# Meta Platforms Inc / META

Equity | Generated Sep 16, 2026 11:32 PM EDT

| Current price | Daily move | Bid / Ask | Previous close |
|---|---|---|---|
| **$678.94** | **+8.70 +1.30%** | **$678.23/$678.97** | **$670.24** |

| | |
|---|---|
| Market | **NYSE** |
| Industry | **Media** |
| Market data as of | **Sep 16, 2026 11:32 PM EDT** |

## JW Intelligence Report

Complete | 3 of 3 sections | Sep 16, 2026 6:50 PM EDT

| JW Rank | Rank label | Confidence | IV percentile |
|---|---|---|---|
| **81.5 / 100** | **Strong setup** | **high** | **66 / 100** |

| Model reference | Upside scenario | Risk reference | Wheel strategy fit |
|---|---|---|---|
| **$670.00** | **$720.00** | **$650.00** | **81 / 100** |

| | |
|---|---|
| Options stance | **bullish** |
| Tail-risk safety | **56 / 100** |
| JW Rank data coverage / as of | **100.0% \| Sep 16, 2026 6:50 PM EDT** |

### Key insight

META Option Market Implies Continued Upside Potential

### Market read

The META option market suggests continued upside potential for the stock. Despite recent price gains, implied volatility remains elevated, indicating investor anticipation of significant price swings in the near term. The skew is balanced, suggesting a neutral outlook on directional movement. While the term structure exhibits backwardation, with shorter-dated options more expensive than longer-dated ones, this could reflect market expectations for continued positive news flow and potential earnings catalysts.

### Strategy context

The option market is pricing in potential upside driven by upcoming events like the Connect conference and the launch of the Muse AI agent.

## JW AI conclusions

Short- and medium-term model interpretation

| | |
|---|---|
| AI context bias | **Bullish** |
| AI analysis updated | **Sep 16, 2026 2:18 PM EDT** |

### Short-term scenario

Cautious/wait-for-dip buy given overbought RSI and recent rally; momentum is positive but high uncertainty from AI capex, upcoming Fed decision, and potential profit-taking. Not financial advice. Position sizing should reflect volatility.

### Three-month outlook

Moderately bullish with potential move toward analyst target zone of 750-800 if Muse AI agent and ad efficiency gains continue, supported by Strong Buy consensus and upcoming Connect event. Core business remains healthy. However, significant uncertainty exists: $130-145 billion 2026 capex will pressure free cash flow and margins in the near term, next earnings (late October) could surprise on spending, regulatory/privacy issues persist, and broader market/Fed rate path is unknown. Stock could easily range 620-780 depending on execution, sentiment shift on AI ROI, and macro conditions. High conviction long-term but elevated short-to-medium-term risk.

### Market sentiment

Cautiously optimistic to mixed. Recent posts highlight strong core advertising, massive 3.6 billion DAUs, Muse AI agent as a monetization catalyst, and potential for compute/AI infrastructure to generate high ROI or external revenue. Several investors note they are adding to positions, arguing the market undervalues the sticky ad business and AI optionality despite past negative sentiment around capex. Technical traders discuss possible breakout above 605-700 or range-bound action. Lingering skepticism on heavy spending, regulatory risks, and whether AI bets will pay off quickly. Overall tone more constructive than earlier in 2026 but not uniformly bullish.

