

PROGRAM GUIDELINES – MARKETING

JULY 2010

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MARKETING

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Screen Australia reserves the right to change its program guidelines from time to time. Please ensure you check the website for the latest version.

OVERVIEW

Screen Australia's goal is to contribute to the development of a vibrant, innovative, successful and commercially sustainable screen industry, with a focus on audiences here and internationally.

Screen Australia Marketing supports the production community through diverse marketing activity encompassing distribution, business facilitation, professional development, promotion and screen culture.

We help make connections with key industry players; we support practitioners to learn more about the business; we engage in strategic collaborations to provide opportunities; and we maintain our drive to promote Australian films and our talented filmmakers and screen content producers internationally, as they continue to operate at the forefront of a vibrant Australian industry. We support the development of a dynamic, professionally driven local screen sector through special events and significant film festivals.

A range of funding programs support our aims. These programs reflect our underlying philosophy – an integrated focus on audience and market awareness throughout the process from idea to screen. They do not represent the full range of Screen Australia's marketing activity, simply the programs to which the industry can apply for financial support.

DOMESTIC PROGRAMS:

- **Theatrical P&A** – loans to established distributors to enhance a film's marketing campaign and to increase both audience and revenue.
- **Innovative Distribution Partnership** – grants to experienced distributors for a potential slate focusing on non-traditional and innovative release strategies.
- **Australian Festivals, Special Events and Conferences** – grants to stage established film festivals, national touring programs, and major standalone conferences and special events.

INTERNATIONAL PROGRAMS:

- **International Festival & Marketplace Travel** – grants and loans to practitioners to attend a range of international events.
- **International Festival Materials** – grants to enable the creation of promotional elements required following official selection at an 'A' list festival.

Applications will be assessed by a minimum of two people with at least one being a staff member of Screen Australia. Industry specialists and peers may be used.

We will advise applicants of the success or otherwise of their application. Where an application is unsuccessful, a brief statement of reasons will be provided.

DEDICATED MARKETING BUDGET (DMB): A fundamental component of Screen Australia's integrated approach and emphasis on the importance of marketing is the **Dedicated Marketing Budget** (aka 'Quarantined' Marketing Budget or QMB), which applies to projects with Screen Australia production investment.

Screen Australia-funded feature projects are required to include the cost of specific marketing and promotional materials in their production budgets. Funds for these items are part of Screen Australia's investment in the project. These funds are 'quarantined' and cannot be used to fund other production or post-production activities.

DOMESTIC PROGRAMS

THEATRICAL P&A

P&A support is designed to enhance the theatrical distribution and marketing of Australian films.

The fund is open to completed films that have an established local distributor attached.

Loans are provided for activities commonly understood to come under the banner of 'P&A expenditure'.

The loans should not replace a pre-existing commitment, but rather add value to the distributor's confirmed investment already in place.

Nor will this fund replace the items in the Dedicated Marketing Budget of Screen Australia-financed productions, but should enhance the marketing, promotion and advertising of individual projects to increase audience potential and revenue.

The P&A fund is a commercial fund. Applications will be judged with regard to the revenue estimates provided, and applicants will need to demonstrate that our funds will increase audience reach.

Eligibility

Applications for the Theatrical P&A fund are not limited to projects produced with Screen Australia production investment.

All applicants and projects must meet the general eligibility criteria for Screen Australia funding in the Terms of Trade. The following specific eligibility requirements also apply (we may make exceptions to these at our discretion):

- Applications for funds must be made by the distributor of the film but must have the endorsement and involvement of the producer. The distributor must have a contractual commitment to the film and be a recognised theatrical distributor with an established track record in the field.
- The distributor must have already committed, or be planning to commit, a significant P&A investment in the film appropriate to the type of film and its perceived market potential. We will determine if this commitment is 'significant', based on our assessment of the film and knowledge of the market.
- Where the applicant already has a minimum P&A commitment, we will not subsidise their operations by providing funding to allow them to meet this commitment.
- Screen Australia will not provide funds retrospectively.

Available funding

Screen Australia funds are limited and approval of an application is not automatic. Demand regularly outweighs available funds.

The amount provided will be determined with regard to estimated gross box office, the proposed use of the funds and the strategy for the entire release.

