Meta Platforms, Inc. / META

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

Current price	Daily move	Bid / Ask	Previous close
$614.64	-5.55 -0.89%	$614.11/$614.99	$620.19

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

JW Intelligence Report

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

JW Rank	Rank label	Confidence	IV percentile
59.9 / 100	Balanced	high	60 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$600.00	$655.00	$575.00	69 / 100

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

Key insight

META Option Market Shows Uncertainty Amidst Earnings Volatility

Market read

The META option market reflects a mixed sentiment following recent earnings. While implied volatility remains elevated, indicating uncertainty around future price movements, the term structure shows backwardation, suggesting some expectation for near-term stabilization. The skew is balanced, with no significant directional bias. However, high IV crush risk ahead of the next earnings date points to potential volatility swings.

Strategy context

The recent earnings report and subsequent equity offering have created a volatile environment for META. The market is digesting the company's financial performance, AI investments, and dilution concerns.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Oct 28, 2026 2:30 PM EDT**

Short-term scenario

Cautious scale-in only on further weakness over the next 1-3 weeks; momentum and dilution overhang argue against aggressive buying at the current price. Position size should stay small because near-term direction is highly uncertain.

Three-month outlook

A constructive but volatile base case is a partial recovery toward the mid-$700s if advertising growth remains strong, Muse shows credible early traction, and the market digests the equity program without another sharp rise in spending guidance. Recent analyst summaries and Morningstar's $850 fair value sit well above the current price, which supports medium-term upside if execution holds. Downside toward the high $500s remains plausible if 2027 capex surprises higher, legal costs expand, or broader AI sentiment weakens. Uncertainty is elevated: valuation alone does not resolve questions about capital intensity, dilution, and the timing of AI monetization.

Market sentiment

Sentiment on X is mixed and cautious rather than uniformly bullish or bearish. Some accounts describe a possible short-term bottom and interest in accumulating in the $580-600 area. Options-focused posts highlight put buying, including a large Nov. 20 $615 put print, and a net bearish options tide. Conversation centers on dilution from the equity raise, negative free cash flow, and whether AI capex will earn an adequate return versus the still-strong ad business. Claims about specific high-profile investor positioning are not clearly confirmed in primary reporting and should be treated as unverified.

Supporting evidence

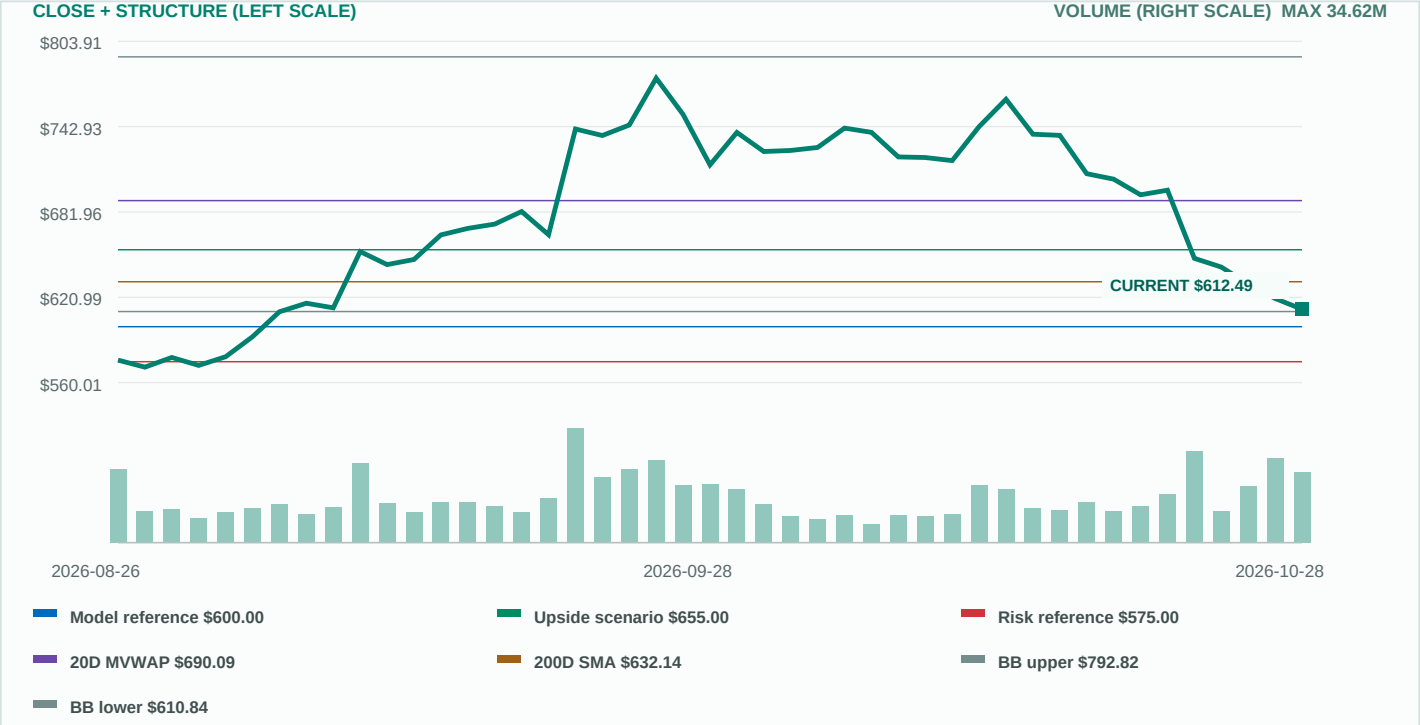
Implied volatility is elevated at 37.31%, indicating market uncertainty. | The term structure shows backwardation, suggesting expectations for near-term stabilization. | The balanced skew indicates no strong directional bias in the options market. | High IV crush risk ahead of the next earnings date suggests potential volatility swings.

