,262	22,724	13,887	5,050	1,262		59,887	73,195	44,360	13,308											
New Jersey	2.8%				612,251	208,165	97,960	30,613	6,123	110,205	67,348	24,490	6,123		290,434	354,975	215,136	64,541											
New York	5.5%				1,188,740	404,171	190,198	59,437	11,887	213,973	130,761	47,550	11,887		563,903	689,214	417,706	125,312											
North Carolina	3.4%				729,383	247,990	116,701	36,469	7,294	131,289	80,232	29,175	7,294		345,998	422,886	256,295	76,888											
Pennsylvania	3.8%				820,881	279,099	131,341	41,044	8,209	147,759	90,297	32,835	8,209		389,401	475,935	288,445	86,534											
South Carolina	1.5%				329,491	112,027	52,719	16,475	3,295	59,308	36,244	13,180	3,295		156,301	191,034	115,778	34,734											
Virginia	2.5%				552,194	187,746	88,351	27,610	5,522	99,395	60,741	22,088	5,522		261,944	320,154	194,033	58,210											
Wisconsin	1.6%				338,114	114,959	54,098	16,906	3,381	60,861	37,193	13,525	3,381		160,391	196,034	118,808	35,643											
Total UDAP States	48.3%				10,488,188	3,565,984	1,678,110	524,409	104,882	1,887,874	1,153,701	419,528	104,882		\$	4,975,285	\$	6,080,903	\$	3,685,396	\$	1,105,619							

Adult MAU	Adult Average Daily Time Spent (Seconds, 2018-2021) [9]	Annual Adult COGS / MAU
91,014,213	1,138	\$ 1.57

Monthly Instances of Average Daily Time Spent Over Thresholds									2.1				4.1				6.9				8.3							
	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												
2016 - Total U.S.									\$ 14,548,154	\$ 17,781,077	\$ 10,776,410	\$ 3,232,923	\$ (4,248,389)	\$ (5,192,476)	\$ (3,146,955)	\$ (944,086)												
California	11,488,960	5,406,569	1,689,553	337,911	6,082,391	3,717,017	1,351,642	337,911	1,886,769	2,306,050	1,397,606	419,282	(550,979)	(673,419)	(408,133)	(122,440)												
Colorado	1,285,452	604,918	189,037	37,807	680,533	415,881	151,230	37,807	211,103	258,014	156,372	46,912	(61,647)	(75,346)	(45,664)	(13,699)												
Connecticut	911,354	428,873	134,023	26,805	482,482	294,850	107,218	26,805	149,667	182,926	110,864	33,259	(43,706)	(53,419)	(32,375)	(9,712)												
Delaware	254,195	119,621	37,382	7,476	134,574	82,240	29,905	7,476	41,745	51,022	30,922	9,277	(12,190)	(14,899)	(9,030)	(2,709)												
Illinois	3,313,564	1,559,324	487,289	97,458	1,754,240	1,072,035	389,831	97,458	544,168	665,095	403,088	120,926	(158,909)	(194,223)	(117,711)	(35,313)												
Indiana	1,849,989	870,583	272,057	54,411	979,406	598,526	217,646	54,411	303,813	371,328	225,047	67,514	(88,720)	(108,436)	(65,719)	(19,716)												
Kansas	705,364	331,936	103,730	20,746	373,428	228,206	82,984	20,746	115,838	141,580	85,806	25,742	(33,827)	(41,345)	(25,057)	(7,517)												
Kentucky	1,292,046	608,022	190,007	38,001	684,025	418,015	152,005	38,001	212,186	259,338	157,175	47,152	(61,963)	(75,733)	(45,899)	(13,770)												
Louisiana	1,205,700	567,388	177,309	35,462	638,312	390,080	141,847	35,462	198,006	242,007	146,671	44,001	(57,822)	(70,671)	(42,831)	(12,849)												
Minnesota	1,320,202	621,272	194,147	38,829	698,931	427,124	155,318	38,829	216,810	264,989	160,600	48,180	(62,313)	(77,383)	(46,899)	(14,070)												
Nebraska	515,078	242,389	75,747	15,149	272,688	166,643	60,597	15,149	84,588	103,386	62,658	18,797	(24,702)	(30,191)	(18,298)	(5,489)												
New Jersey	2,497,985	1,175,522	367,351	73,470	1,322,463	808,172	293,881	73,470	410,230	501,393	303,874	91,162	(119,796)	(146,418)	(88,738)	(26,621)												
New York	4,850,057	2,282,380	713,244	142,649	2,567,677	1,569,136	570,595	142,649	796,498	973,498	589,999	177,000	(232,595)	(284,283)	(172,293)	(51,688)												
North Carolina	2,975,883	1,400,416	437,630	87,526	1,575,468	962,786	350,104	87,526	488,713	597,316	362,010	108,603	(142,715)	(174,430)	(105,715)	(31,714)												
Pennsylvania	3,349,193	1,576,091	492,528	98,506	1,773,102	1,083,562	394,023	98,506	550,020	672,246	407,422	122,227	(160,618)	(196,311)	(118,976)	(35,693)												
South Carolina	1,344,325	632,624	197,695	39,539	711,702	434,929	158,156	39,539	220,771	269,831	163,534	49,060	(64,470)	(78,797)	(47,756)	(14,327)												
Virginia	2,252,950	1,060,212	331,316	66,263	1,192,738	728,896	265,053	66,263	369,990	452,209	274,066	82,220	(108,045)	(132,055)	(80,034)	(24,010)												
Wisconsin	1,379,507	649,180	202,869	40,574	730,327	444,311	162,295	40,574	226,549	276,893	167,814	50,344	(66,157)	(80,859)	(49,005)	(14,702)												
42,791,805	20,137,320	6,292,913	1,258,583		22,654,485	13,844,408	5,034,330	1,258,583	\$ 7,027,462	\$ 8,589,120	\$ 5,205,527	\$ 1,561,658	\$ (2,052,177)	\$ (2,508,217)	\$ (1,520,131)	\$ (456,039)												

\$ (6,536,565)

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