Meta Platforms Inc / META

Equity | Generated Aug 28, 2026 11:31 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$578.35	**+7.25 +1.27%**	**-/-**	**$571.10**

Market	**NYSE**
Industry	**Media**
Market data as of	**Aug 28, 2026 11:31 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Aug 28, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
62.0 / 100	**Balanced**	**high**	**47 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$570.00	**$605.00**	**$552.00**	**80 / 100**

Options stance	**mixed**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Aug 28, 2026 7:50 PM EDT**

Key insight

META Option Market Shows Mixed Sentiment Amidst Legal Settlement and AI Hype

Market read

The META option market displays a mixed sentiment towards the stock's future direction. While the recent legal settlement with U.S. states over teen safety concerns has provided some relief, concerns remain regarding high capital expenditures, regulatory scrutiny, and the long-term profitability of Meta's AI investments. Implied volatility is elevated, suggesting uncertainty about the stock's trajectory.

Strategy context

The recent legal settlement with U.S. states over teen safety concerns has lifted a major overhang for META, but high capital expenditures and uncertainties surrounding AI profitability continue to weigh on investor sentiment.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Mixed**
AI analysis updated	**Aug 28, 2026 2:08 PM EDT**

Short-term scenario

Cautious/speculative buy on any dip toward support for a potential 1-3 week bounce, driven by legal settlement relief and upcoming AI product news; however, mixed technicals, high capex scrutiny, and macro factors (Fed, broader tech volatility) create substantial uncertainty. This is not financial advice; position sizing and personal risk tolerance are essential as the stock remains volatile.

Three-month outlook

Moderately constructive but highly uncertain. Legal cloud largely lifted, core advertising remains robust, and AI initiatives (Hatch agent, Watermelon model, compute investments) could provide catalysts if execution improves communication and demonstrates ROI. Analysts remain Strong Buy with ~30%+ implied upside. However, elevated 2026 capex ($130-145B), possible additional charges, competition, next earnings (late October), and macroeconomic/Fed risks could cap gains or cause further downside toward $520 support. Stock has been volatile YTD (down ~13%) after a historic losing streak post-Q2. Range-bound 520-650 possible, with recovery potential if AI narrative improves. High uncertainty from spending efficiency, regulatory follow-through, and market rotation; outcomes depend heavily on execution and external events.

Market sentiment

Mixed and cautious overall, with fluctuation. Some retail/long-term investors are buying dips, viewing it as undervalued with $1,000+ potential over years due to AI (agents, models) plus sticky ad business and WhatsApp monetization; several posts mention adding shares around $578. Others express frustration ('piece of shit stock'), waiting for $600, or alleging pump-and-dump. Sentiment scores recently dropped to negative territory then recovered modestly. Concerns dominate around massive capex, Zuck communication, residual legal issues, and whether AI spend will pay off versus core ads remaining strong. Divided views: more long-term optimism than outright panic, but not strongly bullish short-term. Sentiment can shift quickly with news.

Supporting evidence

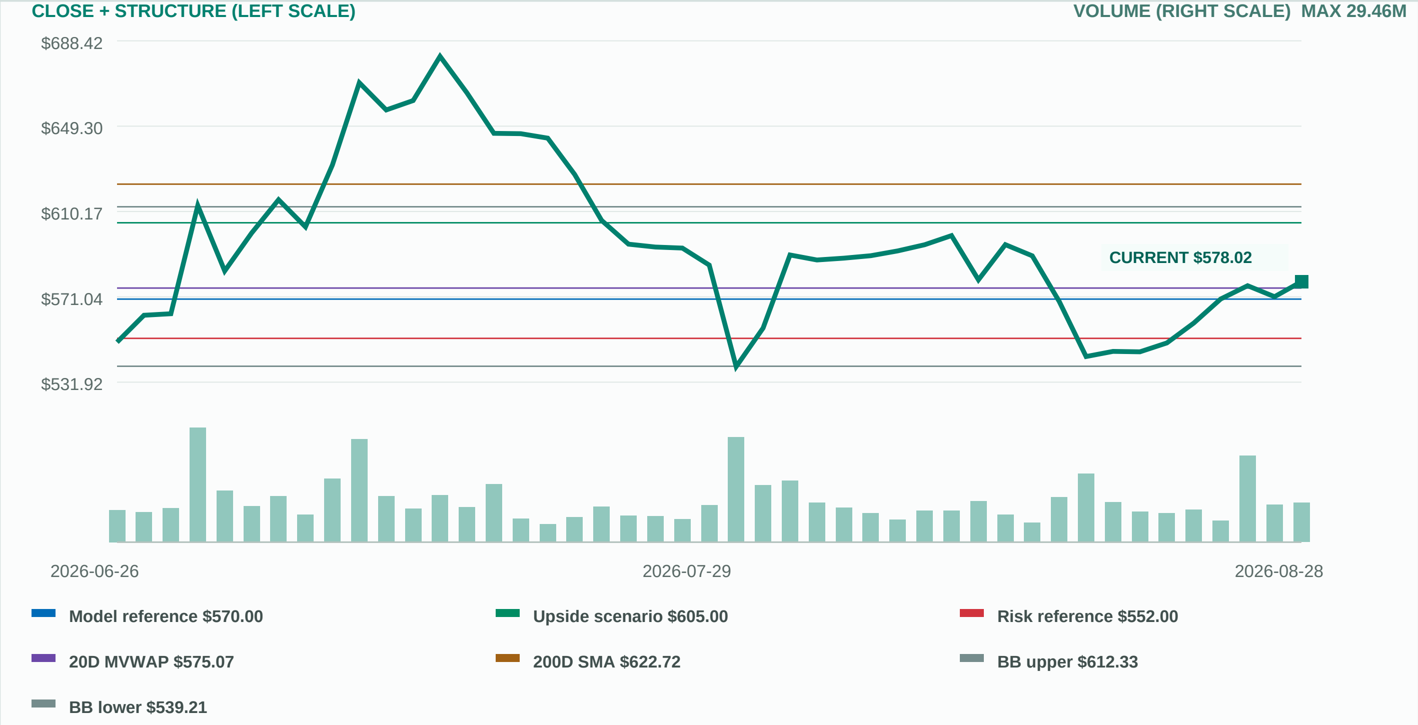
The term structure shows a contango pattern with increasing implied volatility as expiration dates approach, indicating market participants anticipate potential price swings. | Skew is balanced, suggesting neutral expectations for directional movement in the near term. | Put and call options at various strike prices exhibit relatively similar pricing, reflecting uncertainty about whether the stock will move significantly higher or lower.