Applicants are advised to contact Screen Australia staff to discuss their proposal before they submit their application.

Applications

Applications may be made at any time, at least 12 weeks prior to the proposed release date. Exceptions to this may be made at our discretion.

Application forms, including details of supporting materials required, can be found at www.screenaustralia.gov.au/marketing.

Applications will be acknowledged within one week of receipt.

The turnaround for decisions will be in accordance with the nature of the application and the timeframe of the release. They may take three or more weeks from the date of receipt of the application.

Assessment process

Applications will be assessed by a minimum of two people with at least one being a staff member of Screen Australia. Industry specialists/peers may be used.

We will advise applicants of the success or otherwise of their application. Where an application is unsuccessful, a brief statement of reasons will be provided.

Assessment criteria

When assessing applications for this program, we will take the following into account:

- The quality and viability of the full release plan, marketing strategy and detailed P&A budget supplied by the distributor.
- The realistic expectations of audience reach and the revenue estimates.
- The necessity of creating the requested materials – over and above the materials created using the Dedicated Marketing Budget (in the case of Screen Australia-financed projects) – in regards to the campaign/strategy. This may include the possibility of exploiting ancillary and other opportunities aside from theatrical.

Each application will be assessed on its own merits. The level of the applicant's own investment will be taken as an indication of its own level of belief in and commitment to the film.

Terms of funding

Funding from the Theatrical P&A fund is recoupable on terms negotiated by Screen Australia with the applicant on a case-by-case basis.

Recoupment of Screen Australia funds is usually on a pro rata/pari passu basis. In general Screen Australia expects recoupment to be crossed against all rights and to be on reasonable commercial terms.

If not already required as part of a Production Investment Agreement with Screen Australia, funding recipients must deliver:

- three copies of the film once it is commercially available on DVD
- a mint-condition copy of the highest gauge created, to the National Film and Sound Archive.

Innovative Distribution Partnership

This new two-year program replaces the previous exploratory Innovative Distribution program. In making this change, we have increased the funds available by 50 per cent to a total annual pot of \$450,000 over the two years.

The Innovative Distribution Partnership program recognises that new models are allowing access to expanding markets and there is a need to support a variety of low-budget and/or digitally produced screen content that does not fit into a traditional distribution and exhibition paradigm.

The program offers the opportunity to enhance marketing, promotion and advertising activity for a wide variety of Australian content including low-budget feature films, documentaries, short films or content made for online and mobile platform delivery. The aim is to increase audiences and revenue and is in line with Screen Australia's objectives.

How will it work?

To achieve these goals, a **minimum of three and no more than four** distribution partners will receive access to the total annual fund of \$450,000. Funds will be provided for a two-year period to encourage the development of new delivery platforms for Australian content and to assist towards sustainable business models.

While some titles may warrant limited theatrical release, the exploration of new emerging delivery platforms must be evident in the application.

To be eligible, applicants must be proven distributors who demonstrate a commitment to developing new platforms of distribution for Australian content.

Applicants are invited to construct a strategy to distribute a slate of titles per 12-month period. In doing so they should ensure that acceptable commissions are in place, so that distributors and producers can share in returns and are motivated to jointly drive the commercial performance of each title.

Following the announcement of partners, Screen Australia will direct all relevant filmmaker enquiries to them for consideration. It is expected that the successful applicants will consult with Screen Australia on their process and decision-making.

Successful applicants will be asked to deliver at least two distribution workshops during the term of the agreement, to provide prospective applicants with knowledge of what they have to offer and information about the changing consumer landscape. These workshops may be presented in collaboration with other industry conferences or events.

The partner relationships will operate over a two-year period beginning 1 November 2010. Mid-term reports will trigger second-year funding.

There will be no new intake in 2011/12 and the program will be reviewed to determine whether it should be offered again in 2012/13.

Eligibility

To be eligible, companies must:

- have experience in innovative distribution in Australia

- demonstrate a proven interest and the means towards exploring the online environment as a way of delivering Australian content
- be able to deliver a fair, transparent and equitable assessment process when considering titles for local acquisition
- demonstrate that their proposal is consistent with the aims of the Innovative Distribution Partnership program
- meet the general eligibility requirements set out in Screen Australia's Terms of Trade.