Risk watch

High IV crush risk ahead of the next earnings date.

Enhanced price structure

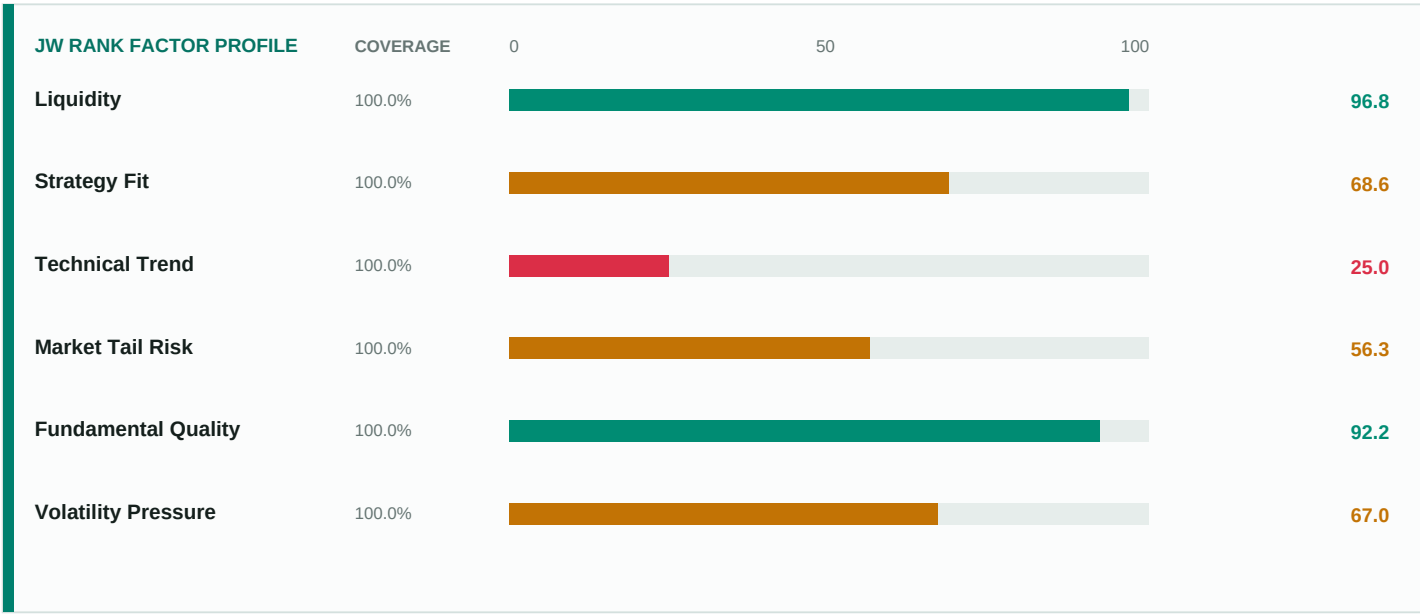
45 trading days with volume, model levels and current technical reference bands



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	Institutional flow	Structure	Volatility
bearish_warning	Below MVWAP	Below 200D trend	medium

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**BEARISH WARNING | neutral | MACD decelerating**
Trend signal	**BEARISH WARNING**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**14.71 / 30.66 / 38.41**
RSI velocity	**-1.69**
MACD line / signal / histogram	**-16.12 / - / 0.26**
MACD acceleration	**-4.71**
Stochastic K / D	**1.57 / 3.30**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-8.39**
20-day MVWAP	**$690.09**
Price vs 20-day MVWAP	**-10.93%**
Daily reference VWAP	**$615.30**
Price vs daily reference	**-0.11%**
Volume	**21.14M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Negative macro velocity**
Macro velocity	**-5.27**
20-day / 200-day SMA	**$701.83 / $632.14**
Bollinger range	**$610.84 - $792.82**
Bollinger position	**0.009**

