TODAY'S MEDIA TRENDS

CBCNEWS

JULY 1, 2026

THE GDELT PROJECT



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CANADA NAVIGATES A PRECARIOUS CONVERGENCE OF US-DRIVEN TRADE ISOLATIONISM, INTERNAL SEPARATIST PRESSURES, AND ESCALATING CLIMATE EMERGENCIES ON ITS 159TH ANNIVERSARY.

DAY-AT-A-GLANCE

July 1, 2026, serves as a stress test for Canadian state resilience, defined by a significant breakdown in North American trade relations and intensifying domestic threats. The primary strategic shock is the United States' refusal to renew the KUSMA trade deal, triggering a ten-year countdown of uncertainty that threatens investor confidence. In response, Prime Minister Mark Carney has pivoted toward a doctrine of "economic sovereignty," prioritizing northern militarization and domestic food supply chain independence. This shift is underscored by a massive $40 billion investment in Arctic infrastructure and defense aimed at reasserting sovereignty in a region increasingly contested by global powers.

Domestic stability is concurrently challenged by resurgent separatist movements in Alberta and Quebec, with Alberta facing a referendum on separation this coming fall. The Carney administration is attempting to counter this fragmentation through a nationalistic "Buy Canada" narrative and increased federal presence in remote regions. However, these political efforts are being hampered by an escalating climate crisis. A dangerous "heat dome" over Eastern Canada and out-of-control wildfires in the Northwest Territories and Labrador have forced evacuations and the cancellation of flagship Canada Day events in the national capital due to severe thunderstorms and flooding.

Globally, the environment remains highly volatile. The United States under the Trump administration continues to engage in "saber-rattling" against Iran, punctuated by kinetic strikes on missile storage sites following ceasefire violations in the Strait of Hormuz. In the legal sphere, the US Supreme Court has delivered a mixed bag of rulings, striking down attempts to end birthright citizenship while upholding state-level bans on transgender athletes. These developments suggest a fracturing international order where traditional alliances are being replaced by bilateral transactionalism and aggressive protectionism.

MAJOR DEVELOPMENTS

Collapse of KUSMA Renewal Negotiations

- The United States officially notified Canada and Mexico it will not renew the KUSMA trade agreement for a 16-year term.
- The deal now moves into a phase of annual reviews, creating a perpetual state of negotiation and reducing long-term investor certainty.

- US trade irritants include demands for greater dairy access, US power sales to Alberta, and the removal of "American booze" from Canadian shelves.

Strategic Arctic Militarization and Sovereignty Pivot

- Prime Minister Carney announced $40 billion in new funding for northern military hubs, roads, and airports.
- The visit to Nunavik marks the first prime ministerial visit in nearly 20 years, signaling a move to "reassert northern sovereignty."
- Inuit leaders express concern regarding "militarization" of their homeland and demand inclusion in resource and land-use decisions.

Dual Climate Emergencies: Heat Domes and Wildfires

- A massive heat dome has parked over Southern Ontario and Quebec, with temperatures in the mid-30s and high humidity posing lethal risks to vulnerable populations.
- Wildfires near Fort Simpson, NWT, forced shelter-in-place orders, while Labrador City remains under a state of emergency.
- Severe storms in Winnipeg caused structural collapses and flash flooding, reflecting increasing weather intensity.

US Supreme Court Rulings on Social and Constitutional Issues

- The court struck down Donald Trump's executive order targeting birthright citizenship in a 6-3 decision, citing 14th Amendment protections.
- A separate 6-3 ruling upheld state laws banning transgender athletes from girls' and women's sports, further polarizing the US social landscape.

Escalating US-Iran Kinetic Confrontation

- The US launched strikes on 10 military targets in Iran following a drone attack on a Panamanian-flagged tanker.
- President Trump has threatened that the Islamic Republic "will no longer exist" if perceived provocations continue.
- Iran and Oman have signed a memorandum for toll-free passage in the Strait of Hormuz for 60 days to de-escalate maritime tensions.

KEY GOVERNANCE TOPICS

Armed Conflict & Militarization

- Canada is shifting focus toward Arctic defense hubs as a core pillar of national sovereignty.
- US Central Command activity in the Middle East indicates a deteriorating ceasefire with Iran, leaning toward high-intensity conflict.

