



Meta Platforms Inc / META

Equity | Generated Oct 9, 2026 11:31 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$717.68	-3.21 -0.45%	-/-	\$720.89

Market	NYSE
Industry	Media
Market data as of	Oct 9, 2026 11:31 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 9, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
81.0 / 100	Strong setup	high	83 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$708.00	\$752.00	\$684.00	82 / 100

Options stance	bullish
Tail-risk safety	56 / 100
JW Rank data coverage / as of	100.0% Oct 9, 2026 7:50 PM EDT

Key insight

META Shows Signs of Strength Despite Recent Volatility

Market read

META's price action shows a bullish trend despite recent pullback. The stock is trading near its 50-day and 200-day moving averages, indicating strong support. While short-term momentum has cooled, the underlying fundamentals remain positive with Muse AI driving user engagement and revenue growth. Earnings on October 28th will be a key catalyst for the stock's direction.

Strategy context

META's options market reflects a balanced skew, suggesting neutral expectations for directional movement. However, implied volatility is elevated, indicating potential for significant price swings around earnings.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias	Mixed
AI analysis updated	Oct 9, 2026 10:14 AM EDT

Short-term scenario

Cautious buy on a pullback, not a chase. Mildly constructive for 1-3 weeks only if \$700-\$710 holds. Oct 28 earnings sits inside this window and is a binary event. Not investment advice. Uncertainty is high.

Three-month outlook

Base case is modestly bullish but wide-range. If Q3 ad growth stays in the mid-20s and capex commentary does not shock, a retest of \$760-\$800 is plausible over three months, with a stretch into the low \$800s only if Muse monetization and the Watermelon narrative hold up. Downside case is a retest of \$650-\$690 if spending guidance rises, free cash flow stays depressed, or site blocks limit new Muse revenue. Street 12-month targets near \$790-\$800 are not a 3-month forecast. Key uncertainties: the Oct 28 print and 2027 capex path, whether AI spend converts to cash flow, competitive responses from TikTok and other AI agents, regulatory and teen-safety constraints, and how much of the September rally is already priced in. A flat-to-slightly-higher path is as plausible as a clean breakout.

Market sentiment

Recent X discussion is mixed to constructive, not euphoric. Bulls cite Muse distribution across billions of users, AI improving ad matching and ROI, a forward multiple in the low 20s, and owned compute as an asset. Several posts prefer a pullback into roughly \$700-\$720 over chasing the post-rally price. Skeptics flag capex absorbing cash flow, slowing user growth, ad-load limits, Muse privacy risk, and thin metric disclosure. Net tone: constructive on the business, cautious on entry after a large run. Social sentiment is noisy and unreliable as a timing signal.

Supporting evidence

META is trading above its 50-day and 200-day moving averages, suggesting a strong bullish trend. | The recent launch of Muse AI has boosted user engagement and driven positive sentiment. | Analysts remain optimistic about META's future prospects with a consensus Buy rating and price targets above the current level.