Options and volatility intelligence

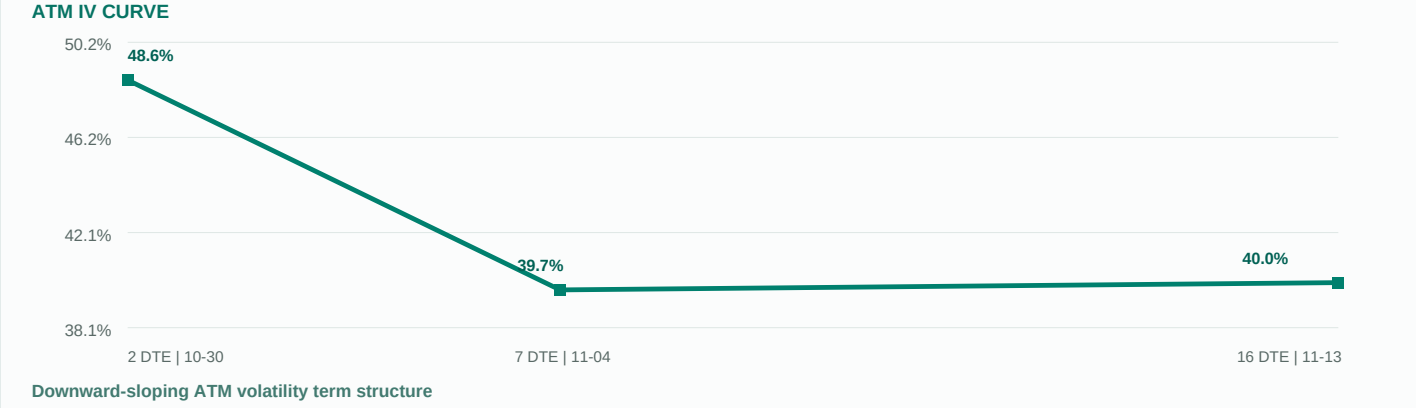
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
43 / 100	**60 / 100**	**96.85**	**149.22**

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-8.64 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 28, 2026 2:46 PM EDT**
Options data quality	**Coverage 100.0%**

Option term structure

ATM implied-volatility curve by days to expiration



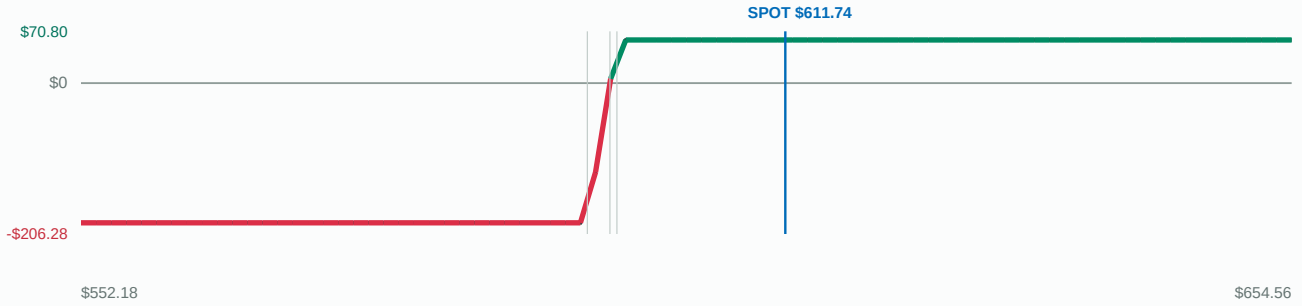
EXPIRATION	DTE	ATM IV	STATE
2026-10-30	2	48.6%	-
2026-11-04	7	39.7%	-
2026-11-13	16	40.0%	-

Reference spread payoff

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

Bull Put Spread reference

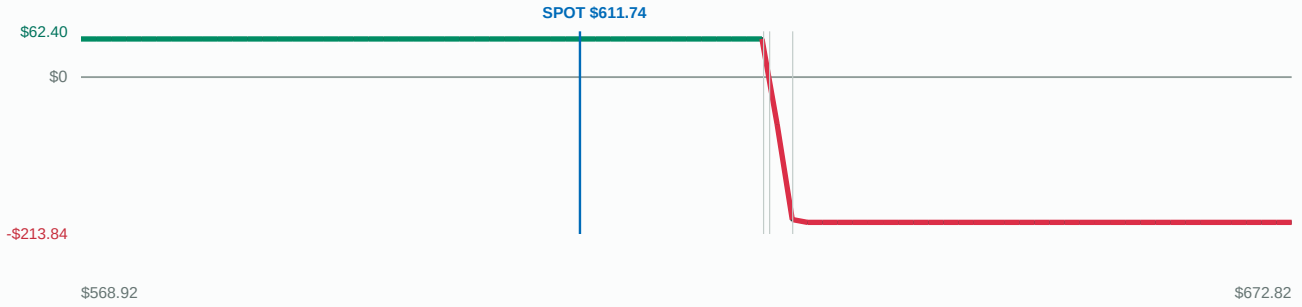
Short $597.50 | Long $595.00 | Width $2.50 | Net credit $0.59



