

TODAY'S MEDIA TRENDS

CBCNEWS

JULY 5, 2026

T H E G D E L T P R O J E C T



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CANADA UNDER SIEGE: EXISTENTIAL TRADE WARS, INSTITUTIONAL DECAY, AND THE "MORTGAGE PRISON" OF 2026

DAY-AT-A-GLANCE

The broadcasts of July 5, 2026, portray a Canadian state facing a simultaneous collapse of external security and internal economic stability. The dominant narrative is defined by a "hostile" US administration under a re-elected Donald Trump, whose threats of [25% tariffs](#) and rhetoric regarding the annexation of Canada as the "51st state" have transitioned from political hyperbole to a perceived [existential threat](#). This external pressure coincides with a domestic "mortgage prison," where falling home values and rising interest rates have left [one in ten](#) homeowners in major markets unable to refinance, effectively trapping them in unsustainable debt cycles while [insolvency filings](#) reach levels not seen since the 2008 financial crisis.

Institutional failure and regulatory impotence are recurring themes across disparate sectors. The final TSB report on the Titan submersible implosion reveals a "chain of experimental designs" and [predictable risks](#)

ignored by a corporate culture prioritizing speed over safety. Similarly, the Canada Revenue Agency (CRA) is under fire for 31,000 security breaches and the improper payment of [\\$190 million](#) to scam artists, while high-ranking whistleblowers claim the agency is more concerned with protecting its reputation than preventing fraud. This decay is mirrored in the private sector, where the "mom and pop" veterinary industry is being [swallowed by private equity](#) and multinational corporations like Mars Pet Care, leading to "creative" price increases and declining care standards.

The convergence of these events suggests a nation at a breaking point. Geopolitically, Canada is struggling to maintain its sovereignty against a "bully tactic" trade policy that seeks to turn the country into an [economic colony](#). Domestically, the "culture war" has moved to the front lines of small-town institutions, with libraries in Alberta facing [defunding efforts](#) and censorship driven by far-right political mobilization. Amidst this, extreme weather events—including [record-breaking floods](#) in Manitoba and heat waves requiring new municipal bylaws—serve as constant environmental stressors, further straining an already overencumbered citizenry.

MAJOR DEVELOPMENTS

The US-Canada Trade War and Sovereignty Threats

- US President Donald Trump has announced [25% tariffs](#) on Canadian imports starting February 1st, citing "border security concerns."

- Rhetoric from the White House and advisers like Peter Navarro increasingly frames Canada not as an ally, but as a [trade deficit "subsidy"](#) that should be eliminated via economic annexation.
- Alberta Premier Danielle Smith is leveraging a new pipeline project as a case for [Alberta to stay](#) in Canada, with an independence referendum scheduled for late October 2026.

The Canadian "Mortgage Prison" and Economic Squeeze

- Homeowners who locked in pandemic-era rates of 1.5% are facing renewals at roughly [4% or higher](#), leading to monthly payment increases of \$350 or more.
- A 20% drop in home prices nationally has pushed many Loan-to-Value (LTV) ratios [to 100%](#), preventing refinancing and trapping owners in "mortgage prison."
- Personal insolvency filings have [doubled in six years](#), approaching the peak of the 2008-2009 financial crisis.

Systemic Failure at the Canada Revenue Agency (CRA)

- The CRA has admitted to [31,000 security breaches](#) since 2020, exposing the data of 62,000 taxpayers.
- Over [\\$190 million](#) has been paid to scammers through identity theft facilitated by compromised "third-party tax filer" codes.
- Internal whistleblowers allege the agency's leadership is ["out to lunch"](#) regarding the extent of fraud, while the agency focuses on investigating its own whistleblowers.

The Consolidation and Privatization of Essential Services

- The veterinary industry is undergoing a "tsunami" of acquisitions by private equity firms like [JAB Holdings](#) and corporations like Mars Pet Care.
- Corporate owners are accused of imposing [17% price hikes](#) in six months and pressuring veterinarians to meet revenue targets, leading to widespread "moral injury" among staff.
- In the grocery sector, major chains like Sobeys are using [property controls](#) in lease agreements to prevent competitors from opening in the same plazas.

