

States v. Meta
Instagram Time Spent Instances, Revenues, and Gross Profit 2017

Schedule 2.8.55

										% 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 Hours	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											
2017 - Total U.S.	\$	4.03	16,600,000	1.35	22,410,000	7,619,400	3,585,600	1,120,500	224,100	4,033,800	2,465,100	896,400	224,100	1,988	\$	22,057,898	\$	26,959,653	\$	16,339,183	\$	4,901,755	\$	464,450,693	122,832,944	\$	3.78	1,293
California	13.0%			2,906,381	988,170	465,021	145,319	29,064	523,149	319,702	116,255	29,064		2,860,717	3,496,431	2,119,049	635,715											
Colorado	1.5%			325,183	110,562	52,029	16,259	3,252	58,533	35,770	13,007	3,252		320,074	391,201	237,092	71,127											
Connecticut	1.0%			230,547	78,386	36,887	11,527	2,305	41,498	25,360	9,222	2,305		226,925	277,352	168,092	50,428											
Delaware	0.3%			64,304	21,863	10,289	3,215	643	11,575	7,073	2,572	643		63,294	77,359	46,884	14,065											
Illinois	3.7%			838,238	285,001	134,118	41,912	8,382	150,883	92,206	33,530	8,382		825,067	1,008,416	611,161	183,348											
Indiana	2.1%			467,995	159,118	74,879	23,400	4,680	84,239	51,479	18,720	4,680		460,642	563,007	341,216	102,365											
Kansas	0.8%			178,437	60,669	28,550	8,922	1,784	32,119	19,628	7,137	1,784		175,634	214,663	130,099	39,030											
Kentucky	1.5%			326,851	111,129	52,296	16,343	3,269	58,833	35,954	13,074	3,269		321,716	393,208	238,308	71,492											
Louisiana	1.4%			305,008	103,703	48,801	15,250	3,050	54,901	33,551	12,200	3,050		300,216	366,930	222,382	66,715											
Minnesota	1.5%			333,974	113,551	53,436	16,699	3,340	60,115	36,737	13,359	3,340		328,726	401,777	243,501	73,050											
Nebraska	0.6%			130,300	44,302	20,848	6,515	1,303	23,454	14,333	5,212	1,303		128,253	156,753	95,002	28,501											
New Jersey	2.8%			631,919	214,853	101,107	31,596	6,319	113,745	69,511	25,277	6,319		621,991	760,211	460,734	138,220											
New York	5.5%			1,226,927	417,155	196,308	61,346	12,269	220,847	134,962	49,077	12,269		1,207,650	1,476,016	894,555	268,367											
North Carolina	3.4%			752,814	255,957	120,450	37,641	7,528	135,507	82,810	30,113	7,528		740,986	905,650	548,879	164,664											
Pennsylvania	3.8%			847,251	288,065	135,560	42,363	8,473	152,505	93,198	33,890	8,473		833,939	1,019,259	617,733	185,320											
South Carolina	1.5%			340,076	115,626	54,412	17,004	3,401	61,214	37,408	13,603	3,401		334,733	409,118	247,950	74,385											
Virginia	2.5%			569,933	193,777	91,189	28,497	5,699	102,588	62,693	22,797	5,699		560,978	685,640	415,539	124,662											
Wisconsin	1.6%			348,976	118,652	55,836	17,449	3,490	62,816	38,387	13,959	3,490		343,493	419,825	254,439	76,332											
Total UDAP States	48.3%			10,825,114	3,680,539	1,732,018	541,256	108,251	1,948,520	1,190,763	433,005	108,251		\$	10,655,031	\$	13,022,816	\$	7,892,616	\$	2,367,785							

Adult MAU	Adult Average Daily Time Spent (Seconds, 2018-2021) [9]	Annual Adult COGS / MAU
100,422,944	1,138	\$ 3.33