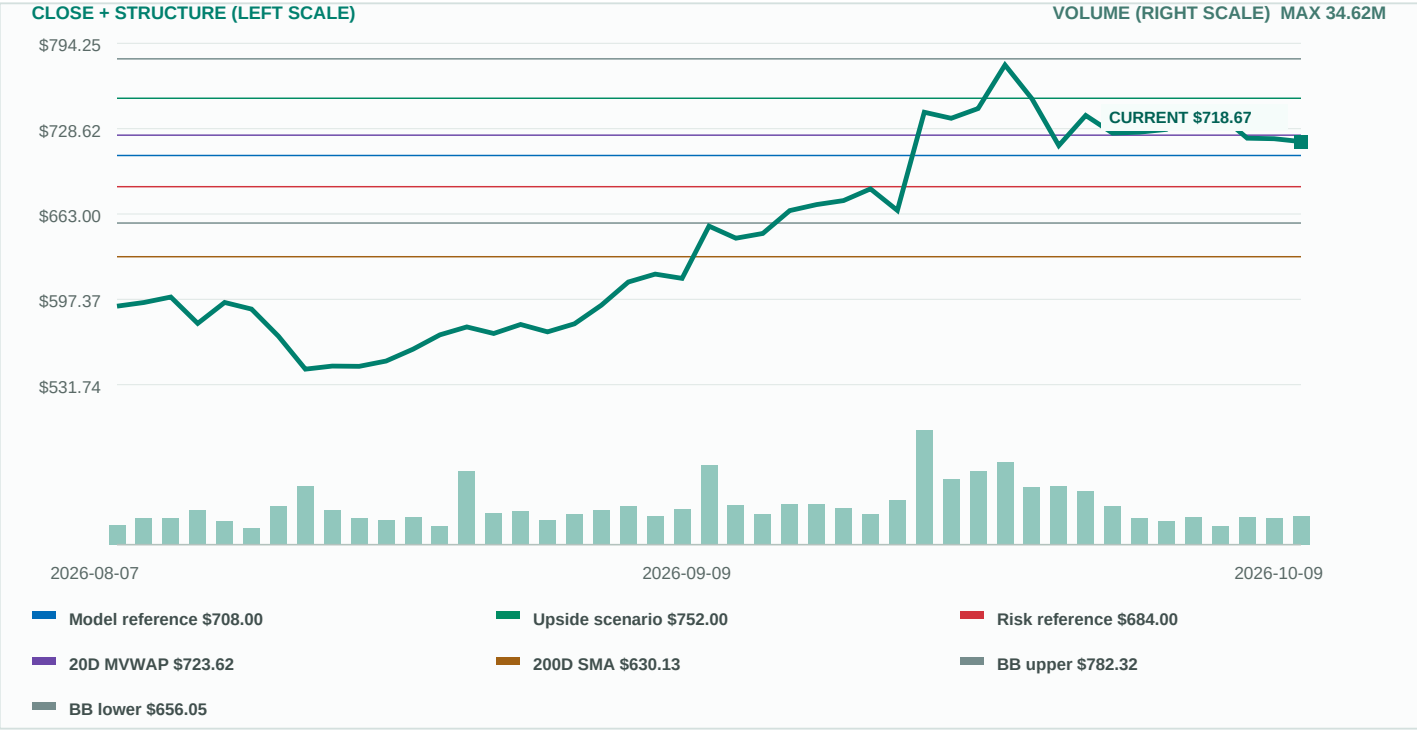
Risk watch

Earnings on October 28th could trigger significant volatility in META's stock price.



Enhanced price structure

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

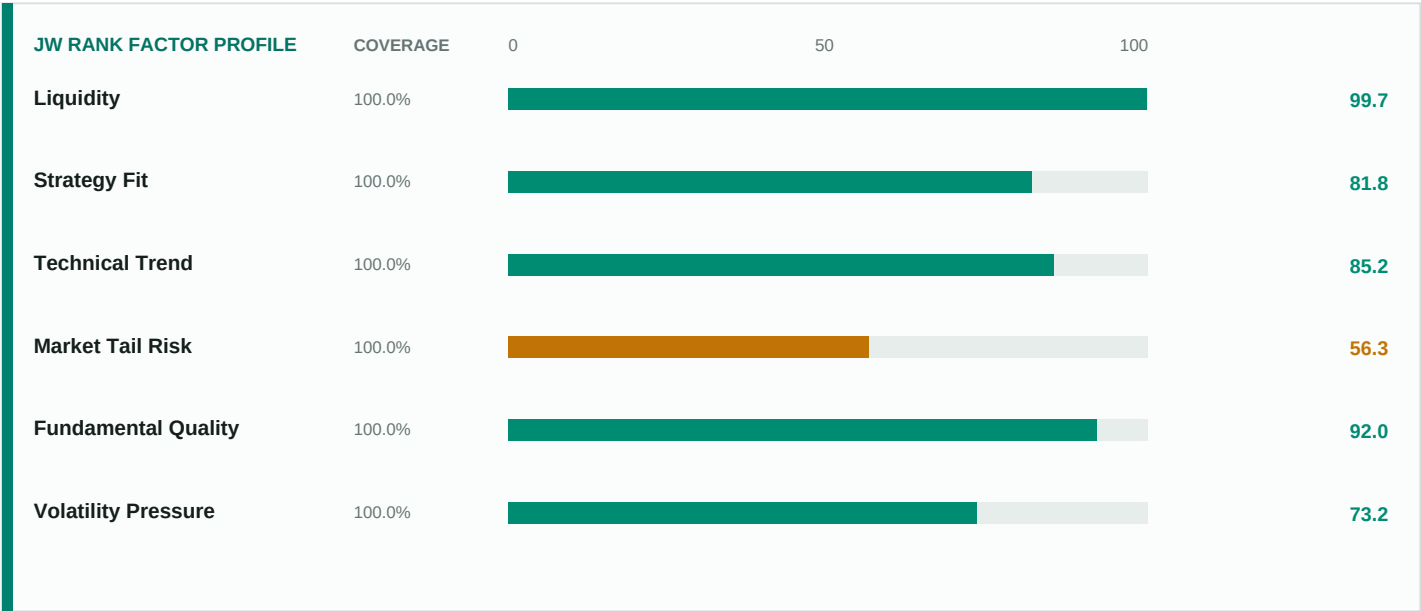


45 complete trading-session observations



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

Below 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)	47.97 / 56.80 / 58.24
RSI velocity	-2.07
MACD line / signal / histogram	25.03 / - / 30.81
MACD acceleration	-2.51
Stochastic K / D	34.10 / 49.39