Max profit $59.00 | Max loss -$191.00 | Break-even $596.91 | Per contract at expiry

Bear Call Spread reference

Short $627.50 | Long $630.00 | Width $2.50 | Net credit $0.52



Max profit $52.00 | Max loss -$198.00 | Break-even $628.02 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2026-10-21**
Earnings IV-crush risk	**high**
Event IV premium	**8.95**
VIX	**17.18**
VVIX	**96.85**
SKEW index	**149.22**
Observation confidence	**high**
Option quote quality	**reliable**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts observed	**150**
Contracts with quotes	**150**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The META option market reflects a mixed sentiment following recent earnings. While implied volatility remains elevated, indicating uncertainty around future price movements, the term structure shows backwardation, suggesting some expectation for near-term stabilization. The skew is balanced, with no significant directional bias. However, high IV crush risk ahead of the next earnings date points to potential volatility swings.

Options context

META Option Market Shows Uncertainty Amidst Earnings Volatility

Wheel context

The recent earnings report and subsequent equity offering have created a volatile environment for META. The market is digesting the company's financial performance, AI investments, and dilution concerns.

Observed evidence

Implied volatility is elevated at 37.31%, indicating market uncertainty. | The term structure shows backwardation, suggesting expectations for near-term stabilization. | The balanced skew indicates no strong directional bias in the options market. | High IV crush risk ahead of the next earnings date suggests potential volatility swings.

Principal risks to monitor

High IV crush risk ahead of the next earnings date.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
$1.57T	**21.07**
ROE	Revenue growth
30.3%	**19.9%**
EPS growth	Operating margin
39.9%	**32.9%**
Net profit margin	Gross margin
31.2%	**-**
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
2.56B	**-17.4%**
Book value per share	Revenue per share
$106.92	**$93.90**

Website	meta.com

Latest strategy observation

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

META Covered Call signal

Oct 28, 2026 9:39 AM EDT

Covered Call | 2026-10-30

At signal $620.56 | Current $614.64

SHORT **Option $622.50 B $8.45 / A $8.95**

Conservative | CR $8.70

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$23.96**
ATR as % of price	**3.9%**
Volatility environment	**medium**
Current IV	**37.3%**
IV rank	**43 / 100**
IV percentile	**60 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Oct 28, 2026 3:50 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**48 / 100**
Trend health	**38 / 100**
Momentum health	**56 / 100**
Volatility health	**51 / 100**
Structure health	**51 / 100**
Earnings risk / date	**unknown | 2026-10-21**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**medium**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$701.83 / $667.03 / $632.14**
EMA (9 / 21)	**$655.71 / $681.33**
Bollinger upper / middle / lower	**$792.82 / $701.83 / $610.84**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.009**
True high / low	**$624.42 / $609.00**
5-day true high / low	**$697.52 / $609.00**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-5.273	**-**
SMA50	1.072	**-**
MVWAP20	-8.389	**-**
MACD	-4.715	**-**
RSI	-1.689	**-**
Volume	3847854.670	**-**
ATR	-0.706	**-**
T1	-	**-11.89 / 698.29 / 630.56 / 619.21**
T2	-	**-7.12 / 708.71 / 647.69 / 627.80**
T3	-	**-1.97 / 715.26 / 648.85 / 633.27**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$611.74**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Oct 28, 2026 2:46 PM EDT**
Options data coverage	**100.0%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-10-30 | 2 DTE**
Front at-the-money IV	**48.6%**
25-delta skew	**-1.15**
Put / Call 25-delta	**$597.50 Delta -0.247 / $627.50 Delta 0.251**
Median option bid/ask spread	**6.4%**
Bid/ask spread	**-**
Contracts observed / quoted	**150 / 150**

Price context

Last Price: 611.74 | Bid: 611.70 | Ask: 611.84 | Previous Close: 620.19 | Change: -8.45 | Daily change: -1.36% | Update Time: 2026-10-28T14:46:33.786022-04:00 | Latest History Date: 2026-10-28 | Latest History Price: 611.74

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-05 | Latest Date: 2026-10-28 | Latest Price: 611.74 | Max Drawdown 60d Percent: -21.33%

Fundamental context

Current Iv Percent: 37.31% | Iv Rank: 42.58 | Iv Percentile: 60.16 | Next Earnings Date: 2026-10-21 | 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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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

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