### Supporting evidence

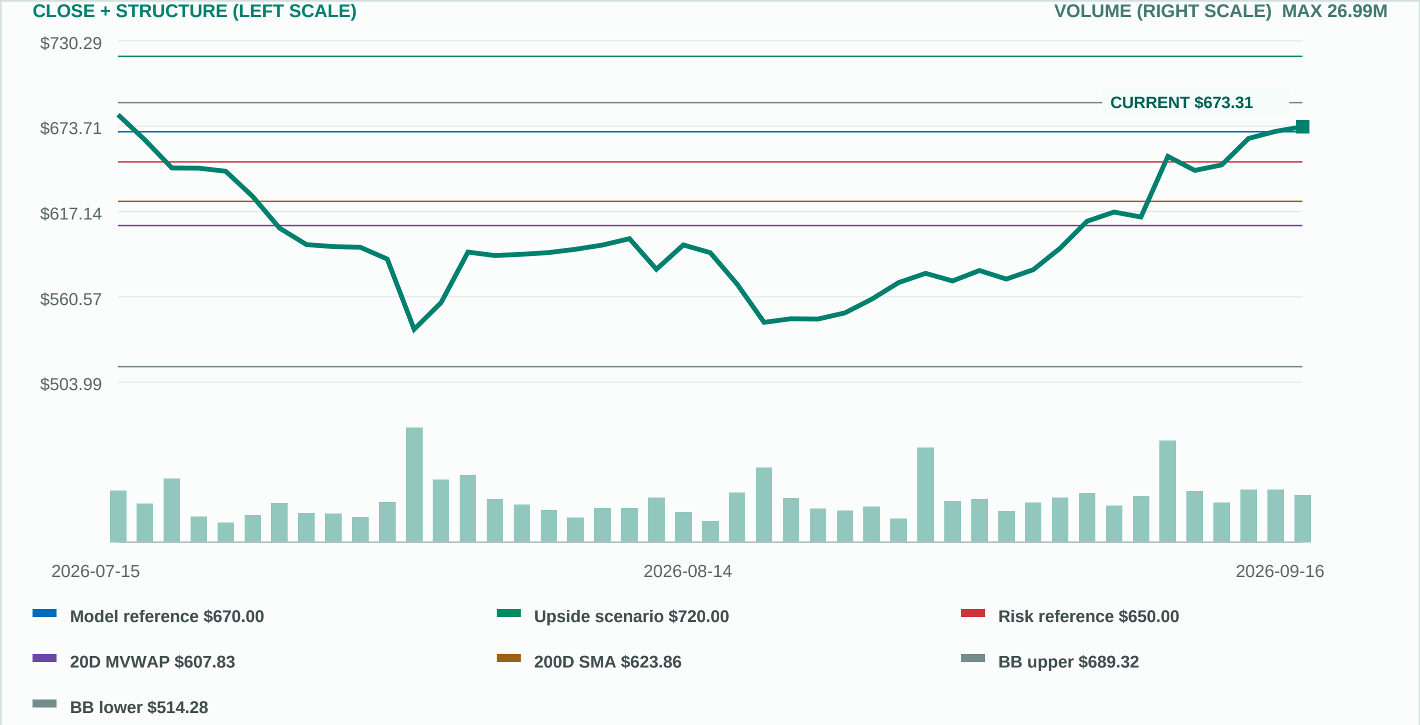
Implied volatility is elevated at 37.83%, suggesting anticipation of significant price movement. | The balanced skew indicates a neutral outlook on directionality. | Backwardation in the term structure suggests market expectations for continued positive news flow and potential earnings catalysts.

### Risk watch

High implied volatility could lead to significant price swings, increasing risk for options traders.

## 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% | 97.3 |
| **Strategy Fit** | 100.0% | 80.8 |
| **Technical Trend** | 100.0% | 85.0 |
| **Market Tail Risk** | 100.0% | 56.3 |
| **Fundamental Quality** | 100.0% | 92.0 |
| **Volatility Pressure** | 100.0% | 78.4 |

## Decision summary

Primary model reads before the detailed indicator appendix

| Momentum | Institutional flow | Structure | Volatility |
| --- | --- | --- | --- |
| **bullish_recovery** | **Above MVWAP** | **Above 200D trend** | **medium** |

# Decision indicators

Detailed momentum, institutional and structural observations

## Momentum kinematics

Direction, velocity and oscillator state

| | |
|---|---|
| Current read | **BULLISH RECOVERY \| overbought \| MACD accelerating** |
| Trend signal | **BULLISH RECOVERY** |
| RSI signal | **overbought** |
| RSI (7 / 14 / 21) | **83.76 / 72.24 / 65.33** |
| RSI velocity | **1.69** |
| MACD line / signal / histogram | **21.88 / - / 11.86** |
| MACD acceleration | **2.62** |
| Stochastic K / D | **93.67 / 91.70** |

