Meta Platforms, Inc. / META

Equity | Generated Nov 18, 2026 11:31 PM EST

Current price	Daily move	Bid / Ask	Previous close
$619.37	+0.50 +0.08%	$618.83/$620.54	$618.87

Market	**NYSE**
Industry	**Media**
Market data as of	**Nov 18, 2026 11:31 PM EST**

JW Intelligence Report

Complete | 3 of 3 sections | Nov 18, 2026 6:50 PM EST

JW Rank	Rank label	Confidence	IV percentile
63.8 / 100	Balanced	high	70 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$608.00	$642.00	$592.00	81 / 100

Options stance	**mixed**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Nov 18, 2026 6:50 PM EST**

Key insight

META Option Market Shows Cautious Sentiment Amidst Uncertainty

Market read

The META option market displays a mixed sentiment, reflecting both underlying bullishness and concerns about future performance. While implied volatility is elevated, suggesting potential for significant price swings, the term structure indicates a slight backwardation, hinting at some near-term bearish pressure. The skew is balanced, with no pronounced directional bias in either call or put options. However, recent news regarding heavy capital expenditures, margin compression, and uncertainty surrounding AI spending weighs on investor sentiment.

Strategy context

The option market suggests a cautious approach to META. While the underlying fundamentals remain strong, near-term risks outweigh potential rewards.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Nov 18, 2026 2:42 PM EST**

Short-term scenario

Cautious tactical long only if $605-$610 support holds over the next 1-3 weeks; otherwise stand aside. Bias is technically bearish below the 200-day near $630, so this is a support-bounce idea, not a confirmed uptrend. Uncertainty is high: AI-spend headlines, broader tech weakness, or a break of $600 can invalidate the setup quickly.

Three-month outlook

Constructive but uncertain. Core ads are still growing fast and the multiple is not demanding versus growth, so a stabilization in AI-spend fears could support a choppy recovery toward the mid-$600s to low-$700s, with Street targets near $830-$850 as the bull case if Muse monetization and margins improve. Offsets are large: $135-145B 2026 capex, recent debt and equity financing, margin pressure, and a damaged chart below the 200-day. A sustained break under $580-$600 raises odds of a deeper move toward the mid-$550s. Late-November regulatory milestones and any further capital-raise news are swing factors. This is a scenario range, not a forecast.

Market sentiment

Mixed and cautious. Near-term posts describe selling pressure and no clear reversal, with dip interest below $600 and a cited 'golden buy zone' around $579-$622. Longer-horizon comments are more constructive on ~18x forward earnings, +26% revenue growth, 3.64B daily actives, Muse shopping use cases, and Street targets near $850, while still flagging $135-145B capex as the overhang. Engagement on pure $META takes is modest versus promo noise. Uncertainty: social sentiment is noisy, skewed by promoters, and can flip quickly.

