



Meta Platforms, Inc. / META

Equity | Generated Oct 30, 2026 11:32 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$614.00	-10.52 -1.68%	-/-	\$624.52

Market	NYSE
Industry	Media
Market data as of	Oct 30, 2026 11:32 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 30, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
61.0 / 100	Balanced	high	63 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$610.00	\$645.00	\$590.00	72 / 100

Options stance	mixed
Tail-risk safety	56 / 100
JW Rank data coverage / as of	100.0% Oct 30, 2026 6:50 PM EDT

Key insight

META Option Market Shows Mixed Sentiment Amid Earnings Volatility

Market read

The META option market displays mixed signals following recent earnings. While implied volatility remains elevated, reflecting uncertainty surrounding AI spending and legal challenges, the term structure shows a slight contango, suggesting some expectation for future price appreciation. The skew is balanced, indicating neither strong bullish nor bearish sentiment. However, the stock's decline post-earnings and bearish technical indicators contribute to a cautious outlook.

Strategy context

Recent earnings and a large equity offering have created volatility. The market awaits clarity on AI spending returns and dilution impact.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Bearish

AI analysis updated

Oct 30, 2026 2:30 PM EDT

Short-term scenario

Cautious and neutral-to-mildly constructive for a potential 1-3 week bounce only if support holds. Technicals are bearish and momentum is negative, so further downside risk is material. Uncertainty is high from the AI capex narrative, dilution fears, and legal overhangs; negative headlines could easily extend losses. This is not a high-conviction setup.

Three-month outlook

Modestly positive but with elevated uncertainty. Analyst consensus is Strong Buy with average 12-month targets near \$848 (roughly 35-38% above recent prices), and some fair-value estimates remain around \$850, supported by strong advertising growth and early AI product signals. However, outcomes depend heavily on whether massive planned spending shows acceptable returns, free-cash-flow pressure eases, dilution stays limited, and legal issues do not worsen. Failure on any of these could keep the multiple compressed or drive additional downside, while clearer ROI evidence could support a recovery toward prior ranges. Volatility is likely to stay high.

Market sentiment

Sentiment is mixed-to-cautious and leans bearish short-term, with focus on negative free cash flow from AI capex, declining options bullishness, the roughly 20% drop from near \$780, and dilution risks from equity raises plus future Class C issuance. Bullish counterpoints highlight sustained ~26% ad growth, AI-driven engagement gains, and view sub-\$600 levels as attractive, arguing the sell-off overreacts to spending that supports the core business. Views can shift rapidly with clearer strategy updates.

Supporting evidence

Implied volatility at 38.42% suggests market uncertainty about META's future direction. | The term structure is in contango, with near-term IV lower than further out expirations, hinting at potential upside. | Balanced skew indicates neither strong bullish nor bearish sentiment among option traders.