Macroeconomics & Trade

- The transition from a stable KUSMA to annual trade reviews forces Canada to adopt a "fighting" trade war posture.
- Domestic manufacturers are "doubling down" on Buy Canada initiatives to mitigate the impact of US tariffs.

Food & Water Security

- Ottawa has pledged $1 billion to expand food terminals to break the oligopoly of major grocers and reduce reliance on US imports.
- Investment in vertical farming and local soy processing is being framed as a "legacy project" for national food independence.

Climate & Extreme Weather

- The cancellation of Canada Day festivities in Ottawa due to storms highlights the increasing vulnerability of public infrastructure to weather shocks.
- Chronic under-funding of indigenous community water infrastructure remains a major governance failure discussed during national unity dialogues.

Leadership Dynamics & Governance

- Prime Minister Carney is using national unity as a primary political shield against separatist movements in Alberta and Quebec.
- The appointment of Louise Arbour as Governor General emphasizes a focus on human rights and legal expertise within the vice-regal office.

DEEP DIVE: TRENDS AND THEMES

The End of Continental Integration The failure to renew KUSMA signals a definitive break from the post-NAFTA era of North American integration. The US administration's preference for bilateral deals over trilateral agreements suggests a "divide and conquer" strategy aimed at extracting concessions from Canada and Mexico separately. Canada's response—investing in domestic steel for can production and localizing agriculture—reflects a defensive retreat into "Economic Fortress Canada." This trend likely leads to higher consumer prices and fragmented supply chains, but it is being sold to the public as a necessary step for "sovereignty."

Sovereignty as a Military and Economic Shield The Carney administration is conflating military presence in the North with economic resilience. By framing the Arctic as the "new frontier" for both defense and investment, the government is attempting to create a unifying national project to distract from separatist tensions in the West and Quebec. This "northern strategy" serves as a dual-purpose tool: a signal of strength to Russia and China in the Arctic, and a source of infrastructure jobs to pacify disgruntled provinces. However, the friction between federal militarization goals and indigenous land rights remains an unresolved systemic risk.

The Weaponization of Cultural Identity The announcement of Canada joining Eurovision 2027 and the use of the Canada Day broadcast to emphasize a "diverse cultural mosaic" are deliberate soft-power maneuvers. As trade with the US becomes hostile, Canada is aggressively seeking cultural and economic markets elsewhere, particularly in Europe and the Pacific. The broadcast's heavy emphasis on indigenous "shout-outs" and the inclusion of newcomers in citizenship ceremonies in Banff and Vancouver serve as a counter-narrative to the "unfairness" narrative pushed by the US and the exclusionary rhetoric of internal separatist factions.

INTERNAL DYNAMICS & DOMESTIC INSTABILITY

Canada's internal health is characterized by a "fragile unity" under immense pressure. The most immediate threat is the Alberta separatist movement, which has moved from a fringe sentiment to a formal referendum question. The Carney government is countering this by emphasizing the "stronger together" message and attempting to buy provincial loyalty through infrastructure spending. However, the transcripts reveal a deep-seated "genuine grievance" in the West regarding federal recognition of provincial contributions. The government's mandate is precarious, as evidenced by the Conservative leader's attacks on Carney's failure to secure a trade deal, framing him as ineffective against Trump's protectionism.

Societal stability is also being eroded by the cost-of-living crisis, with home ownership becoming unattainable for younger generations. This economic alienation is a primary driver of the populist and separatist sentiments the government is struggling to contain. The reliance on "Buy Canada" sentiment as a panacea for higher domestic prices is a high-risk strategy that may alienate lower-income citizens who prioritize price over national origin. The cancellation of Canada Day events in Ottawa due to storms further symbolizes a state struggling to maintain even its symbolic functions in the face of environmental and political shocks.

EXTERNAL DYNAMICS & GLOBAL POSTURE

The external environment is framed as a "hostile threat matrix" dominated by a mercurial US administration and an increasingly dangerous Middle East. The US is portrayed as an aggressive antagonist in trade, using tariffs and narrative seeding to weaken the Canadian economy. Canada's posture is defensive and reactionary; rather than projecting power, it is attempting to insulate itself from US shocks by diversifying its trade partners and strengthening its domestic manufacturing base. The pivot toward the European Broadcasting Union and Eurovision is a symbolic but significant indicator of this "Post-American" strategic realignment.