Supporting evidence

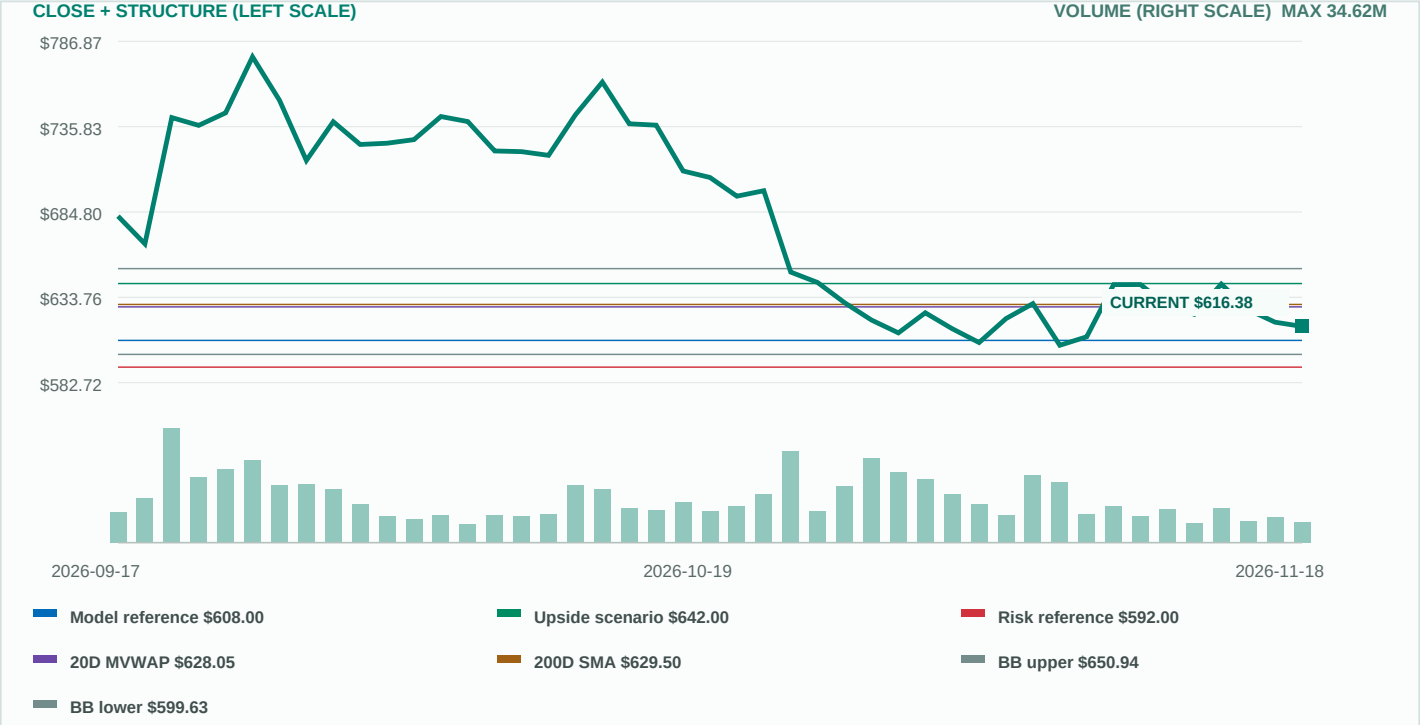
Implied volatility is elevated at 41.43%, suggesting potential for significant price swings. | The term structure shows a slight backwardation, with near-term options slightly more expensive than longer-term options. | The balanced skew indicates no strong directional bias in either call or put options. | Recent news highlights concerns about heavy capital expenditures, margin compression, and uncertainty surrounding AI spending.

Risk watch

Heavy capital expenditures and margin compression could impact future profitability.

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 accelerating**
Trend signal	**BEARISH WARNING**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**40.33 / 41.43 / 43.44**
RSI velocity	**-2.12**
MACD line / signal / histogram	**-14.65 / - / -16.16**
MACD acceleration	**0.20**
Stochastic K / D	**56.85 / 66.36**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-3.05**
20-day MVWAP	**$628.05**
Price vs 20-day MVWAP	**-1.38%**
Daily reference VWAP	**$615.83**
Price vs daily reference	**+0.57%**
Volume	**6.24M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Negative macro velocity**
Macro velocity	**-3.93**
20-day / 200-day SMA	**$625.28 / $629.50**
Bollinger range	**$599.63 - $650.94**
Bollinger position	**0.326**