## Institutional footprints

Volume-weighted cost, price location and flow

| | |
|---|---|
| Current read | **Above institutional MVWAP \| Accumulation bias** |
| Institutional flow | **5.57** |
| 20-day MVWAP | **$607.83** |
| Price vs 20-day MVWAP | **+11.70%** |
| Daily reference VWAP | **$676.84** |
| Price vs daily reference | **+0.31%** |
| Volume | **11.11M** |

## Structural context

Long-term trend and volatility boundaries

| | |
|---|---|
| Current read | **Above 200-day trend \| Positive macro velocity** |
| Macro velocity | **5.11** |
| 20-day / 200-day SMA | **$601.80 / $623.86** |
| Bollinger range | **$514.28 - $689.32** |
| Bollinger position | **0.909** |

## Options and volatility intelligence

Structure, premium conditions and principal risks

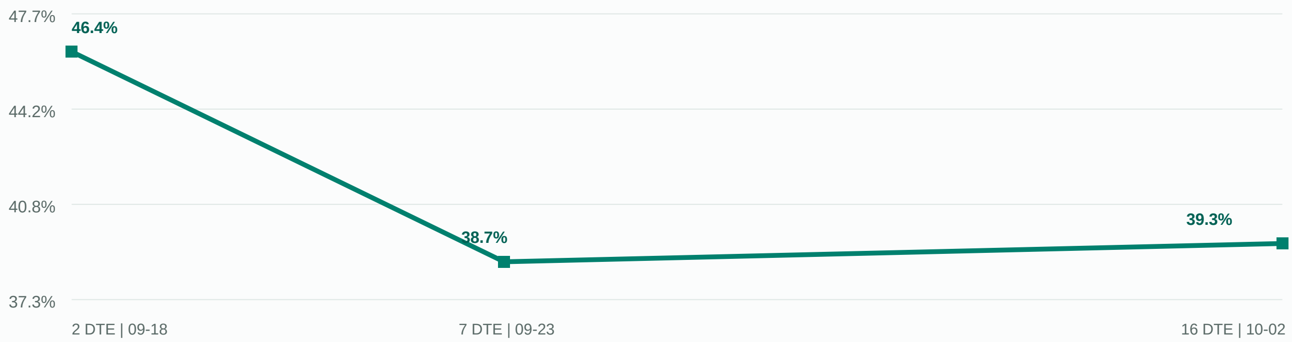
| IV rank | IV percentile | VVIX | SKEW |
|---|---|---|---|
| **44 / 100** | **63 / 100** | **96.09** | **146.61** |

| | |
|---|---|
| Market regime | **Calm** |
| Tail-risk regime | **NORMAL TAIL RISK** |
| Term structure | **backwardation** |
| Term slope | **-7.03 pts** |
| Skew read | **balanced** |
| Liquidity / quote coverage | **100.0%** |
| Options Snapshot IV sources | **ATM: option chain \| Rank/percentile: fundamentals** |
| Options Snapshot IV observed at | **Sep 16, 2026 2:46 PM EDT** |
| Options data quality | **Coverage 88.9%** |

