



Meta Platforms Inc / META

Equity | Generated Oct 7, 2026 11:31 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$722.61	-16.27 -2.20%	\$722.00/\$723.30	\$738.88

Market	NYSE
Industry	Media
Market data as of	Oct 7, 2026 11:31 PM EDT

JW Intelligence Report

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

JW Rank	Rank label	Confidence	IV percentile
82.5 / 100	Strong setup	high	78 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$720.00	\$755.00	\$698.00	82 / 100

Options stance	neutral
Tail-risk safety	56 / 100
JW Rank data coverage / as of	100.0% Oct 7, 2026 7:50 PM EDT

Key insight

META Option Market Shows Balanced Sentiment

Market read

The META option market displays a neutral stance, with implied volatility reflecting expected price movement rather than a clear bullish or bearish bias. The term structure is in backwardation, suggesting near-term options are priced higher than longer-dated ones. While recent news highlights both positive developments like the Muse AI launch and potential risks such as legal challenges, the market seems to be digesting this information without a definitive direction.

Strategy context

META's recent price action has been volatile, but the current market sentiment appears to be neutral. The upcoming earnings report and legal developments will likely influence future price movements.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Bullish

AI analysis updated

Oct 7, 2026 2:41 PM EDT

Short-term scenario

Tactical buy only if nearby support holds; do not chase the September spike. A 1-3 week bounce toward recent resistance is possible, but uncertainty is elevated from profit-taking, legal headlines, and unproven Muse revenue. Invalidate the idea on a decisive break of support.

Three-month outlook

Base case is modestly constructive toward the high-\$700s to around \$800 if advertising growth stays solid into the Q3 report and Muse usage does not fade, which is broadly consistent with Street targets near \$790-800. That path is not assured. Downside risks include a large New Mexico judgment, free-cash-flow pressure from \$130-145B capex, competition from other consumer AI apps, and a failed hold of the \$700 area that could open a deeper retracement. Upside needs clearer evidence that Muse becomes a real revenue stream rather than a usage story. Uncertainty is high; treat levels as scenarios, not forecasts, and this is not investment advice.

Market sentiment

Recent X discussion is net constructive on Muse as a narrative shift and on analyst upgrades, with some large longer-dated call interest noted. Offsetting that is profit-taking talk after a roughly 30-40% monthly surge, concern about capex or a possible equity raise, and privacy skepticism. Traders are watching whether the \$700-720 zone holds. Sentiment is anecdotal, skewed by vocal accounts, and can reverse quickly on legal or earnings headlines.

Supporting evidence

The term structure of META options is in backwardation, with near-term implied volatility exceeding that of longer-dated options. | Skew is balanced, indicating no strong directional bias in option pricing.