Options and volatility intelligence

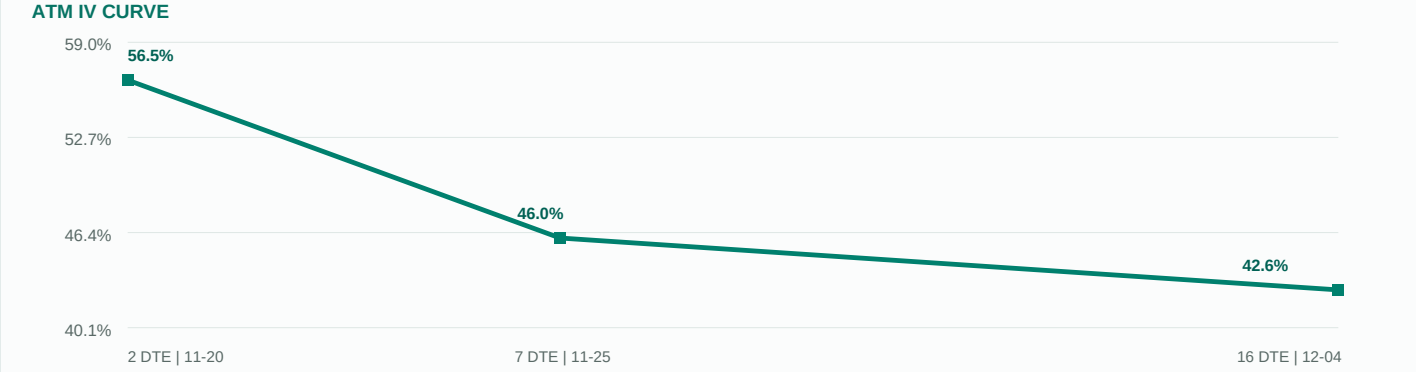
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
55 / 100	**74 / 100**	**116.58**	**145.11**

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-13.91 pts**
Skew read	**balanced**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 18, 2026 2:50 PM EST**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



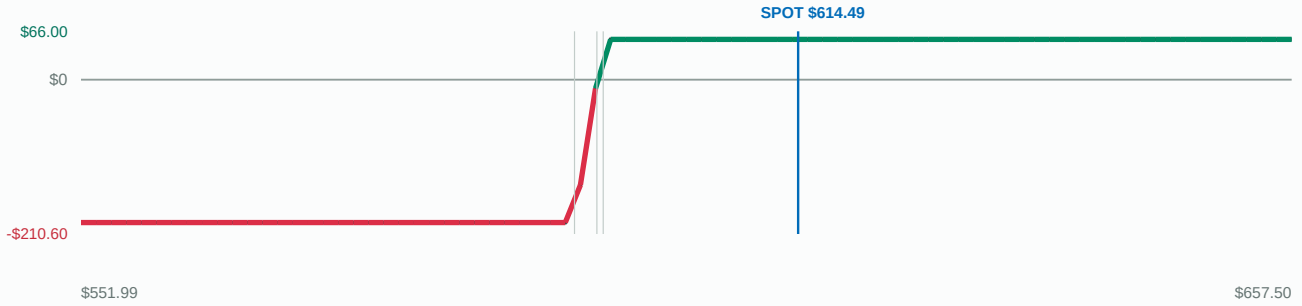
EXPIRATION	DTE	ATM IV	STATE
2026-11-20	2	56.5%	-
2026-11-25	7	46.0%	-
2026-12-04	16	42.6%	-

Reference spread payoff

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

Bull Put Spread reference

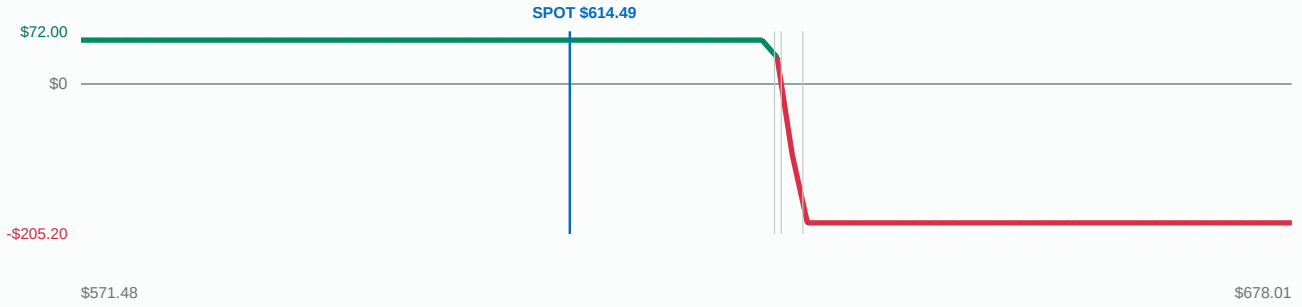
Short $597.50 | Long $595.00 | Width $2.50 | Net credit $0.55