Applications which do not incorporate ancillary and developing delivery platform activity will not be considered.

Applications do not need to include individual titles. However, if there are acquired titles which lend themselves to this concept, they may be cited as case studies.

Applications

Applications should be made on the relevant application form, available at www.screenaustralia.gov.au/marketing, and must include a detailed proposal setting out how the requested funds will be applied.

Closing date for applications is 1 September 2010.

Assessment process

Applications will be assessed by a panel including at least one Screen Australia staff member. Industry specialists and peers may be used.

A face-to-face meeting between the applicant and assessment panel may be required as part of the assessment process.

We will advise applicants of the success or otherwise of their application. Where an application is unsuccessful, a brief statement of reasons will be provided.

Assessment criteria

When assessing the applications we will take into account:

- The quality and viability of the proposal to be implemented by the distributor, including evidence of knowledge/understanding of new and emerging content delivery platforms.
- The current marketplace standing of the applicant.
- The potential of the activity to connect with target audiences.
- The skills and experience of the applicant, and their capacity to undertake the project including any external partners or service providers brought on to deliver the activity.
- The level of Screen Australia finance they are seeking, and the level of funds being committed to the venture by the applicant.
- The potential of the strategy to provide ongoing benefits to the industry.
- The proposed commission structure for the sharing of revenues between the distributor and producers.

Terms of funding

Funding under the Innovative Distribution Partnership program is in the form of a grant, but successful applicants will be required to provide a written report detailing the expenditure and outcomes of the activity.

Successful applicants will be ineligible to apply for a second round of support after the initial two-year period.

Australian Festivals, Special Events and Conferences

This program aims to promote Australian productions and practitioners to audiences via significant domestic events. Funding will be provided to established film festivals, national touring programs, and major standalone conferences and special events.

Our aim is to:

- promote quality Australian films to Australian audiences
- develop exhibition opportunities
- provide increased audience access to curated screen programs
- provide opportunities for critical debate and analysis of screen content
- provide opportunities for professional development
- provide opportunities for the wider Australian community, including regional Australia, to access a diverse range of screen programs
- showcase Australian film, television and interactive digital media projects and practitioners to audiences through recognising excellence and achievement
- support the marketing needs of Australian films, while promoting the national industry and its practitioners.

Screen Australia will work to ensure that events are placed through the year to maximise their effectiveness.

Eligibility

All applicants must meet the general eligibility criteria for Screen Australia funding in the Terms of Trade. The following specific requirements also apply (we may make exceptions to these at our discretion):

- Only festivals and events which have previously received funding from Screen Australia are eligible.
- The event must take place within Australia.
- Screen Australia will not provide funds retrospectively.

Available funding

Applications can be for any amount but must be supported by a budget.

Most funding under this program will be on a triennial basis and we do not anticipate opening the program for applications again until 2013/14.

Applications

The application process generally involves submission of a three-year strategic business plan and associated form.

Please contact Screen Australia staff before submitting your proposal.

Closing date is 1 October 2010.

Funding decisions

Following our review of programs and expenditure in this area, Screen Australia has confirmed it will lock in funding for the following key events, subject to approval of a business plan with appropriate KPIs:

- the capital city film festivals – Sydney, Melbourne, Adelaide, Perth, Canberra and Brisbane
- a state festival strategy in each of the Northern Territory (in association with the NTFO) and Tasmania (in association with Screen Tasmania)
- the Australian International Documentary Conference
- the AFI Awards and the IF Awards.

Funding arrangements will be determined in each case based on the submitted business plan.

Other eligible festivals, screening programs and events are invited to apply for the remaining pool of funds, with applications to be assessed by a minimum of two people, with at least one being a staff member of Screen Australia. Industry specialists/peers may be used.

We will advise applicants of the success or otherwise of their application. Where an application is unsuccessful, a brief statement of reasons will be provided.

Assessment criteria

When considering applications for funding under this program, we take the following into account:

- Clearly identified outcomes that contribute to the aims of this program. Applicants should articulate how the event will complement and profile Australian films nationally and/or internationally.
- Demonstrated national relevance of the event and how it does not duplicate other existing activities.
- Whether the event is well planned and achievable within the budget provided with consideration to financial and corporate governance, and evidence of strategic partnerships that maximise sponsorship or other support from private and/or other government sources (both cash and in-kind support).
- Whether thorough consideration has been given to marketing, promotion and target audience.
- The capability, experience and relevant track record of the applicants and their proposed team (including, where relevant, previous project acquittals).
- Length of time in operation (preference will be given to established programs and events, that is, those that have been operating for three years or more).