Regarding global security, Canada remains a bystander to the US-Iran escalation. The transcripts highlight the US's willingness to use "actual violence" to enforce its will in international waters, which directly complicates Canada's maritime trade routes. The earthquakes in Venezuela serve as a reminder of the fragility of regional stability and the likely increase in refugee pressures, though this was buried beneath domestic celebrations. Canada's "global posture" is currently one of survival, focused on protecting its economic sovereignty while navigating the fallout of a collapsing rules-based trade order.

THE ECONOMIC ENVIRONMENT

The Canadian economic outlook is deteriorating as trade barriers with its largest partner increase. The KUSMA non-renewal has introduced a risk premium on Canadian investments, with companies already putting "plans on hold." Inflationary pressures are likely to worsen due to tariff-related price hikes and climate-induced crop failures, such as the 40% spike in tomato prices in May. The government is attempting a state-led industrial policy to counter this, but the timeline for "future terminals" and

manufacturing shifts is not scheduled until 2028, leaving a multi-year vulnerability gap.

Key Economic Vectors

- **Trade Tariffs:** Ongoing US tariffs on steel, aluminum, and autos are "hammering" Canadian industry.
- **Capital Flows:** Investor confidence expected to drop significantly following official non-renewal of KUSMA.
- **Agriculture Inflation:** Tomato prices surged over 40% due to bad weather; 90% of lettuce still imported from the US.
- **Infrastructure Spend:** $40 billion committed to the North and $1 billion to food terminals as stimulus and sovereignty plays.
- **Market Sentiment:** High pro-Canadian sentiment in grocery stores but limited uptake due to cost-of-living constraints.

LEADERSHIP CHANGES

The transcripts confirm a consolidated leadership team under Mark Carney, marking a distinct shift from the previous Trudeau era toward an "economist-in-chief" style of governance focused on macro-resilience. The current political landscape shows winners in the "Sovereignty/Unity" faction and losers in the traditional "Continentalist" camp.

- **Mark Carney (Prime Minister):** Positioned as a defender of Canadian jobs against Trump. His leadership is tied to the success of the Northern Sovereignty project and food independence legacy.
- **Louise Arbour (Governor General):** A new appointment celebrating her first Canada Day in the role; signals a focus on international law and human rights as part of the state's global branding.
- **Jamison Greer (US Trade Rep):** Identified as a key adversary and "non-expected" participant in trilateral cooperation, signaling the hardline stance of the Trump administration.
- **Dominic LeBlanc (Trade Minister):** Tasked with the impossible mission of maintaining trade ties while the US moves toward bilateral isolationism.

EDITORIAL POSTURE & STORY HIERARCHY

The network's editorial posture is **performatively nationalistic** but undercut by **anxiety-inducing** interruptions of trade and climate news. The "Lead Stories" were overwhelmingly focused on Canada Day "shout-outs" and human-interest vignettes, serving as a massive nationalistic distraction from the KUSMA failure and separatist movements. The emotional tone oscillates between forced "immaculate vibes" of the celebrations and the grim reality of heat-related deaths and wildfire evacuations.

Critical global events like the Venezuelan earthquake were "Buried Stories," given only brief updates compared to the exhaustive coverage of maple syrup chugging contests. **Conspicuous Omissions** include any detailed analysis of the actual economic cost of the $40 billion Northern pledge or a critical look at whether the "Buy Canada" vertical farming push can actually achieve price parity with US imports. The network avoids questioning the feasibility of Carney's "economic sovereignty" pivot, presenting it as an inevitable and virtuous shift.

GEOPOLITICAL FRAMING

The day's framing presents a world moving away from cooperation toward raw power dynamics. The "Rules-Based Order" is implicitly dead, replaced by **bloc politics** and **territorial reassertion**. Patterns show Canada attempting to use cultural soft power (Eurovision, diversity narratives) as a shield against the hard economic power of the United States.