Titan Submersible Final Investigation Findings

- The Canadian Transportation Safety Board (TSB) published its final report, concluding the Titan's cylindrical carbon fiber hull was [doomed from the start](#).
- Investigators found "severe" defects in construction samples, indicating the hull had [used 82%](#) of its fatigue life before its final dive.
- The company only performed [four full-scale pressure tests](#), compared to the hundreds or thousands required by standard engineering practice.

KEY GOVERNANCE TOPICS

Macroeconomics & Trade

- The Bank of Canada's policy rate, which hit a [near 0% low](#) during the pandemic, is now the primary driver of the "mortgage cliff" as five-year fixed terms expire.

- The federal government is investing [\\$1 billion](#) to improve the Ontario food terminal to bypass wholesalers like Loblaws and Sobeys to reduce food prices.
- A significant "black market" for [tax filer codes](#) on the dark web has undermined the integrity of the national tax system.

Climate & Extreme Weather

- Manitoba is dealing with its [second major flood](#) in less than a month, with 200mm of rain falling in 48 hours.
- New Westminster, BC, has implemented a bylaw requiring at least one room in rental units to remain [below 26 degrees](#) Celsius, the first of its kind in Canada.
- Agriculture in the Prairies is threatened by the [rising cost of fertilizer](#) and fuel, driven by Middle East conflicts and global supply shocks.

Civil Unrest & Social Order

- Alberta's "Take Back Alberta" movement, led by [David Parker](#), is actively infiltrating local volunteer boards to influence school and library policies.
- In Valleyview, Alberta, the town council [voted 5-4](#) to close the local library and move it to a school, a move seen by many as a tactic to defund LGBTQ-friendly programming.
- Mass protests in Iran have followed the [assassination of the supreme leader](#) in a joint US-Israeli air strike.

Information Warfare & Disinformation

- TikTok algorithms are being weaponized to spread "bold, incorrect, and dangerous" claims regarding [autism cures](#) and cancer treatments.

- AI-generated "deepfake" videos of [Prime Minister Marky](#) are being used to lure Canadians into fraudulent investment schemes.
- A reporter undercover at an Alberta political training workshop heard attendees discuss a "Marxist communist" agenda involving [George Soros](#) to "take out the West."

DEEP DIVE: TRENDS AND THEMES

The Weaponization of Interdependence

- The US administration is leveraging Canada's energy and resource dependency to force political concessions. While [95% of Canadian crude](#) goes to a single customer (the US), the US is using this lock-in to threaten the Canadian economy with ruinous tariffs.
- The framing of Canada as the "51st state" suggests a shift from trade negotiation to [economic annexation](#) as a standard political objective in Washington.

Institutional and Regulatory Erosion

- There is a widening gap between official government claims of "robust systems" (CRA, VTS) and the ground truth of [systemic fraud](#) and corporate negligence.
- Regulatory bodies like the Competition Bureau are depicted as toothless, with merger thresholds of [\\$93 million](#) allowing for a "roll-up" of small businesses by private equity that avoids scrutiny.
- The justice system's "human frailties" are highlighted by the 36-year delay in identifying the [real killer](#) of Christine Jessop via DNA evidence.

The Financialization of Life

- The "mortgage prison" narrative indicates that housing has transitioned from an asset to a liability for a significant portion of the middle class [in 2026](#).
- The "Buy Now, Pay Later" (BNPL) trend is seen as a "death spiral" for consumers who are [financing takeout](#) and household repairs while interest rates remain brutally high.

INTERNAL DYNAMICS & DOMESTIC INSTABILITY

The internal stability of Canada is currently fragile, characterized by a **geographically uneven economic crisis**. The most acute instability is found in Ontario and BC, where the "mortgage cliff" and "mortgage prison" are driving [insolvencies up 27%](#) year-over-year in Ontario alone. This financial desperation is eroding social cohesion, as evidenced by a 75% drop in Canadians dining out and a shift toward "staycations" due to [fuel costs](#) exceeding \$2 per liter in Vancouver.

Simultaneously, **partisan polarization is reaching institutional levels**. In Alberta, the "Take Back Alberta" movement's influence on the UCP government has led to a climate of fear in small towns, where [GSA programs](#) are equated with "grooming" and "pedophilia" by activists with direct links to cabinet ministers. The threat of an Alberta independence referendum in October 2026 acts as a centrifugal force, potentially shattering the Canadian federation at a time of extreme external pressure. The resignation of [Prime Minister Marky](#) (implied by the transcript context) further signals a vacuum in federal leadership and a loss of government mandate.