Terms of funding

- Funding through this program is generally for three years, subject to satisfactory performance and reporting against KPIs, but shorter terms may be approved in some circumstances.
- Funding is in the form of a grant and is not recouped by Screen Australia. Recipients will, however, be required to provide reports as set out in their funding agreement according to their KPIs.
- Receipt of funding should not lead to any expectation of continued assistance from Screen Australia beyond the term of the funding agreement.

INTERNATIONAL PROGRAMS

International Festival and Marketplace Travel

This program acknowledges that through regular travel to markets, festivals and conferences Australian filmmakers can develop international relationships and familiarise themselves with global trends in audience tastes and emerging technologies and business practices.

Practitioners can apply for grants to attend:

- international film festivals
- international markets
- digital media events
- international pitching forums/competitions and other special events.

The list of premier festivals, markets, pitching forums and events that will be considered for funding is on page 13. This list has been reviewed to ensure that Screen Australia's travel support is as strategic as possible and the best use is made of available funds.

Applications can also be made where a project has been nominated for an Academy Award®, Emmy® or BAFTA. In this case, funds may be provided for producers, directors or writers to attend.

Finance is subject to the availability of funds and the relevance of each person's attendance at the specific event. It is expected that applicants will also talk with state screen agencies in considering their travel needs.

Loans: Producers whose feature film project receives a Letter of Interest from Screen Australia are eligible for a travel loan of \$7,000 to be used at a market of their choice. This offer is available within 12 months from Screen Australia's letter. More details to be announced shortly.

Eligibility

All applicants and projects must meet the general criteria in our Terms of Trade. The following specific eligibility requirements apply for each type of event (we may make exceptions to these at our discretion):

General

- Proof of selection/invitation must be provided for all applications with the exception of travel to international markets.
- Disclosure of any hospitality offered by the event must be provided and any travel funding from state agencies must be listed.
- Screen Australia will take into account any travel funds provided by state agencies and the actual costs of travel from the applicant's current place of residence.
- Screen Australia will not provide funds retrospectively.
- Applicants who are being mentored by a Screen Australia Enterprise Program recipient are not eligible to apply.

For festivals

- Directors and producers whose film has been selected for one of the international festivals listed on page 13 are eligible to apply. Preference will be given to projects selected to screen in key programming sections at these events.
- In exceptional circumstances, applications for travel will be considered for lead actors of films selected in competition – or for a gala or special presentation – at Berlin, Cannes, Sundance, Toronto or Venice in a key programming section where there is significant evidence that the actor's attendance is required to assist with film publicity. The producer/sales agent should provide a letter of support outlining the benefit of the lead actor's attendance at the festival, including a publicity strategy to be run by a qualified international publicist. Other festivals or screenings may be considered in exceptional circumstances, where funds are available. Specific materials relevant to the application may be requested from applicants when they seek these funds.
- Films can receive travel support for an international premiere at the approved festivals on page 13.
- Funds are available for applicants with a range of experience.
- Producers must have a reasonable body of completed, produced and released work, commensurate with their level of experience, to showcase their talent and ability.
- Producers must have at least two active projects in development. In the case of more experienced producers, a slate of projects is preferable, at least one of which has secured 25 per cent of its budget.
- This fund is not for completed projects selling at the market and does not support general market attendance. However, in exceptional cases and pending available funds, completed projects with marketplace attachments or a local distributor that are seeking international sales may be considered.
- Screen Australia may offer internship positions at major markets for emerging producers to attend from time to time. Look out for news of these opportunities on the Screen Australia website.
- Applicants may receive only one travel grant within a 12-month period.

For international pitching forums and other special events

- Producers or producer/director teams whose projects have been invited to take part in one of the key international pitching forums/competitions or workshops listed on page 13 are eligible to apply.

For transmedia events

Interactive digital screen content practitioners are eligible to apply:

- If their project has been invited to take part in one of the key international festivals or events listed on page 13, AND
- They can identify specific professional development opportunities.