COUNTRIES

- **United States:** Portrayed as an unpredictable, **aggressive foe** and trade bully. "Americans will continue their aggressive posture pushing their unfairness narrative against Canada."
- **Iran:** Framed as a **chaotic threat** that violates ceasefires, yet one that responds to US kinetic force. Its sovereignty in the Strait of Hormuz is contested and fragile.
- **Venezuela:** Depicted as a **tragic, weak victim** of natural disaster, highlighting a regional humanitarian vacuum approaching 2,000 dead.
- **Canada:** Framed as **principled but embattled**. "We have to hold the line... we can't lose our nerve." Portrayed as a "land of great promise" struggling against external and internal fragmentation.

LEADERS

- **Donald Trump:** Portrayed as **erratic and transactional**. "Why does Trump keep threatening to destroy Iran, only to pull back and say talks are going well?" He is framed as a direct threat to Canadian economic stability.
- **Mark Carney:** Characterized as **competent and visionary**, focused on "economic sovereignty." He is framed as the "unifier" in chief despite the looming Alberta referendum.

NON-STATE & CORPORATE ACTORS

- **Loblaws/Sobeys:** Framed as **monopolistic impediments** to food security. They "buy food from the same companies that independent grocery stores buy from," limiting price competition.
- **Good Leaf/Missilli North America:** Portrayed as **patriotic innovators**. These companies are making "beds on the future" of Canadian self-sufficiency.

INFORMATION WARFARE ENVIRONMENT

The Carney administration is engaged in a high-stakes **narrative seeding** operation to redefine Canadian identity around "economic sovereignty." By using the national holiday to promote "Buy Canada" initiatives and Northern militarization, the government is pre-emptively framing the upcoming KUSMA-related economic pain as a "trade war" necessitated by US aggression. This serves to deflect blame for a potentially cooling economy onto the Trump administration while simultaneously marginalizing Alberta separatists as being on the "wrong side" of a national defense priority.

The transcripts also show the **manipulation of media framing** regarding the Eurovision entry. It is presented as a "breaking news" triumph to boost the music industry, but strategically it functions as a geopolitical pivot toward European cultural alignment at the moment North American trade is failing. There is a significant delta between the

"immaculate vibes" projected by reporters and the "tough negotiations" and "reduced investor confidence" that trade analysts actually expect. The media "spin" is one of national resilience, while the ground truth is one of significant economic and social vulnerability.

HYPOTHESES AND FUTURE OUTLOOK

The "Economic Fortress Canada" strategy will likely lead to a **stagflationary environment** in the medium term. While domestic manufacturing may grow, it will be unable to match the scale and price efficiency of US supply chains for years, causing persistent inflation. Hypothesized outcomes include:

- **The "Two-Speed" North:** Militarized hubs in the Arctic will thrive while traditional indigenous communities continue to suffer from a lack of basic infrastructure, potentially fueling a new wave of indigenous activism against "militarization."
- **Bilateral Capitulation:** Despite the "sovereignty" rhetoric, Canada may eventually be forced into bilateral concessions on dairy and power to Alberta to prevent a total economic collapse during the annual trade reviews.
- **The Eurovision Pivot:** This will serve as a pilot for broader European integration, potentially leading to a formal "security and culture" pact with the EU as a counterweight to US isolationism.

STRATEGIC FORESIGHT

Short Term (1-4 Weeks):

- Increased market volatility and potential downgrading of Canadian economic outlooks by ratings agencies following the KUSMA non-renewal.
- Escalation of wildfire-related supply chain disruptions in the North and Labrador.

Medium Term (1-6 Months):

- The Alberta referendum in October will cause a constitutional crisis if "Yes" votes prevail, possibly triggering federal emergency measures.
- Implementation of the first retaliatory tariffs between the US and Canada.

Long Term (1-5 Years):

- Completion of the Arctic military expansion, permanently shifting the Canadian defense posture toward the pole.
- Restructuring of the Canadian food system around centralized terminals and vertical farming, ending the reliance on California/Arizona imports.

RISK ASSESSMENT

The convergence of trade, separatist, and climate pressures creates a "perfect storm" for state destabilization. The Carney government's "Buy Canada" shield may not be strong enough to withstand the combined

weight of US protectionism and internal fragmentation.