Risk watch

High capital expenditure plans could strain Meta's financial performance if returns are not realized.

Enhanced price structure

45 trading days with volume, model levels and current technical reference bands



45 complete trading-session observations

JW Rank factors

Score, source coverage and interpretation for each decision factor

JW RANK FACTOR PROFILE	COVERAGE	0 50 100
Liquidity	100.0%	98.7
Strategy Fit	100.0%	79.7
Technical Trend	100.0%	34.6
Market Tail Risk	100.0%	56.3
Fundamental Quality	100.0%	92.0
Volatility Pressure	100.0%	56.0

Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
strong_bear	**Above MVWAP**	**Below 200D trend**	**medium**

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**STRONG BEAR | neutral | MACD accelerating**
Trend signal	**STRONG BEAR**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**57.23 / 49.56 / 48.30**
RSI velocity	**1.04**
MACD line / signal / histogram	**-8.35 / - / -10.27**
MACD acceleration	**1.37**
Stochastic K / D	**50.31 / 46.17**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**2.26**
20-day MVWAP	**$575.07**
Price vs 20-day MVWAP	**+0.57%**
Daily reference VWAP	**$579.40**
Price vs daily reference	**-0.18%**
Volume	**10.11M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Positive macro velocity**
Macro velocity	**0.73**
20-day / 200-day SMA	**$575.77 / $622.72**
Bollinger range	**$539.21 - $612.33**
Bollinger position	**0.531**

Options and volatility intelligence

Structure, premium conditions and principal risks

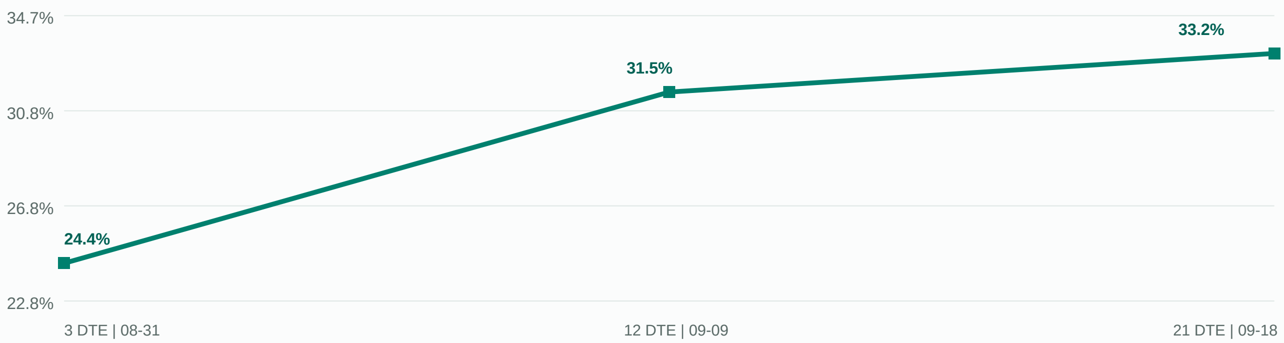
IV rank	IV percentile	VVIX	SKEW
34 / 100	51 / 100	87.10	144.05