## Option term structure

ATM implied-volatility curve by days to expiration

**ATM IV CURVE**




**Downward-sloping ATM volatility term structure**

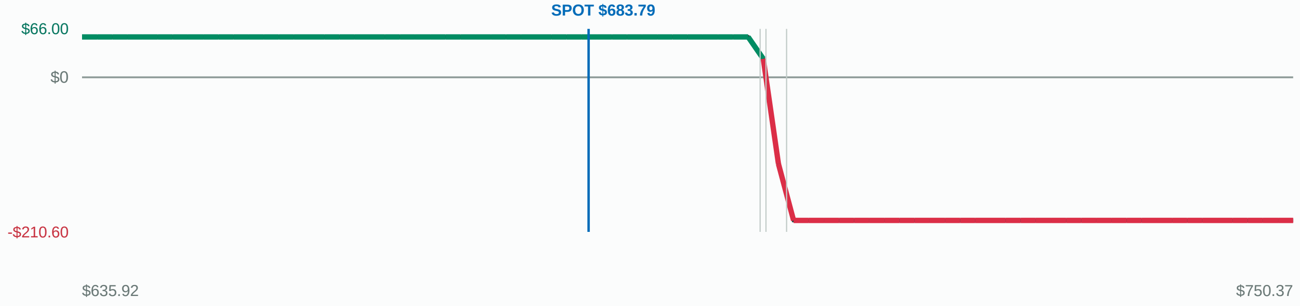
| EXPIRATION | DTE | ATM IV | STATE |
|---|---|---|---|
| **2026-09-18** | 2 | 46.4% | - |
| **2026-09-23** | 7 | 38.7% | - |
| **2026-10-02** | 16 | 39.3% | - |

## Reference spread payoff

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

### Bear Call Spread reference

Short $700.00 | Long $702.50 | Width $2.50 | Net credit $0.55




**Max profit $55.00 | Max loss -$195.00 | Break-even $700.55 | 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 | **17.07** |
| VVIX | **96.09** |
| SKEW index | **146.61** |
| Observation confidence | **high** |
| Option quote quality | **reliable** |
| Contracts observed | **133** |
| Contracts with quotes | **133** |

## Strategy fit

Generalized structure fit; not a personalized recommendation

### Market structure

The META option market suggests continued upside potential for the stock. Despite recent price gains, implied volatility remains elevated, indicating investor anticipation of significant price swings in the near term. The skew is balanced, suggesting a neutral outlook on directional movement. While the term structure exhibits backwardation, with shorter-dated options more expensive than longer-dated ones, this could reflect market expectations for continued positive news flow and potential earnings catalysts.

### Options context

META Option Market Implies Continued Upside Potential

### Wheel context

The option market is pricing in potential upside driven by upcoming events like the Connect conference and the launch of the Muse AI agent.

### Observed evidence

Implied volatility is elevated at 37.83%, suggesting anticipation of significant price movement. | The balanced skew indicates a neutral outlook on directionality. | Backwardation in the term structure suggests market expectations for continued positive news flow and potential earnings catalysts.

### Principal risks to monitor

High implied volatility could lead to significant price swings, increasing risk for options traders.

## Fundamentals and events

Business quality, valuation and upcoming event context

| | |
|---|---|
| Market capitalization<br>**$1.71T** | P/E (TTM)<br>**24.24** |
| ROE<br>**29.7%** | Revenue growth<br>**19.9%** |
| EPS growth<br>**39.9%** | Operating margin<br>**38.1%** |
| Net profit margin<br>**29.8%** | Gross margin<br>**-** |
| Free cash flow CAGR<br>**14.3%** | Debt / equity<br>**0.28** |
| Dividend yield<br>**-** | Beta<br>**1.26** |
| 52-week range<br>**$520.26 - $790.80** | |

## Company or fund profile

Issuer identity and classification

| | |
|---|---|
| Name<br>**Meta Platforms Inc** | Market<br>**NYSE** |
| Industry<br>**Media** | Country<br>**US** |
| Currency<br>**USD** | IPO date<br>**2012-05-18** |
| Shares outstanding<br>**2.54B** | 52-week return<br>**-11.9%** |
| Book value per share<br>**$102.52** | Revenue per share<br>**$88.95** |

| | |
|---|---|
| Website | **meta.com** |

## Latest strategy observation

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

### META Covered Call signal

Sep 16, 2026 10:16 AM EDT

**Covered Call | 2026-09-18**

At signal $680.17 | Current $678.94

**SHORT** **Option $680.00 B $10.05 / A $10.50**

**High turnover | CR $10.28**

## Complete technical details

Full supporting indicator set used by the symbol detail experience

## Volatility and options market

Price movement and premium conditions

| | |
|---|---|
| ATR | **$20.96** |
| ATR as % of price | **3.1%** |
| Volatility environment | **medium** |
| Current IV | **38.6%** |
| IV rank | **46 / 100** |
| IV percentile | **66 / 100** |
| Technical Snapshot IV source | **Private fundamentals snapshot** |
| Technical Snapshot IV observed at | **Sep 16, 2026 7:32 PM EDT** |