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Below institutional MVWAP Accumulation bias
Institutional flow	3.66
20-day MVWAP	\$723.62
Price vs 20-day MVWAP	-0.82%
Daily reference VWAP	\$720.98
Price vs daily reference	-0.46%
Volume	8.68M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	3.58
20-day / 200-day SMA	\$719.18 / \$630.13
Bollinger range	\$656.05 - \$782.32
Bollinger position	0.496



Options and volatility intelligence

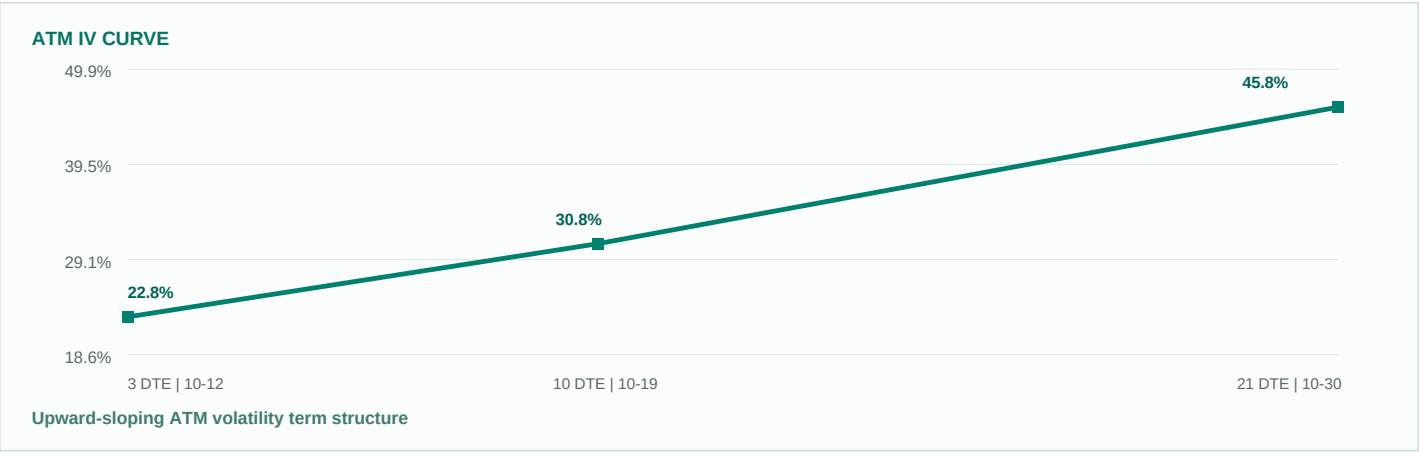
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
61 / 100	82 / 100	86.00	149.19

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	contango
Term slope	+23.02 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 9, 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
2026-10-12	3	22.8%	-
2026-10-19	10	30.8%	-
2026-10-30	21	45.8%	-