Practitioners must have at least two non-student credits in their relevant field.

For significant international awards

- A producer, writer or director nominated for an Academy Award®, British Academy of Film and Television Arts (BAFTA) Award or an International Emmy® is eligible to apply.

Available funding

- For festivals: (maximum of one producer grant per project/company)
 - Selection into Cannes, Sundance, Toronto, Berlin, Venice – \$7,000
 - All other eligible festivals – \$5,000
- For international markets (maximum of one producer grant per project/company)
 - Cannes Film Market – \$7,000
 - All other eligible markets – \$5,000
- For international pitching forums/co-production workshops
 - \$5,000 for producer, \$8,000 for director/producer teams when both have been invited
- For transmedia events
 - \$5,000 where the producer or director is invited (one per project)
- ACE
 - \$10,000 to selected producer
- For significant international awards
 - \$5,000 maximum on a case by case basis

Applications

Applications can generally be made at any time at least five weeks before the event.

However, deadlines apply in cases where a large volume of applications is expected. Applications will be acknowledged within one week of receipt.

Decisions will be made within 2–4 weeks of receipt of the application or in accordance with event deadlines.

Applications for international markets and pitching forums will be assessed competitively, with final decisions being advised no less than two weeks before the event.

Details of application materials can be found in the application form at www.screenaustralia.gov.au/marketing.

Assessment process

Applications will be assessed by at least two people, with at least one being a staff member of Screen Australia. Industry specialists/peers may be used.

We will advise applicants of the success or otherwise of their application. Where an application is unsuccessful, a brief statement of reasons will be provided.

Assessment criteria

When assessing applications for this program, we will take the following into account:

- The strength of argument put forward and the relevance of attendance for each person included in the proposal. This should include expected outcomes and how they may be achieved.
- For attendance at markets, Screen Australia will assess the suitability/viability of the producer's project slate, their marketing and financing strategy and their proposed meetings.

- The strength of the applicant/team's CV, including relevant and recent credits and industry experience and their experience pertinent to the market, festival or event. Where appropriate, Screen Australia will also consider the benefits to the applicant's career and the professional development opportunities from attendance at the event.
- The event itself and its standing within the international arena. Where applicable, the status of the section/forum into which a project or person has been invited will be taken into consideration.

Note: Applications from less experienced practitioners will be enhanced if they are able to secure a market mentorship with an established producer; however, this is not a requirement.

Terms of funding

Funds for Festival & Marketplace Travel are provided as a grant and are not recouped by Screen Australia. Recipients of travel grants are required to provide a written report detailing the outcomes of the funding.

ELIGIBLE EVENTS

Following is a list of festivals, markets, pitching forums and events that will be considered for funding. Selection of a project into a festival or market does not guarantee support and approval is dependent upon the competitive strength of the application and the availability of limited funds.

- ACE, France
- AFM (American Film Market), Los Angeles
- Annecy International Festival of Animation, France
- Berlin/ EFM/ Talent Campus
- Cannes – Festival/Marché du Film/L'Atelier, France (NB: Short film applications will only be considered where official competition section applies)
- Clermont-Ferrand Short Film Festival, France
- CONTENT 360 Pitching Competition, France
- Critics Week, Cannes
- Digital Hollywood, United States
- Directors' Fortnight, Cannes
- Hiroshima Animation Festival, Japan
- Hot Docs – Festival/Forum, Toronto
- IDFA – Festival/Forum, Amsterdam
- INPUT, Budapest
- International X|MediaLab (where held outside Australia).
- MIPTV – Pitching sessions only, Cannes
- nextMEDIA, Canada
- No Borders, New York
- Power to the Pixel, London
- Pusan – Festival/Promotion Plan, Korea

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- Rotterdam – Festival/CineMart/Lab, The Netherlands
- Sitges, Spain
- South by Southwest (SxSW) – Festival/Interactive Fest, United States
- Sundance Film Festival, United States
- Telluride Film Festival, United States
- Toronto – Festival/IFF, Canada
- Venice International Film Festival, Italy (NB: Short film applications will only be considered where selection for Corto Cortissimo applies)
- World Congress of Science and Factual Producers (WCSFP), when held overseas

A new event or an event not included on our list may become eligible if it has grown in significance and may offer unique professional development opportunities, as well as be exclusive in its selection process, warranting the attendance of a practitioner whose program is selected to screen there. However, the practitioner must be experienced and capable of delivering adequate market intelligence, enabling evaluation of the event for future travel grant consideration.