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**contango**
Term slope	**+8.74 pts**
Skew read	**balanced**
Liquidity / quote coverage	**100.0%**
Options observation	**Aug 28, 2026 4:15 PM EDT | Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration

ATM IV CURVE



Upward-sloping ATM volatility term structure

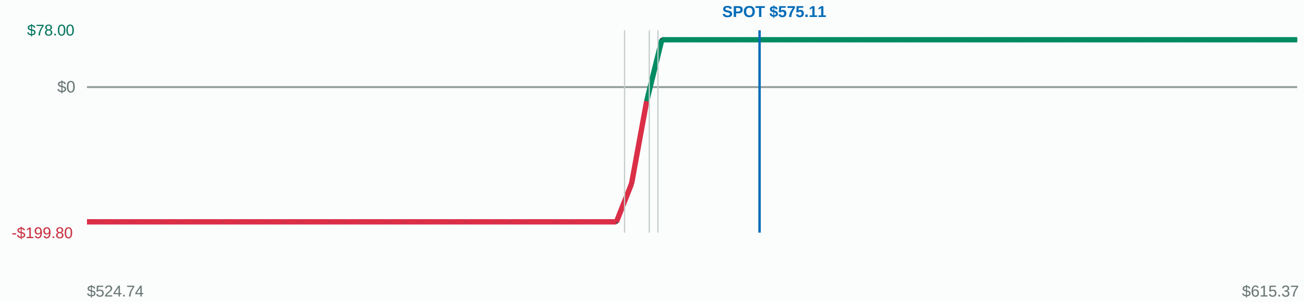
EXPIRATION	DTE	ATM IV	STATE
2026-08-31	3	24.4%	-
2026-09-09	12	31.5%	-
2026-09-18	21	33.2%	-

Reference spread payoff

Illustrative expiry profit/loss per one-lot structure, including quoted net credit

Bull Put Spread reference

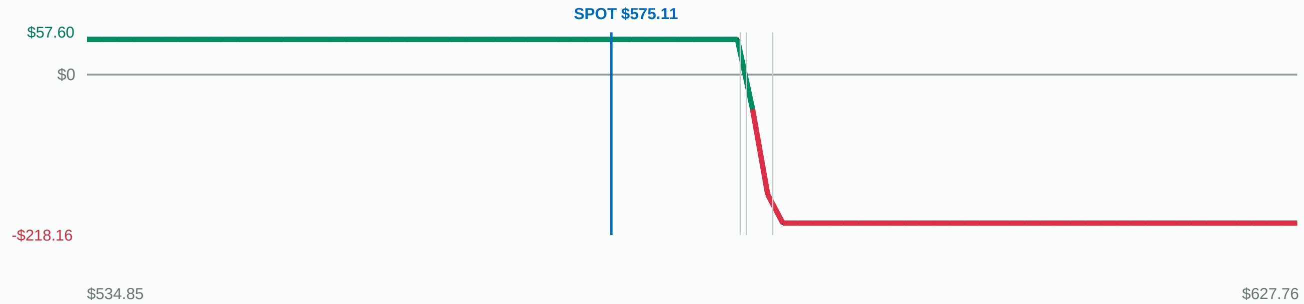
Short $567.50 | Long $565.00 | Width $2.50 | Net credit $0.65



Max profit $65.00 | Max loss -$185.00 | Break-even $566.85 | Per contract at expiry

Bear Call Spread reference

Short $585.00 | Long $587.50 | Width $2.50 | Net credit $0.48



Max profit $48.00 | Max loss -$202.00 | Break-even $585.48 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2026-10-28**
Earnings IV-crush risk	**NOT MEASURED**
VIX	**14.60**
VVIX	**87.10**
SKEW index	**144.05**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**133**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**133**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The META option market displays a mixed sentiment towards the stock's future direction. While the recent legal settlement with U.S. states over teen safety concerns has provided some relief, concerns remain regarding high capital expenditures, regulatory scrutiny, and the long-term profitability of Meta's AI investments. Implied volatility is elevated, suggesting uncertainty about the stock's trajectory.

Options context

META Option Market Shows Mixed Sentiment Amidst Legal Settlement and AI Hype

Wheel context

The recent legal settlement with U.S. states over teen safety concerns has lifted a major overhang for META, but high capital expenditures and uncertainties surrounding AI profitability continue to weigh on investor sentiment.

Observed evidence

The term structure shows a contango pattern with increasing implied volatility as expiration dates approach, indicating market participants anticipate potential price swings. | Skew is balanced, suggesting neutral expectations for directional movement in the near term. | Put and call options at various strike prices exhibit relatively similar pricing, reflecting uncertainty about whether the stock will move significantly higher or lower.