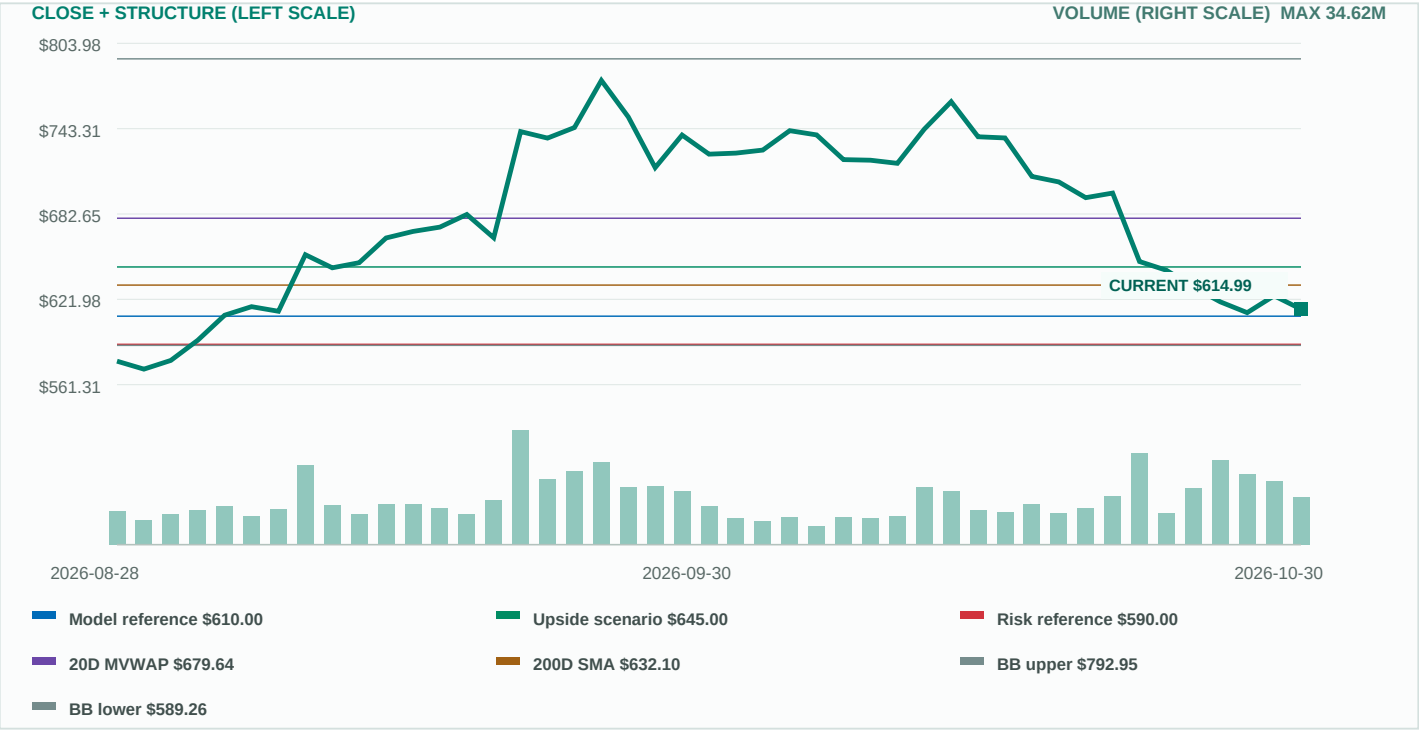
Risk watch

Earnings-related volatility could persist until the company demonstrates tangible returns from its AI investments.



Enhanced price structure

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

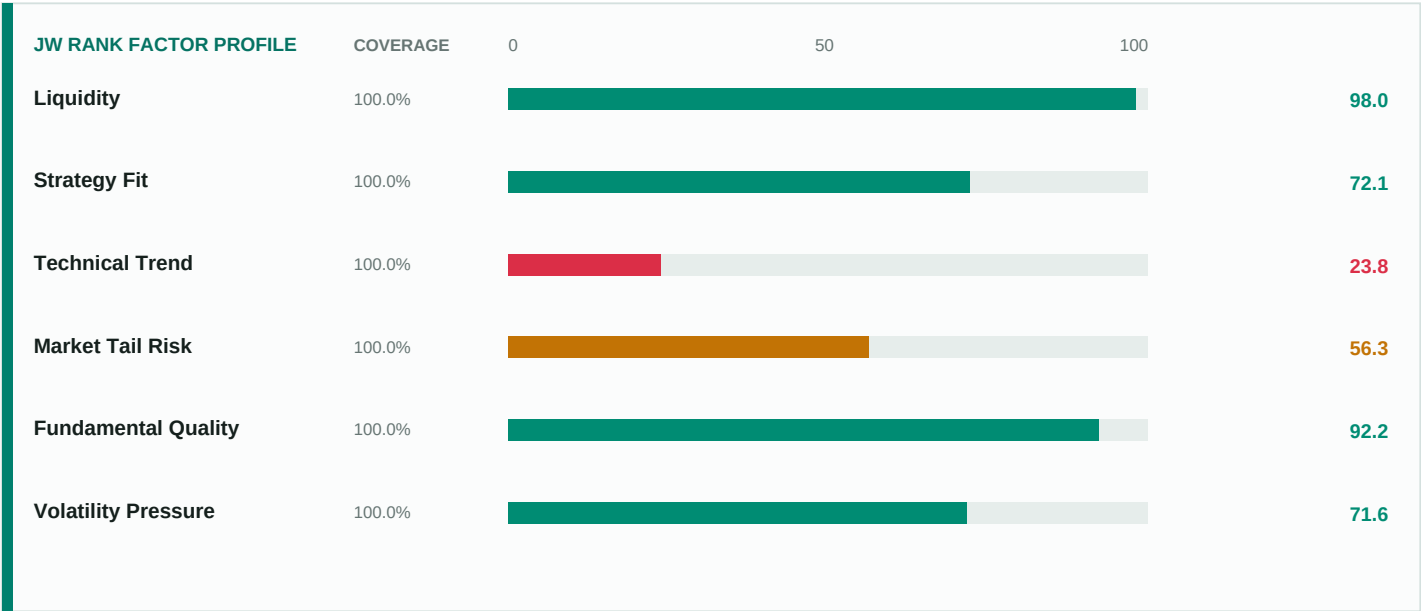


45 complete trading-session observations



JW Rank factors

Score, source coverage and interpretation for each decision factor



Decision summary

Primary model reads before the detailed indicator appendix

Momentum

bearish_warning

Institutional flow

Below MVWAP

Structure

Below 200D trend

Volatility

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)	23.02 / 33.21 / 39.59
RSI velocity	0.43
MACD line / signal / histogram	-20.53 / - / -6.87
MACD acceleration	-2.88
Stochastic K / D	5.14 / 3.61