EXTERNAL DYNAMICS & GLOBAL POSTURE

The international system is portrayed as a **hostile, zero-sum environment**. The US has abandoned its traditional role as a partner, with President Trump's "America First" policy transitioning into an [aggressive protectionism](#) that views allies as adversaries. The framing of the US-Canada relationship as "sleeping next to an elephant" has turned into a nightmare where the elephant is actively trying to [crush the sleeper](#).

Beyond North America, the globe is seen as a **matrix of asymmetric threats**. The Middle East conflict is no longer a distant war but a direct driver of [tahini shortages](#) and fertilizer spikes in Calgary. The former Soviet Republic of Georgia and Bulgaria are identified as "fraud factories" where [organized crime](#) operates with impunity, siphoning millions from the Canadian public purse. Dubai is framed as the ultimate [laundering hub](#) for illicit gold and fugitive wealth, illustrating a world where national borders are porous for criminals but rigid and punitive for legitimate trade.

THE ECONOMIC ENVIRONMENT

The national economy is in a state of "stagflationary limbo," where stagnant or falling home values are met with relentlessly high costs for essentials. Market sentiment is fearful, with a focus on "mortgage cliffs" and the failure of luring [foreign grocery competition](#).

Key Economic Vectors

- **Inflation:** Beef prices have risen [63% in five years](#). Veterinary fees increased 17% in a single six-month period [following corporate takeovers](#).
- **Interest Rates:** Current rates are roughly [4%](#), up from pandemic lows of 1.5%.
- **Insolvency:** Filings are at [two-decade highs](#), though adjusted for population, they remain slightly below 2009 levels.
- **Housing:** National home prices have dropped an [average of 20%](#) in a few years, wiping out equity for many "at risk" borrowers.
- **Energy:** Gas prices are consistently [over \\$2 per liter](#); heating oil costs have risen 40% for large institutions like churches [in 2026](#).

LEADERSHIP CHANGES

The political landscape is marked by a sudden vacuum in Canadian federal leadership and a consolidation of power in the US and the Canadian provinces.

- **Prime Minister Marky:** The transcripts suggest he intends to [resign as party leader](#) and Prime Minister, citing the difficulty of the current environment.
- **Donald Trump:** The clear "winner" in this environment, having [re-elected](#) in 2024 with control of both the House and Senate, granting him unchecked levers of power.
- **Danielle Smith:** Emerges as a powerful regional figure, using federal energy policy as a [political weapon](#) to push for Alberta's possible exit from Canada.

- **Peter Navarro:** Trump's "tariff whisperer" and a key architect of [Project 2025](#), he is the primary driver of the trade war rhetoric against Canada.
- **Ivan Atanasov:** CEO of AGM Renovations, now a fugitive [located in Bulgaria](#) following a massive renovation fraud scheme.

EDITORIAL POSTURE & STORY HIERARCHY

The network's editorial posture is one of **managed alarmism**. The lead stories focus on the immediate, tangible threats to the Canadian household: the "mortgage prison" and the Trump trade war. There is a clear effort to bridge the gap between "high politics" (tariffs, Project 2025) and "low politics" (the price of beef, vet bills, and air conditioning). The tone is often skeptical of government agencies, particularly the CRA and the TSB, while presenting investigative journalism as the only remaining line of defense for the consumer.

Buried Stories: The [assassination of Iran's supreme leader](#) and the resulting risk of a global war were buried deep within the news cycle, receiving less airtime than the economic impact of the Calgary Stampede or the [Taylor Swift wedding](#). This indicates an editorial shift toward domestic isolationism—prioritizing the "kitchen table" crisis over global security shifts.

Conspicuous Omissions: There is almost no mention of Canadian military readiness or the specifics of the federal government's counter-strategy to a potential US annexation, despite the rhetoric being called an "existential threat." The broadcast also lacks any perspective from US Democrats or moderate Republicans who might oppose the Trump

tariffs, framing the trade war as an unstoppable force of nature.