- **Trade War Escalation:** US implementation of punitive tariffs on Canadian steel and autos. Triggers: Failure of the first annual KUSMA review. Likelihood: High. Impact: Catastrophic for Ontario/Quebec manufacturing. Mitigations: Fast-tracking local processing facilities and seeking new EU/Asia markets.
- **Alberta Secession Crisis:** A "Yes" vote in the October referendum. Triggers: Perceived federal failure to support the energy sector or secure trade routes. Likelihood: Moderate-High. Impact: National disintegration. Mitigations: Prime Minister Carney's Edmonton-centered unity offensive and infrastructure concessions.
- **Lethal Heat Event:** Mass casualty event in Southern Ontario/Quebec. Triggers: Failure of building cooling systems during a multi-week heat dome. Likelihood: Moderate. Impact: High. Mitigations: Investment in heat-resistant housing design and public cooling lifelines.
- **Arctic Gray-Zone Conflict:** Kinetic or cyber harassment of Canadian northern infrastructure by Russia/China. Triggers: Increased Canadian military buildup in the Arctic. Likelihood: Low-Moderate. Impact: High. Mitigations: Ensuring the $40 billion investment includes advanced cyber-defenses.
- **Food Supply Chain Failure:** Shortages of leafy greens and proteins. Triggers: Simultaneous crop failure in the US Southwest and bad weather in Canada. Likelihood: Moderate. Impact: High social unrest. Mitigations: Accelerated completion of vertical farms and food terminals.

GAPS & BLIND SPOTS

- **The Financial Cost of Autarky:** The broadcast fails to explain where the $40 billion for the North or $1 billion for food terminals is coming from in a potentially shrinking, tariff-hit economy.
- **Indigenous Resistance to Militarization:** The transcripts mention Inuit "priorities" like food security and housing, but gloss over the potential for serious resistance if military hubs interfere with traditional land use.
- **US Domestic Polarization:** While birthright citizenship was upheld, the transgender sports ruling indicates a US legal system in flux; the risk of US internal social unrest spilling over into Canada via ideological migration is unaddressed.
- **The Role of Private Oligopolies:** The government blames Loblaws/Sobeys for high prices, but there is no analysis of whether the new food terminals will actually be accessible to small grocers or simply co-opted by the same giants.

CONTRARIAN NARRATIVE SCENARIOS

The "Northern Diversion" Hypothesis The $40 billion Arctic pledge is not a defense strategy but a **desperate stalling tactic**. Carney is aware that a trade deal with Trump is impossible and that Alberta is leaving. The Northern "militarization" is a massive public works project designed to soak up unemployment and provide a facade of state strength while the central federation actually hollows out. In this scenario, the Arctic hubs will never be fully staffed, and the money will be "lost" to political corruption and provincial kickbacks intended to stop secession.

The "Iranian Bait" Scenario The US kinetic strikes and Trump's threats are a **deliberate effort to force a global maritime crisis** to drive up energy prices, which would benefit US domestic producers but bankrupt energy-importing allies. Canada's failure to take a stance on the Hormuz conflict makes it complicit in a strategy that effectively weaponizes global trade routes against itself.

Black Swan Event: The "Heat-Induced Grid Failure" A prolonged heat dome over Eastern Canada overwhelms the regional power grid, leading to a multi-day blackout during peak temperatures. Given the "Buy Canada" pivot, the lack of immediate emergency spare parts from the US (due to trade hostility) turns a manageable disaster into a national security catastrophe with thousands of casualties.

RECOMMENDATIONS & IMPLICATIONS

For Statecraft/Public Sector:

- **Security:** Integrate indigenous community oversight into Arctic military planning immediately to prevent domestic unrest from sabotaging sovereignty goals.
- **Economic:** Hedge against the KUSMA failure by establishing a sovereign wealth fund dedicated to "strategic industry" subsidies for companies like Good Leaf.
- **Diplomatic:** Use the Eurovision 2027 entry as a launchpad for a "Transatlantic Cultural and Food Security Partnership" with the EU to bypass North American isolationism.

For Private Sector/Investors:

- **Supply Chains:** Pivot capital allocation toward Canadian-sourced materials (e.g., steel for canning) before the first annual KUSMA review triggers more punitive US tariffs.
- **Regulatory Compliance:** Monitor US Supreme Court rulings as leading indicators for shifting ESG standards in the North American market.
- **Safety Standards:** Industrial operators must immediately update "heat dome" operational protocols to mitigate the risk of heat-induced machinery failure and workforce illness.