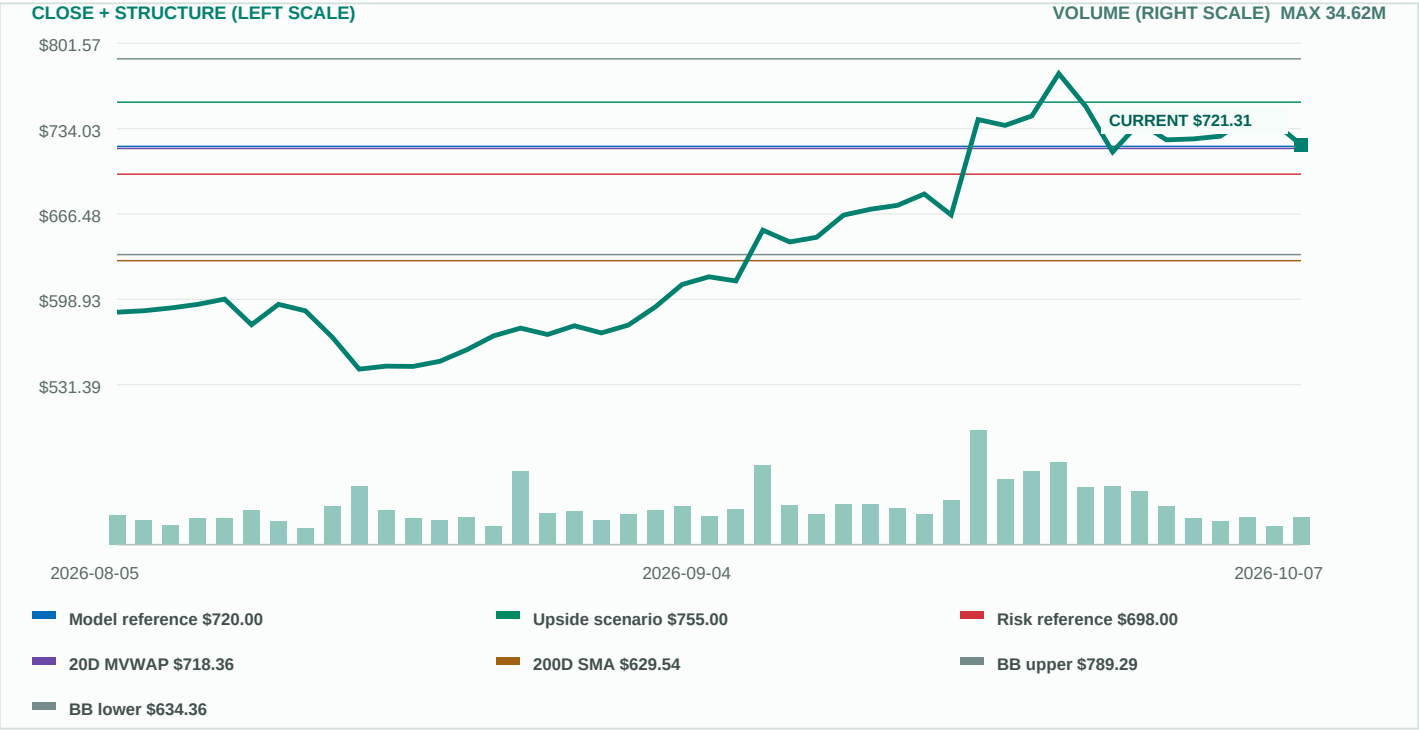
Risk watch

Significant legal risks remain, with a potential large judgment from New Mexico and ongoing youth-safety concerns.



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



Decision summary

Primary model reads before the detailed indicator appendix

Momentum

strong_bull

Institutional flow

Above MVWAP

Structure

Above 200D trend

Volatility

medium



Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	STRONG BULL neutral MACD decelerating
Trend signal	STRONG BULL
RSI signal	neutral
RSI (7 / 14 / 21)	49.65 / 57.64 / 58.80
RSI velocity	-1.28
MACD line / signal / histogram	29.89 / - / 33.46
MACD acceleration	-1.47
Stochastic K / D	61.53 / 62.39

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	4.42
20-day MVWAP	\$718.36
Price vs 20-day MVWAP	+0.59%
Daily reference VWAP	\$726.72
Price vs daily reference	-0.57%
Volume	8.42M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	5.30
20-day / 200-day SMA	\$711.83 / \$629.54
Bollinger range	\$634.36 - \$789.29
Bollinger position	0.561



Options and volatility intelligence

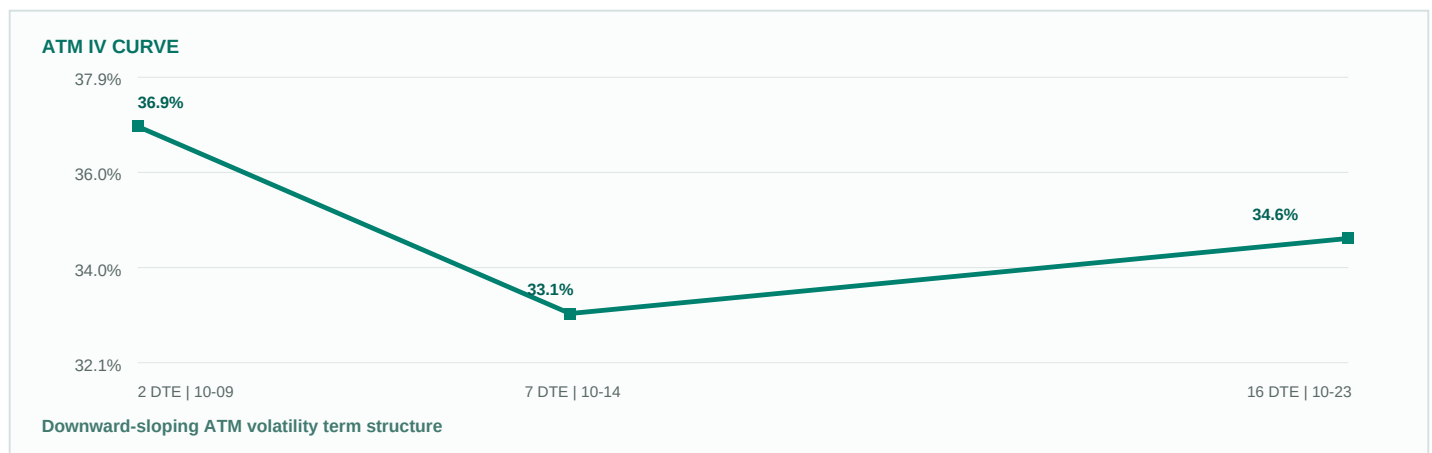
Structure, premium conditions and principal risks

IV rank 58 / 100	IV percentile 78 / 100	VVIX 84.24	SKEW 141.21
----------------------------	----------------------------------	----------------------	-----------------------