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Below institutional MVWAP Distribution bias
Institutional flow	-6.22
20-day MVWAP	\$679.64
Price vs 20-day MVWAP	-9.66%
Daily reference VWAP	\$617.16
Price vs daily reference	-0.51%
Volume	14.24M

Structural context

Long-term trend and volatility boundaries

Current read	Below 200-day trend Negative macro velocity
Macro velocity	-5.45
20-day / 200-day SMA	\$691.11 / \$632.10
Bollinger range	\$589.26 - \$792.95
Bollinger position	0.126



Options and volatility intelligence

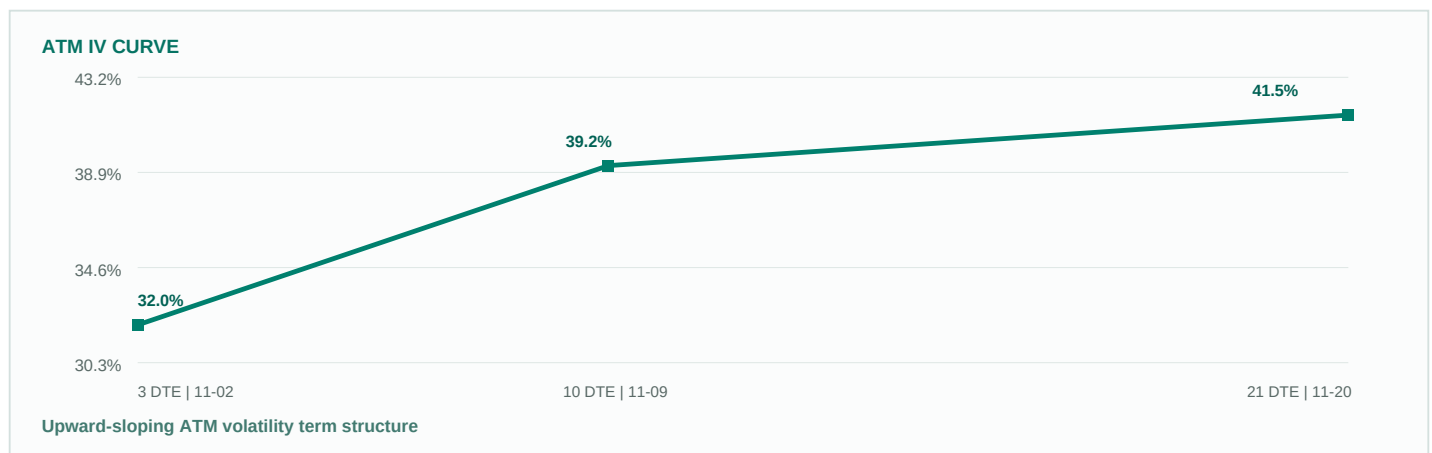
Structure, premium conditions and principal risks

IV rank 46 / 100	IV percentile 65 / 100	VVIX 121.93	SKEW 151.03
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Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	contango
Term slope	+9.47 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 30, 2026 2:47 PM EDT
Options data quality	Coverage 100.0%