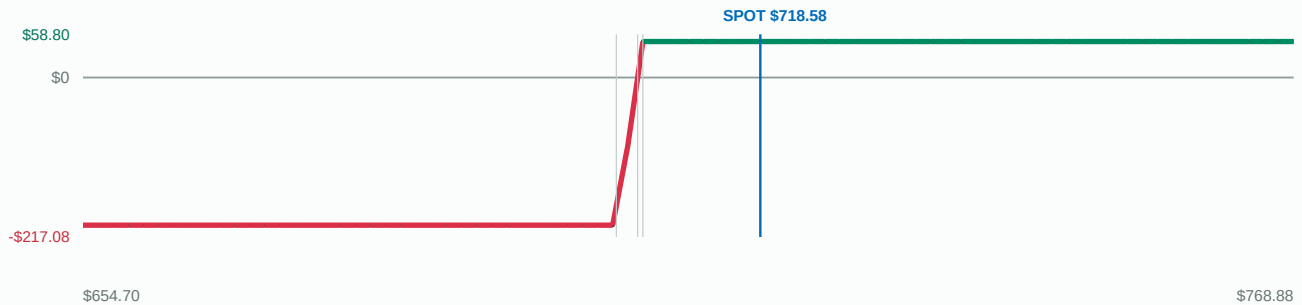


Reference spread payoff

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

Bull Put Spread reference

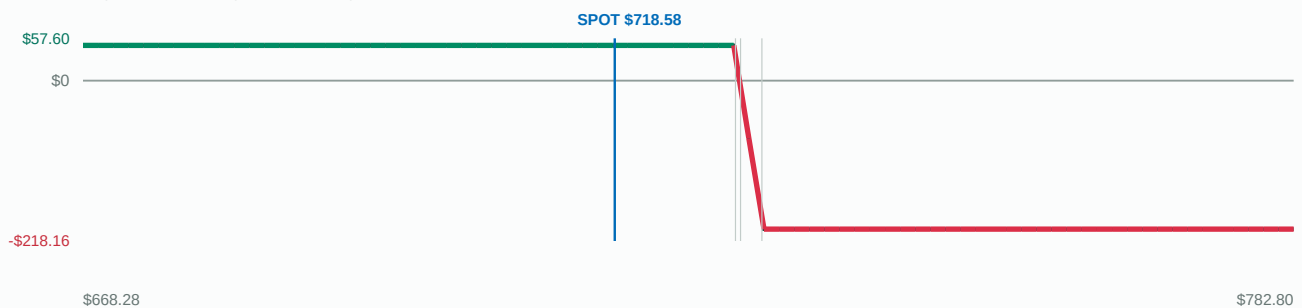
Short \$707.50 | Long \$705.00 | Width \$2.50 | Net credit \$0.49



Max profit \$49.00 | Max loss -\$201.00 | Break-even \$707.01 | Per contract at expiry

Bear Call Spread reference

Short \$730.00 | Long \$732.50 | Width \$2.50 | Net credit \$0.48



Max profit \$48.00 | Max loss -\$202.00 | Break-even \$730.48 | 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	unknown
VIX	14.87
VVIX	86.00
SKEW index	149.19
Observation confidence	high
Option quote quality	reliable
Contracts observed	124



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	124

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

META's price action shows a bullish trend despite recent pullback. The stock is trading near its 50-day and 200-day moving averages, indicating strong support. While short-term momentum has cooled, the underlying fundamentals remain positive with Muse AI driving user engagement and revenue growth. Earnings on October 28th will be a key catalyst for the stock's direction.

Options context

META Shows Signs of Strength Despite Recent Volatility

Wheel context

META's options market reflects a balanced skew, suggesting neutral expectations for directional movement. However, implied volatility is elevated, indicating potential for significant price swings around earnings.

Observed evidence

META is trading above its 50-day and 200-day moving averages, suggesting a strong bullish trend. | The recent launch of Muse AI has boosted user engagement and driven positive sentiment. | Analysts remain optimistic about META's future prospects with a consensus Buy rating and price targets above the current level.

Principal risks to monitor

Earnings on October 28th could trigger significant volatility in META's stock price.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$1.84T	26.98
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	1.2%
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 8, 2026 10:06 AM EDT
Covered Call 2026-10-09	
At signal \$722.12 Current \$717.68	
SHORT Option \$722.50 B \$6.80 / A \$7.00	
Conservative CR \$6.90	



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$22.09
ATR as % of price	3.1%
Volatility environment	medium
Current IV	43.7%
IV rank	62 / 100
IV percentile	83 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 9, 2026 3:50 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	89 / 100
Trend health	92 / 100
Momentum health	97 / 100
Volatility health	64 / 100
Structure health	100 / 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)	\$719.18 / \$639.73 / \$630.13
EMA (9 / 21)	\$725.43 / \$706.96
Bollinger upper / middle / lower	\$782.32 / \$719.18 / \$656.05



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.496
True high / low	\$728.07 / \$716.20
5-day true high / low	\$747.60 / \$711.68

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	3.580	-
SMA50	2.952	-
MVWAP20	3.662	-
MACD	-2.507	-
RSI	-2.070	-
Volume	998604.000	-
ATR	-0.634	-
T1	-	27.44 / 721.34 / 724.95 / 711.68
T2	-	29.89 / 718.36 / 738.88 / 720.15
T3	-	32.55 / 712.63 / 747.60 / 736.69



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$718.58
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 9, 2026 2:47 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-12 3 DTE
Front at-the-money IV	22.8%
25-delta skew	1.00
Put / Call 25-delta	\$707.50 Delta -0.232 / \$730.00 Delta 0.229
Median option bid/ask spread	4.1%
Bid/ask spread	-
Contracts observed / quoted	124 / 124

Price context

Last Price: 718.58 | Bid: 718.49 | Ask: 718.67 | Previous Close: 720.89 | Change: -2.31 | Daily change: -0.32% | Update Time: 2026-10-09T14:47:26.027468-04:00 | Latest History Date: 2026-10-09 | Latest History Price: 718.67

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-17 | Latest Date: 2026-10-09 | Latest Price: 718.67 | Max Drawdown 60d Percent: -16.56%

Fundamental context

Current Iv Percent: 43.34% | Iv Rank: 60.77 | Iv Percentile: 81.67 | 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.

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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.

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Reference documents

Official product terms and standardized options disclosure

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