Max profit $55.00 | Max loss -$195.00 | Break-even $596.95 | Per contract at expiry

Bear Call Spread reference

Short $632.50 | Long $635.00 | Width $2.50 | Net credit $0.60



Max profit $60.00 | Max loss -$190.00 | Break-even $633.10 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2027-01-27**
Earnings IV-crush risk	**NOT MEASURED**
VIX	**24.64**
VVIX	**116.58**
SKEW index	**145.11**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**136**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**136**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The META option market displays a mixed sentiment, reflecting both underlying bullishness and concerns about future performance. While implied volatility is elevated, suggesting potential for significant price swings, the term structure indicates a slight backwardation, hinting at some near-term bearish pressure. The skew is balanced, with no pronounced directional bias in either call or put options. However, recent news regarding heavy capital expenditures, margin compression, and uncertainty surrounding AI spending weighs on investor sentiment.

Options context

META Option Market Shows Cautious Sentiment Amidst Uncertainty

Wheel context

The option market suggests a cautious approach to META. While the underlying fundamentals remain strong, near-term risks outweigh potential rewards.

Observed evidence

Implied volatility is elevated at 41.43%, suggesting potential for significant price swings. | The term structure shows a slight backwardation, with near-term options slightly more expensive than longer-term options. | The balanced skew indicates no strong directional bias in either call or put options. | Recent news highlights concerns about heavy capital expenditures, margin compression, and uncertainty surrounding AI spending.

Principal risks to monitor

Heavy capital expenditures and margin compression could impact future profitability.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
$1.58T	**21.02**
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
-	**1.27**

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
2.60B	**2.8%**
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

Nov 16, 2026 9:53 AM EST

Covered Call | 2026-11-18

At signal $633.03 | Current $619.37

SHORT **Option $635.00 B $8.80 / A $9.00**

Conservative | CR $8.90

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$21.24**
ATR as % of price	**3.5%**
Volatility environment	**medium**
Current IV	**40.8%**
IV rank	**53 / 100**
IV percentile	**70 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Nov 18, 2026 6:31 PM EST**

Technical health and risk radar

Derived indicator health and event context

Overall health	**61 / 100**
Trend health	**38 / 100**
Momentum health	**76 / 100**
Volatility health	**58 / 100**
Structure health	**83 / 100**
Earnings risk / date	**low | 2027-01-27**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$625.28 / $679.36 / $629.50**
EMA (9 / 21)	**$625.58 / $638.02**
Bollinger upper / middle / lower	**$650.94 / $625.28 / $599.63**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.326**
True high / low	**$620.81 / $610.30**
5-day true high / low	**$643.91 / $610.30**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-3.926	**-**
SMA50	-0.149	**-**
MVWAP20	-3.047	**-**
MACD	0.197	**-**
RSI	-2.123	**-**
Volume	-1404660.330	**-**
ATR	-0.512	**-**
T1	-	**-14.64 / 632.15 / 627.48 / 613.51**
T2	-	**-14.66 / 634.77 / 641.69 / 620.14**
T3	-	**-15.24 / 637.19 / 643.91 / 623.61**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$614.49**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 18, 2026 2:50 PM EST**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-11-20 | 2 DTE**
Front at-the-money IV	**56.5%**
25-delta skew	**4.73**
Put / Call 25-delta	**$597.50 Delta -0.255 / $632.50 Delta 0.252**
Median option bid/ask spread	**2.2%**
Bid/ask spread	**-**
Contracts observed / quoted	**136 / 136**

Price context

Last Price: 614.49 | Bid: 614.49 | Ask: 614.71 | Previous Close: 618.87 | Change: -4.38 | Daily change: -0.71% | Update Time: 2026-11-18T14:50:14.782804-05:00 | Latest History Date: 2026-11-18 | Latest History Price: 614.49

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-26 | Latest Date: 2026-11-18 | Latest Price: 614.49 | Max Drawdown 60d Percent: -22.19%

Fundamental context

Current Iv Percent: 41.43% | Iv Rank: 55.02 | Iv Percentile: 73.71 | Next Earnings Date: 2027-01-27 | 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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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

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