Option term structure

ATM implied-volatility curve by days to expiration



EXPIRATION	DTE	ATM IV	STATE
2026-11-02	3	32.0%	-
2026-11-09	10	39.2%	-
2026-11-20	21	41.5%	-

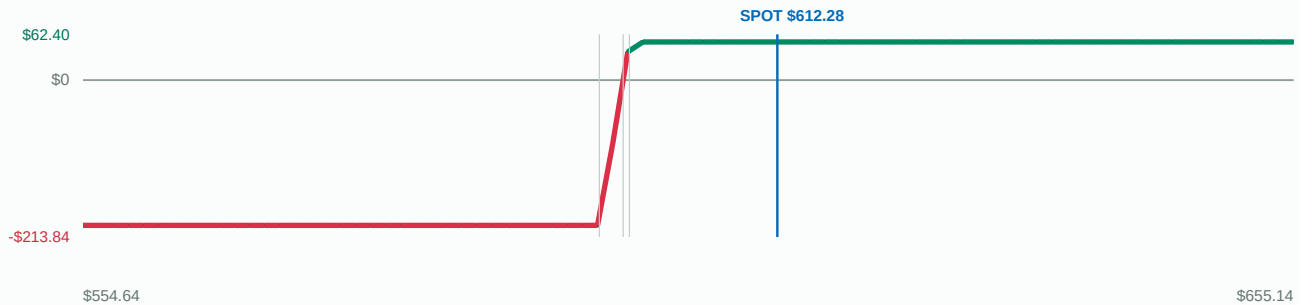


Reference spread payoff

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

Bull Put Spread reference

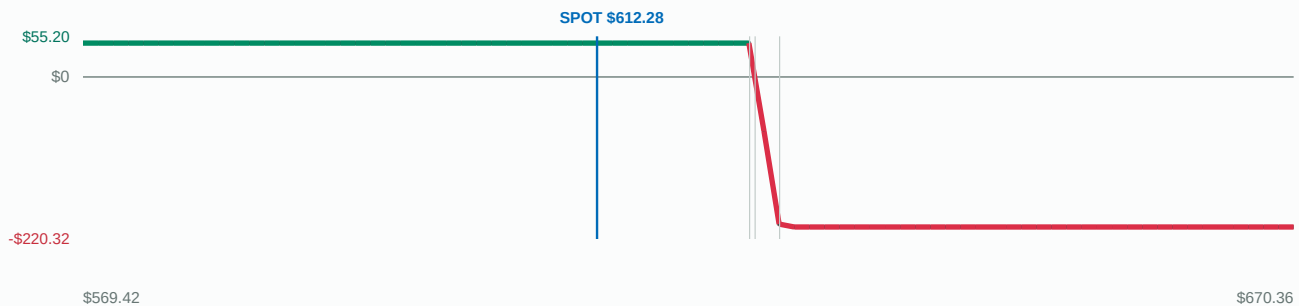
Short \$600.00 | Long \$597.50 | Width \$2.50 | Net credit \$0.52



Max profit \$52.00 | Max loss -\$198.00 | Break-even \$599.48 | Per contract at expiry

Bear Call Spread reference

Short \$625.00 | Long \$627.50 | Width \$2.50 | Net credit \$0.46



Max profit \$46.00 | Max loss -\$204.00 | Break-even \$625.46 | 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	moderate
Event IV premium	-7.19
VIX	22.61
VVIX	121.93
SKEW index	151.03
Observation confidence	high
Option quote quality	reliable



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts observed	101
Contracts with quotes	101

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

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Options context

META Option Market Shows Mixed Sentiment Amid Earnings Volatility

Wheel context

Recent earnings and a large equity offering have created volatility. The market awaits clarity on AI spending returns and dilution impact.

Observed evidence

Implied volatility at 38.42% suggests market uncertainty about META's future direction. | The term structure is in contango, with near-term IV lower than further out expirations, hinting at potential upside. | Balanced skew indicates neither strong bullish nor bearish sentiment among option traders.

Principal risks to monitor

Earnings-related volatility could persist until the company demonstrates tangible returns from its AI investments.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$1.58T	21.22
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
-	1.26
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	-16.9%
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 30, 2026 9:32 AM EDT
Covered Call 2026-11-02	
At signal \$616.33 Current \$614.00	
SHORT Option \$617.50 B \$6.50 / A \$7.10	
Conservative CR \$6.80	



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$23.29
ATR as % of price	3.8%
Volatility environment	medium
Current IV	37.8%
IV rank	44 / 100
IV percentile	63 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 30, 2026 7:32 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	52 / 100
Trend health	38 / 100
Momentum health	61 / 100
Volatility health	53 / 100
Structure health	63 / 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)	\$691.11 / \$669.98 / \$632.10
EMA (9 / 21)	\$642.57 / \$670.61
Bollinger upper / middle / lower	\$792.95 / \$691.11 / \$589.26



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.126
True high / low	\$626.37 / \$610.13
5-day true high / low	\$647.69 / \$609.00

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-5.453	-
SMA50	1.443	-
MVWAP20	-6.215	-
MACD	-2.878	-
RSI	0.430	-
Volume	-3766214.330	-
ATR	-0.442	-
T1	-	-18.28 / 684.35 / 634.68 / 612.49
T2	-	-16.12 / 690.09 / 624.42 / 609.00
T3	-	-11.89 / 698.29 / 630.56 / 619.21



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$612.28
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 30, 2026 2:47 PM EDT
Options data coverage	100.0%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-11-02 3 DTE
Front at-the-money IV	32.0%
25-delta skew	2.83
Put / Call 25-delta	\$600.00 Delta -0.251 / \$625.00 Delta 0.243
Median option bid/ask spread	8.7%
Bid/ask spread	-
Contracts observed / quoted	101 / 101

Price context

Last Price: 612.28 | Bid: 612.26 | Ask: 612.39 | Previous Close: 624.52 | Change: -12.24 | Daily change: -1.96% | Update Time: 2026-10-30T14:47:55.202208-04:00 | Latest History Date: 2026-10-30 | Latest History Price: 612.28

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-07 | Latest Date: 2026-10-30 | Latest Price: 612.28 | Max Drawdown 60d Percent: -21.26%

Fundamental context

Current Iv Percent: 38.42% | Iv Rank: 45.93 | Iv Percentile: 64.94 | 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.

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 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.

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Reference documents

Official product terms and standardized options disclosure

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