Principal risks to monitor

High capital expenditure plans could strain Meta's financial performance if returns are not realized.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$1.49T**	P/E (TTM) **22.26**
ROE **29.7%**	Revenue growth **19.9%**
EPS growth **39.9%**	Operating margin **38.1%**
Net profit margin **29.8%**	Gross margin **-**
Free cash flow CAGR **14.3%**	Debt / equity **0.28**
Dividend yield **-**	Beta **1.22**
52-week range **$520.26 - $790.80**	

Company or fund profile

Issuer identity and classification

Name **Meta Platforms Inc**	Market **NYSE**
Industry **Media**	Country **US**
Currency **USD**	IPO date **2012-05-18**
Shares outstanding **2.54B**	52-week return **-23.6%**
Book value per share **$102.52**	Revenue per share **$88.95**

Website	**meta.com**

Latest strategy observation

Most recent shared general market signal available when this report was generated

META Covered Call signal

Aug 28, 2026 9:42 AM EDT

Covered Call | 2026-08-31

At signal $581.73 | Current $578.35

SHORT **Option $582.50 B $5.70 / A $6.15**

High turnover | CR $5.93

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$20.08**
ATR as % of price	**3.5%**
Volatility environment	**medium**
Current IV	**33.8%**
IV rank	**32 / 100**
IV percentile	**47 / 100**

Technical health and risk radar

Derived indicator health and event context

Overall health	**62 / 100**
Trend health	**25 / 100**
Momentum health	**90 / 100**
Volatility health	**58 / 100**
Structure health	**97 / 100**
Earnings risk / date	**low | 2026-10-28**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$575.77 / $592.14 / $622.72**
EMA (9 / 21)	**$569.36 / $575.71**
Bollinger upper / middle / lower	**$612.33 / $575.77 / $539.21**
Bollinger %B	**0.531**
True high / low	**$589.19 / $571.00**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
5-day true high / low	**$593.34 / $546.30**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.732	**-**
SMA50	-0.240	**-**
MVWAP20	2.256	**-**
MACD	1.372	**-**
RSI	1.036	**-**
Volume	1518347.670	**-**
ATR	0.255	**-**
T1	-	**-9.81 / 573.16 / 588.39 / 567.62**
T2	-	**-10.82 / 568.30 / 593.34 / 561.88**
T3	-	**-12.47 / 568.31 / 570.80 / 559.02**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$575.11**
Options intelligence as of	**Aug 28, 2026 4:15 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-08-31 | 3 DTE**
Front at-the-money IV	**24.4%**
25-delta skew	**-0.41**
Put / Call 25-delta	**$567.50 Delta -0.265 / $585.00 Delta 0.240**
Median option bid/ask spread	**12.6%**
Bid/ask spread	**-**
Contracts observed / quoted	**133 / 133**

Price context

Last Price: 575.11 | Bid: 574.95 | Ask: 575.28 | Previous Close: 571.10 | Change: 4.01 | Daily change: 0.70% | Update Time: 2026-08-28T14:32:03.112320-04:00 | Latest History Date: 2026-08-28 | Latest History Price: 574.81

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-04 | Latest Date: 2026-08-28 | Latest Price: 574.81 | Max Drawdown 60d Percent: -20.88%

Fundamental context

Current Iv Percent: 34.34% | Iv Rank: 33.56 | Iv Percentile: 51.00 | Next Earnings Date: 2026-10-28 | Ex Dividend Date: 2026-06-14 | Dividend Yield: 37.00

Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

This report is general quantitative research and market commentary. It is not investment, legal, tax or accounting advice; it is not an offer, solicitation, order, recommendation or promise of performance. It does not consider any reader's holdings, objectives, financial circumstances, risk tolerance or suitability.

Model observations - not instructions

JW Rank, strategy fit, model reference, upside scenario and risk reference levels are model observations. They are not entries, price targets, stops, position sizes or instructions to buy, sell, open, close or hold a security or option. A higher score does not imply lower risk or a guaranteed favorable outcome.

Data, AI and model limitations

Prices, volumes, fundamentals, options data, news-derived context and model outputs reflect the timestamps shown and may be delayed, incomplete, revised or inaccurate. AI-generated explanations can omit context or produce errors. Models can fail when volatility, liquidity, correlations or market regimes change.

Performance and scenario limitations

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Options risk

Options are complex and are not suitable for all investors. They may involve total or substantial loss, assignment, early exercise, margin calls, liquidity and spread risk, volatility and Greek exposure, event risk, regime shifts and expiration risk. Multi-leg positions may not execute or close at modeled prices.

Investor responsibility and ODD

Use current market information, assess suitability independently and consult qualified professionals when appropriate. Before trading listed options, read Characteristics and Risks of Standardized Options (ODD) available from the Options Clearing Corporation at theocc.com.

Reference documents

Official product terms and standardized options disclosure

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