

States v. Meta

Schedule 2.8.85

Instagram Time Spent Instances, Revenue, and Gross Profit Summary 2013 - 2017

	Instances					Revenue					Gross Profits			
	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 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 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
California	27,329,789	16,701,537	6,073,286	1,518,322	\$	4,704,395	\$	5,749,816	\$	3,484,737	\$	1,045,421	\$	(517,178)
Colorado	3,057,815	1,868,665	679,515	169,879	\$	526,355	\$	643,323	\$	389,893	\$	116,968	\$	(57,865)
Connecticut	2,167,918	1,324,839	481,760	120,440	\$	373,173	\$	456,100	\$	276,425	\$	82,927	\$	(41,025)
Delaware	604,676	369,524	134,372	33,593	\$	104,085	\$	127,216	\$	77,100	\$	23,130	\$	(11,443)
Illinois	7,882,262	4,816,938	1,751,614	437,903	\$	1,356,808	\$	1,658,321	\$	1,005,043	\$	301,513	\$	(149,161)
Indiana	4,400,729	2,689,335	977,940	244,485	\$	757,517	\$	925,854	\$	561,123	\$	168,337	\$	(83,278)
Kansas	1,677,911	1,025,390	372,869	93,217	\$	288,826	\$	353,010	\$	213,945	\$	64,184	\$	(31,752)
Kentucky	3,073,503	1,878,252	683,001	170,750	\$	529,055	\$	646,623	\$	391,893	\$	117,568	\$	(58,162)
Louisiana	2,868,104	1,752,730	637,357	159,339	\$	493,699	\$	603,410	\$	365,703	\$	109,711	\$	(54,275)
Minnesota	3,140,480	1,919,182	697,884	174,471	\$	540,584	\$	660,714	\$	400,433	\$	120,130	\$	(59,429)
Nebraska	1,225,260	748,770	272,280	68,070	\$	210,909	\$	257,778	\$	156,229	\$	46,869	\$	(23,186)
New Jersey	5,942,174	3,631,329	1,320,483	330,121	\$	1,022,852	\$	1,250,153	\$	757,668	\$	227,300	\$	(112,447)
New York	11,537,253	7,050,543	2,563,834	640,958	\$	1,985,957	\$	2,427,281	\$	1,471,079	\$	441,324	\$	(218,327)
North Carolina	7,078,993	4,326,051	1,573,109	393,277	\$	1,218,538	\$	1,489,324	\$	902,620	\$	270,786	\$	(133,960)
Pennsylvania	7,967,017	4,868,733	1,770,448	442,612	\$	1,371,397	\$	1,676,152	\$	1,015,850	\$	304,755	\$	(150,765)
South Carolina	3,197,863	1,954,250	710,636	177,659	\$	550,462	\$	672,787	\$	407,750	\$	122,325	\$	(60,515)
Virginia	5,359,288	3,275,121	1,190,953	297,738	\$	922,517	\$	1,127,521	\$	683,346	\$	205,004	\$	(101,417)
Wisconsin	3,281,552	2,005,393	729,234	182,308	\$	564,868	\$	690,394	\$	418,421	\$	125,526	\$	(62,099)
Total	101,792,588	62,206,582	22,620,575	5,655,144	\$	17,521,998	\$	21,415,775	\$	12,979,258	\$	3,893,777	\$	(1,926,284)
Total over 0.5 Hours (Cumulative)						192,274,889		Total over 0.5 Hours (Cumulative)	\$	55,810,808		Total over 0.5 Hours (Cumulative)	\$	(27,610,066)

Sources and Notes

[1] Schedules 2.8.15, 2.8.25, 2.8.35, 2.8.45, 2.8.55.