

# THEY ALREADY PRICED YOUR TIME.

THEIR RATE FOR ONE HOUR OF YOUR ATTENTION

\$0.90

Not a feeling about your phone. A rate, pulled out of a public filing, by students at this school.

HOW WE GOT THERE

|                                   |          |
|-----------------------------------|----------|
| US + CANADA REVENUE, 4 QTRS ..... | \$92.67B |
| NORTH AMERICAN USERS (EST.) ..... | 270M     |
| REVENUE PER PERSON / YEAR .....   | \$343    |
| HOURS PER PERSON / YEAR .....     | 383      |
| RATE PER HOUR .....               | \$0.90   |

SOURCE: META PLATFORMS Q1 2026 EARNINGS PRESENTATION, REVENUE BY USER GEOGRAPHY. US AND CANADA REVENUE, FOUR QUARTERS Q2 2025 THROUGH Q1 2026: \$92.67B. DIVIDED BY APPROX. 270 MILLION NORTH AMERICAN USERS = APPROX. \$343 PER PERSON PER YEAR. DIVIDED BY APPROX. 383 HOURS PER USER PER YEAR = APPROX. \$0.90 PER HOUR. META NO LONGER DISCLOSES REGIONAL USER COUNTS, SO THE USER FIGURE IS OUR ASSUMPTION. WE ARE PRINTING THAT SO YOU CAN CHECK IT.

# YOU ARE NOT THE CUSTOMER.

# YOU ARE THE INVENTORY.

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A business does not sell to its inventory. It sells its inventory. Find out which one you are, then read the filing that says so.

SOURCE: META PLATFORMS Q1 2026 EARNINGS PRESENTATION, REVENUE BY USER GEOGRAPHY. US AND CANADA REVENUE, FOUR QUARTERS Q2 2025 THROUGH Q1 2026: \$92.67B. DIVIDED BY APPROX. 270 MILLION NORTH AMERICAN USERS = APPROX. \$343 PER PERSON PER YEAR. DIVIDED BY APPROX. 383 HOURS PER USER PER YEAR = APPROX. \$0.90 PER HOUR. META NO LONGER DISCLOSES REGIONAL USER COUNTS, SO THE USER FIGURE IS OUR ASSUMPTION. WE ARE PRINTING THAT SO YOU CAN CHECK IT.



243 COLLECTIVE  
UNPAID / EST. 243 / PTW

YOUR RECEIPT

ONE SCHOOL YEAR OF ATTENTION

|                               |        |
|-------------------------------|--------|
| IN-SCHOOL USE / DAY .....     | 43 MIN |
| SCHOOL DAYS .....             | 180    |
| HOURS SOLD .....              | 129    |
| THEIR RATE / HOUR .....       | \$0.90 |
| STUDENTS AT THIS SCHOOL ..... | 275    |
| HOURS SOLD, ALL OF US .....   | 35,475 |

REVENUE DENIED

\$116.10

HOURS RETURNED

129

AMOUNT THEY PAID YOU

\$0.00

NO REFUNDS. NO RETURNS. THANK YOU FOR YOUR TIME.



SOURCE: COMMON SENSE MEDIA, "CONSTANT COMPANION: A WEEK IN THE LIFE OF A YOUNG PERSON'S SMARTPHONE USE," 2023. N = APPROX. 200 STUDENTS, AGES 11 TO 17. 97 PERCENT USED A PHONE DURING THE SCHOOL DAY. MEDIAN IN-SCHOOL USE: 43 MINUTES.

NONE OF  
THIS IS  
YOUR FAULT.

ALL OF IT IS  
ON  
PURPOSE.

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The bottom of the page was removed. The reward was made unpredictable. The alert was held back until you were most likely to open it. Every one of those is a decision somebody wrote down.

SOURCE: 2021 DISCLOSURES BY FRANCES HAUGEN, INCLUDING INTERNAL META RESEARCH ON TEEN USERS, AND UNSEALED STATE ATTORNEY GENERAL FILINGS AGAINST META AND TIKTOK. READ THE FILING, NOT THE ARTICLE ABOUT THE FILING.



# 129 HOURS CAME BACK.

PER STUDENT. PER SCHOOL YEAR.

# 129



MATH: 43 MINUTES x 180 SCHOOL DAYS = 129 HOURS PER STUDENT PER YEAR. 129 x \$0.90 = \$116.10. 129 x 275 STUDENTS = 35,475 HOURS = 4.05 YEARS. 35,475 x \$0.90 = \$31,927.50.



# 275 OF US. ONE SCHOOL YEAR.

HOURS RETURNED, ALL OF US

# 35,475

WHICH IS

# 4.05 YEARS

OF CONTINUOUS HUMAN LIFE, KEPT

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Lead with the years. The dollars are the smaller number and always were.

MATH: 43 MINUTES x 180 SCHOOL DAYS = 129 HOURS PER STUDENT PER YEAR. 129 x \$0.90 = \$116.10. 129 x 275 STUDENTS = 35,475 HOURS = 4.05 YEARS. 35,475 x \$0.90 = \$31,927.50.



WE ARE NOT  
ASKING YOU  
TO PUT YOUR  
PHONE DOWN.

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WE ARE  
ASKING YOU  
TO SEND THEM  
THE BILL.

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# THE SCRIPT IS WRONG. THE STORY IS OURS.

Four weeks ago somebody else was writing this. They had a rate for it. Then a room full of people read the filing out loud and wrote a different one.

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PTW SHOWCASE • FRIDAY • EVERYONE IS INVITED