Monthly Instances of Average Daily Time Spent Over Thresholds									2.14.27.04.8											
	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				
2017 - Total U.S.									\$ 31,845,892	\$ 38,922,757	\$ 23,589,549	\$ 7,076,865	\$ (9,787,994)	\$ (11,963,104)	\$ (7,250,366)	\$ (2,175,110)				
California	11,858,036	5,580,252	1,743,829	348,766	6,277,784	3,836,423	1,395,063	348,766	4,130,134	5,047,942	3,059,359	917,808	(1,269,417)	(1,551,510)	(940,309)	(282,093)				
Colorado	1,326,746	624,351	195,110	39,022	702,395	429,241	156,088	39,022	462,103	564,793	342,299	102,690	(142,030)	(173,592)	(105,207)	(31,562)				
Connecticut	940,631	442,650	138,328	27,666	497,981	304,322	110,662	27,666	327,620	400,425	242,682	72,804	(100,696)	(123,073)	(74,589)	(22,377)				
Delaware	262,361	123,464	38,582	7,716	138,897	84,881	30,866	7,716	91,380	111,687	67,689	20,307	(28,086)	(34,327)	(20,804)	(6,241)				
Illinois	3,420,010	1,609,416	502,943	100,589	1,810,594	1,106,474	402,354	100,589	1,191,184	1,455,891	882,358	264,708	(366,116)	(447,475)	(271,197)	(81,359)				
Indiana	1,909,419	898,550	280,797	56,159	1,010,869	617,753	224,637	56,159	665,047	812,836	492,628	147,788	(204,406)	(249,829)	(151,412)	(45,423)				
Kansas	728,023	342,599	107,062	21,412	385,424	235,537	85,650	21,412	253,569	309,918	187,829	56,349	(77,936)	(95,255)	(57,730)	(17,319)				
Kentucky	1,333,553	627,554	196,111	39,222	705,998	431,443	156,889	39,222	464,474	567,691	344,055	103,216	(142,758)	(174,483)	(105,747)	(31,724)				
Louisiana	1,244,433	585,615	183,005	36,601	658,817	402,611	146,404	36,601	433,434	529,752	321,062	96,319	(133,218)	(162,822)	(98,680)	(29,604)				
Minnesota	1,362,613	641,230	200,384	40,077	721,383	440,945	160,307	40,077	474,596	580,062	351,552	105,466	(145,869)	(178,285)	(108,051)	(32,415)				
Nebraska	531,624	250,176	78,180	15,636	281,448	171,996	62,544	15,636	185,164	226,311	137,158	41,148	(56,911)	(69,558)	(42,156)	(12,647)				
New Jersey	2,578,231	1,213,285	379,152	75,830	1,364,946	834,134	303,321	75,830	897,994	1,097,548	665,180	199,554	(276,003)	(337,337)	(204,447)	(61,334)				
New York	5,005,862	2,355,700	736,156	147,231	2,650,162	1,619,544	588,925	147,231	1,743,533	2,130,985	1,291,506	387,452	(535,884)	(654,969)	(396,951)	(119,085)				
North Carolina	3,071,482	1,445,403	451,688	90,338	1,626,079	993,715	361,351	90,338	1,069,792	1,307,524	792,438	237,732	(328,806)	(401,874)	(243,560)	(73,068)				
Pennsylvania	3,456,784	1,626,722	508,351	101,670	1,830,062	1,118,371	406,680	101,670	1,203,992	1,471,546	891,846	267,554	(370,053)	(452,287)	(274,113)	(82,234)				
South Carolina	1,387,511	652,946	204,046	40,809	734,564	448,301	163,237	40,809	483,268	590,660	357,976	107,393	(148,535)	(181,542)	(110,026)	(33,008)				
Virginia	2,325,325	1,094,270	341,960	68,392	1,231,054	752,311	273,568	68,392	809,507	989,886	599,931	179,979	(248,939)	(304,246)	(186,392)	(53,318)				
Wisconsin	1,423,822	670,034	209,386	41,877	753,788	460,648	167,509	41,877	495,915	606,118	367,344	110,203	(152,422)	(186,293)	(112,905)	(33,872)				
	44,166,464	20,784,219	6,495,068	1,299,014	23,382,246	14,289,150	5,196,055	1,299,014	\$ 15,383,106	\$ 18,801,574	\$ 11,394,893	\$ 3,418,468	\$ (4,728,075)	\$ (5,778,758)	\$ (3,502,277)	\$ (1,050,683)				

\$ (15,059,793)

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