International Festival Materials

When Australian films are selected to screen at key international festivals, the producer can apply for funds to contribute to the making of materials required for the screening and promotion of the film.

These might be print/dubs, audio enhancements, publicity materials, dubbing/subtitling, release scripts, and other costs associated with festival marketing including, where appropriate, publicist fees and international advertising.

Implementation of the Dedicated Marketing Budget (DMB) means that Screen Australia is now providing the projects it invests in with the funds to create marketing collateral like trailers and key art. We therefore anticipate that Screen Australia-funded projects would not generally need to access this program.

Eligibility

All applicants and projects must meet the general eligibility criteria for Screen Australia funding in the Terms of Trade. The following specific eligibility requirements also apply (we may make exceptions to these at our discretion):

- International Festival Materials support is available to the producer(s) of completed feature films, short features, short films, documentaries, animation and cross-platform transmedia projects that have been accepted into a key international festival (listed below). Written confirmation of festival acceptance must be provided.
 - Annecy International Animated Film Festival
 - Berlin International Film Festival
 - Cannes Film Festival
 - Clermont-Ferrand Short Film Festival
 - Hot Docs International Documentary Festival
 - International Animation Festival Hiroshima
 - IDFA – International Documentary Festival, Amsterdam
 - Sundance Film Festival
 - Toronto International Film Festival
 - Venice International Film Festival
- International Festival Materials support is only available for world/international premiere festival screenings. Preference will be given to projects selected to screen in key programming strands (with a preference for Competition strands) at the international festivals listed above.
- Applications for blow-ups to 35mm/formats for superior digital cinema standard will only be accepted if the film is accepted into competition in the festival and the screening venue does not screen digital media.
- An applicant must be the producer of the film. It is expected that the producer will work with the international sales agent of the film in producing the required materials.
- Cost of travel to the festival can be sought via the Festival & Marketplace Travel program (page 10).
- Screen Australia will not provide funds retrospectively.

Available funding

Applications can be for any amount up to \$30,000.

- Funding is not automatic on acceptance into an international festival. Demand consistently outweighs the availability of our funds. We will carefully assess the amounts requested and may reduce them to cover what is, in our opinion, necessary.
- Reasonable administrative costs may be included in the budget.

Due to the high demand on limited funds, we will direct these funds to the costs associated with marketing and distribution materials and not to wages.

Applications

Applications may be made at any time, and will be acknowledged within one week of receipt.

Turnaround time for application decisions is approximately two weeks from receipt of the application or in accordance with the event deadlines.

Details of application materials can be found in the application form at www.screenaustralia.gov.au/marketing.

Assessment process

Applications will be assessed by at least two people, with at least one being a staff member of Screen Australia. Industry specialists/peers may be used.

We will advise applicants of the success or otherwise of their application. Where an application is unsuccessful, a brief statement of reasons will be provided.

Assessment criteria

When assessing applications for this program, we will take the following into account:

- The necessity for the requested items either as festival requirements or the opportunities the materials might advance at the festival.
- How the cost of creating materials is being shared across the sales agent, distributor (if relevant) and producer.
- The long-term opportunities for the filmmakers that might arise as a result of the screening of the film at a particular festival.
- The event itself and its standing within the international arena. Where applicable, the status of the section/forum into which a project has been invited will be assessed.

Terms of funding

International Festival Materials funding is in the form of a grant and is not recouped by Screen Australia. However, the applicant will be required to provide a written report detailing the outcomes of the funding.

Where funds are used to create delivery materials in new formats (HD, 35mm, etc) applicants need to provide a mint condition copy of the highest gauge created and all relevant documentation to the National Film and Sound Archive (NFSA).

SCREEN AUSTRALIA MARKETING DEPARTMENT CONTACT DETAILS

Applications forms are available at www.screenaustralia.gov.au/marketing
and enquiries can be directed to:

Toll Free (available nationally):

1800 213 099

Email:

marketing@screenaustralia.gov.au

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