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	backwardation
Term slope	-2.28 pts
Skew read	balanced
Liquidity / quote coverage	100.0%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 7, 2026 2:47 PM EDT
Options data quality	Coverage 88.9%

Option term structure

ATM implied-volatility curve by days to expiration



EXPIRATION	DTE	ATM IV	STATE
2026-10-09	2	36.9%	-
2026-10-14	7	33.1%	-
2026-10-23	16	34.6%	-



Reference spread payoff

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



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	15.14
VVIX	84.24
SKEW index	141.21
Observation confidence	high
Option quote quality	reliable
Contracts observed	144



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	144

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The META option market displays a neutral stance, with implied volatility reflecting expected price movement rather than a clear bullish or bearish bias. The term structure is in backwardation, suggesting near-term options are priced higher than longer-dated ones. While recent news highlights both positive developments like the Muse AI launch and potential risks such as legal challenges, the market seems to be digesting this information without a definitive direction.

Options context

META Option Market Shows Balanced Sentiment

Wheel context

META's recent price action has been volatile, but the current market sentiment appears to be neutral. The upcoming earnings report and legal developments will likely influence future price movements.

Observed evidence

The term structure of META options is in backwardation, with near-term implied volatility exceeding that of longer-dated options. | Skew is balanced, indicating no strong directional bias in option pricing.

Principal risks to monitor

Significant legal risks remain, with a potential large judgment from New Mexico and ongoing youth-safety concerns.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$1.88T	27.75
ROE	Revenue growth
29.7%	19.9%
EPS growth	Operating margin
39.9%	38.1%
Net profit margin	Gross margin
29.8%	-
Free cash flow CAGR	Debt / equity
14.3%	0.28
Dividend yield	Beta
-	1.25
52-week range	
\$520.26 - \$779.82	

Company or fund profile

Issuer identity and classification

Name	Market
Meta Platforms Inc	NYSE
Industry	Country
Media	US
Currency	IPO date
USD	2012-05-18
Shares outstanding	52-week return
2.54B	4.4%
Book value per share	Revenue per share
\$102.52	\$88.95
Website	meta.com



Latest strategy observation

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

META Covered Call signal	Oct 6, 2026 9:56 AM EDT
Covered Call 2026-10-07	
At signal \$737.92 Current \$722.61	
SHORT Option \$740.00 B \$5.50 / A \$5.70	
Conservative CR \$5.60	



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$23.62
ATR as % of price	3.3%
Volatility environment	medium
Current IV	42.4%
IV rank	58 / 100
IV percentile	78 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 7, 2026 3:50 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	87 / 100
Trend health	92 / 100
Momentum health	95 / 100
Volatility health	61 / 100
Structure health	94 / 100
Earnings risk / date	medium 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)	\$711.83 / \$633.43 / \$629.54
EMA (9 / 21)	\$728.67 / \$704.28
Bollinger upper / middle / lower	\$789.29 / \$711.83 / \$634.36



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.561
True high / low	\$738.88 / \$720.15
5-day true high / low	\$747.60 / \$720.15

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	5.303	-
SMA50	2.798	-
MVWAP20	4.423	-
MACD	-1.473	-
RSI	-1.285	-
Volume	462905.000	-
ATR	-0.600	-
T1	-	32.55 / 712.63 / 747.60 / 736.69
T2	-	33.67 / 708.64 / 746.70 / 727.12
T3	-	34.31 / 705.09 / 741.58 / 725.93



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$725.43
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 7, 2026 2:47 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-09 2 DTE
Front at-the-money IV	36.9%
25-delta skew	0.06
Put / Call 25-delta	\$712.50 Delta -0.246 / \$740.00 Delta 0.250
Median option bid/ask spread	2.1%
Bid/ask spread	-
Contracts observed / quoted	144 / 144

Price context

Last Price: 725.43 | Bid: 725.37 | Ask: 725.49 | Previous Close: 738.88 | Change: -13.45 | Daily change: -1.82% | Update Time: 2026-10-07T14:47:49.607490-04:00 | Latest History Date: 2026-10-07 | Latest History Price: 725.43

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-15 | Latest Date: 2026-10-07 | Latest Price: 725.43 | Max Drawdown 60d Percent: -20.88%

Fundamental context

Current Iv Percent: 42.38% | Iv Rank: 57.89 | Iv Percentile: 78.09 | 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.

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

Past, hypothetical, back-tested, simulated and model-derived results are not indicative of future results. Strategy statistics may exclude commissions, fees, taxes, slippage, early assignment, execution constraints and other costs unless expressly stated. Actual outcomes may differ materially.

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.

Generated Oct 7, 2026 11:31 PM EDT. Jason Wheel Terms of Use and Privacy Policy apply. Copyright Jason Wheel Research LLC. All rights reserved.

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