## Technical health and risk radar

Derived indicator health and event context

| | |
|---|---|
| Overall health | **69 / 100** |
| Trend health | **78 / 100** |
| Momentum health | **69 / 100** |
| Volatility health | **63 / 100** |
| Structure health | **59 / 100** |
| Earnings risk / date | **low \| 2026-10-28** |
| Macro risk | **unknown** |
| Volatility risk | **medium** |
| Structure risk | **medium** |

## Structural indicator levels

Moving averages, volatility bands and observed trading ranges

| | |
|---|---|
| SMA (20 / 50 / 200) | **$601.80 / $605.11 / $623.86** |
| EMA (9 / 21) | **$644.90 / $618.74** |
| Bollinger upper / middle / lower | **$689.32 / $601.80 / $514.28** |

## Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

| FIELD | VALUE |
|---|---|
| Bollinger %B | **0.909** |
| True high / low | **$685.31 / $670.24** |
| 5-day true high / low | **$685.31 / $642.14** |

## Three-day indicator history

Short-horizon change and the underlying three-session observations

| INDICATOR | 3-DAY CHANGE | SESSION 1 / 2 / 3 |
|---|---|---|
| **SMA20** | 5.111 | **-** |
| **SMA50** | 1.403 | **-** |
| **MVWAP20** | 5.568 | **-** |
| **MACD** | 2.620 | **-** |
| **RSI** | 1.689 | **-** |
| **Volume** | 616350.330 | **-** |
| **ATR** | -0.138 | **-** |
| **T1** | - | **19.79 / 599.92 / 678.87 / 656.20** |
| **T2** | - | **17.16 / 594.88 / 668.60 / 648.03** |
| **T3** | - | **14.02 / 591.13 / 664.24 / 644.38** |

## Detailed options evidence

Supporting option-chain, execution and data-quality observations

| | |
|---|---|
| Underlying price at observation | **$683.79** |
| Options Snapshot IV sources | **ATM: option chain \| Rank/percentile: fundamentals** |
| Options Snapshot IV observed at | **Sep 16, 2026 2:46 PM EDT** |
| Options data coverage | **88.9%** |
| SKEW regime | **HIGH TAIL RISK SKEW** |
| VVIX regime | **VVIX FLAT** |
| Front expiration / DTE | **2026-09-18 \| 2 DTE** |
| Front at-the-money IV | **46.4%** |
| 25-delta skew | **2.98** |
| Put / Call 25-delta | **$655.00 / $700.00 Delta 0.253** |
| Median option bid/ask spread | **6.7%** |
| Bid/ask spread | **-** |
| Contracts observed / quoted | **133 / 133** |

### Price context

Last Price: 683.79 | Bid: 683.63 | Ask: 683.96 | Previous Close: 670.24 | Change: 13.55 | Daily change: 2.02% | Update Time: 2026-09-16T14:46:07.334272-04:00 | Latest History Date: 2026-09-16 | Latest History Price: 683.80

### Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-23 | Latest Date: 2026-09-16 | Latest Price: 683.80 | Max Drawdown 60d Percent: -20.88%

### Fundamental context

Current Iv Percent: 37.83% | Iv Rank: 44.06 | Iv Percentile: 63.35 | Next Earnings Date: 2026-10-28 | Ex Dividend Date: 2026-09-20

## 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.

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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

| | |
|---|---|
| Jason Wheel | **jasonwheel.com** |
| Terms of Use | **jasonwheel.com / Terms** |
| Privacy Policy | **jasonwheel.com / Privacy** |
| Options Disclosure Document | **theocc.com / Options Disclosure Document** |