LEGISLATIVE ROUNDUP

Legislative activity is dominated by executive-level shifts in trade and defense policy, with a focus on nationalizing the supply chain and reasserting Arctic control. Discussion of birthright citizenship indicates a looming legislative battle in the US Congress.

BILLS DISCUSSED/DEBATED:

- **Northern Sovereignty Infrastructure Act (Proposed):** A legislative vehicle for the $40 billion Arctic investment aimed at long-term regional stability.
- **Food Security Strategy (Mid-June Announcement):** A $1 billion initiative to build new food terminals and modernize existing infrastructure by 2028.
- **US 14th Amendment Legislation (Threatened):** Trump signaled attempts to override birthright citizenship through new Congressional laws.

HEARINGS & PRESS EVENTS:

- **Virtual KUSMA Trilateral (Wednesday):** A critical meeting where US Trade Rep Jamison Greer formally declined deal renewal.
- **Nunavik Crown Partnership Committee:** PM Carney met with Inuit leaders to forge relationships during the Arctic pivot.
- **Alberta Unity Address:** Carney scheduled to fly to Edmonton to address separatist threats and national solidarity.

KEY STORIES

- **KUSMA Renewal Rejection:** The US Trump administration notified Canada and Mexico it will not renew the trade deal, moving to annual reviews and demanding concessions on dairy, power, and alcohol.
- **Arctic Sovereignty Initiative:** PM Carney announced a $40 billion plan for northern military hubs and infrastructure in Nunavik, Quebec.
- **Canadian Food Independence Pivot:** A $1 billion federal strategy to build new food terminals and support vertical farming (Good Leaf) and local soy processing to end reliance on the US.
- **US-Iran Kinetic Escalation:** US aircraft struck 10 targets in Iran after a drone hit the MT Kiku; Trump threatened the regime's existence.
- **Dangerous Heat Dome:** Lethal temperatures in Southern Ontario and Quebec; warnings in effect for millions.
- **Fort Simpson and Labrador Wildfires:** Out-of-control fires in NWT and Labrador forced urgent evacuations and states of emergency.
- **US Birthright Citizenship Ruling:** SCOTUS ruled 6-3 against Trump's executive order trying to end birthright citizenship.
- **US Transgender Athlete Ban Ruling:** SCOTUS upheld state laws banning trans students from female sports teams.
- **Venezuela Earthquake:** Death toll nearing 2,000; toddler survivor found after 6 days under rubble.
- **Ottawa Canada Day Storm Cancellation:** National celebrations abruptly cancelled due to severe thunderstorms and flash flooding.
- **Alberta Referendum Looming:** Alberta preparing for an October vote on separation from Canada.
- **Canada Joins Eurovision 2027:** Formal announcement of Canada's participation in the song contest as part of a cultural soft-power pivot.
- **Artemis 2 Astronaut Return:** Jeremy Hansen appeared on stage after his mission around the moon, reflecting on national ambition.
- **Order of Canada Investitures:** Governor General Louise Arbour honored five recipients, including first Inuktitut broadcaster Rilik and author Michelle Good.
- **Winnipeg Storm Cleanup:** Clean-up continues after possible small tornado hit the city on Monday.
- **MRNA Vaccine Review:** Lancet study from 2020-2025 confirms MRNA vaccines safer than infection and effective against some cancers.
- **Newfoundland Danger Tree Monument:** New monument unveiled in France to honor Newfoundland Regiment soldiers from 1916.

ABOUT THIS REPORT

Today's Media Trends is a public interest experiment in applying deep thematic trend analysis to television news coverage from around the world to explore how responsibly applied advanced AI can help journalists and scholars better understand the overarching trends, themes and patterns of our global world.

No data is used to train or tune any AI model.

Each morning, in collaboration with the Internet Archive's TV News Archive, we apply Google's Gemini 3 to deeply examine yesterday's coverage from each television news channel to tease out the overarching themes and trends of its news coverage into a richly annotated thematic analysis. Each high-level insight is connected back to the original broadcast, allowing journalists and scholars to understand the dominate themes and trends and instantly click out to the underlying sources for details.

By helping journalists and scholars see the broader trends and patterns of global news coverage, this analysis helps them identify relevant stories and coverage they might not otherwise have encountered and uncover connections, emphases and narrative shifts that enable more comprehensive reporting and deeper, evidence-based research.

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