GEOPOLITICAL FRAMING

The day's reporting reveals a world fractured into aggressive "blocs" and vulnerable "colonies," with traditional alliances being weaponized into instruments of coercion.

COUNTRIES

- **The United States:** Portrayed as a rogue, aggressive superpower. Framed as "hostile" and a "bully," with its rituals of power (inaugurations) described as potential ["bloodba\[ths\]"](#) for its trading partners.
- **Canada:** Portrayed as a "victim" and an "ally" under siege. The nation is depicted as being in a state of ["limbo,"](#) reacting defensively to external shocks while being internally torn apart by provincial independence movements.
- **The UAE (Dubai):** Framed as a "dark" haven for [organized crime](#). Described as a place where "unsavory characters" can hide "bags of cash" with no transparency.

LEADERS

- **Donald Trump:** Characterized as **strong but chaotic**. His rhetoric about "bloodba[ths]" and the "51st state" is framed as both a joke and a deadly [serious threat](#).
- **Prime Minister Marky:** Portrayed as **weak and inept**. His inability to stop AI deepfakes of himself or secure the national border effectively has led to a [resignation announcement](#).

- **Danielle Smith:** Framed as a **calculated and principled** (within her own ideology) regional leader. She is depicted as someone using [critical infrastructure](#) to gain leverage against the federal government.

NON-STATE & CORPORATE ACTORS

- **Private Equity (JAB/Mars):** Framed as **corrupt and exploitative**. They are depicted as "fat cats" [milking the industry](#) at the expense of animals and grieving owners.
- **The CRA:** Characterized as **inept and secretive**. Accused of facilitating fraud through a "free for all" [identity theft](#) environment.

INFORMATION WARFARE ENVIRONMENT

The public perception in 2026 is being shaped by a sophisticated blend of AI-driven fraud and ideological narrative seeding. The "meta-narrative" of the day is the **erosion of truth**. Scammers are not just stealing money; they are stealing the [image of the Prime Minister](#) and the credibility of national broadcasters like CTV to lure victims. This "agentic AI" represents a new frontier in asymmetric economic warfare.

Simultaneously, **Project 2025** is being used as a blueprint for institutional capture. While Trump disavows it publicly, its authors have been appointed to [key cabinet posts](#) and the FCC, signaling a "radical" agenda to dismantle the administrative state. In Canada, this is mirrored by the "Take Back Alberta" movement, which uses ["propaganda"](#) and "toxic masculinity" narratives to mobilize the "moral majority" against minorities, creating

an "us vs. them" dynamic that paralyzes municipal governance.

HYPOTHESES AND FUTURE OUTLOOK

- **The Failure of the Federation:** If the Alberta referendum in October 2026 yields a "Yes" vote for independence, and the US follows through on the 25% tariffs, the Canadian federal government may **collapse**, leading to a fragmented "economic colony" state where individual provinces negotiate their own terms with Washington.
- **The Rise of Surveillance Governance:** In response to the 31,000 CRA breaches and the "fraud factories," the government will likely move toward **biometric mandatory ID** for all tax and financial transactions, effectively ending anonymity in the digital economy to restore "trust."
- **Private Equity Backlash:** The "moral injury" and suicide rates among veterinarians will lead to a **nationalization of emergency pet care** or the formation of strong sectoral unions to fight corporate price-gouging, similar to the labor unrest seen in the UK.

STRATEGIC FORESIGHT

Short Term (1-4 Weeks): Panic buying of US-made goods before the February 1st tariff deadline; emergency federal-provincial meetings to address the "mortgage prison" LTV crisis to prevent [mass bankruptcy](#); possible retaliatory targeted tariffs from Canada on specific "pain points" in the US economy.

Medium Term (1-6 Months): The culmination of the Alberta independence

movement; a "mortgage cliff" event as the final wave of 2021 low-rate mortgages expires [in mid-2027](#); potential expansion of municipal "heat limit" bylaws across the GTA and Vancouver.

Long Term (1-5 Years): A permanent restructuring of North American trade as "USMCA" is [renegotiated](#) under duress; the complete disappearance of "mom and pop" veterinary and dentistry clinics in favor of vertically integrated corporate silos; the normalization of AI-human interfaces like Neuralink as essential [communication tools](#) for the aging population.

RISK ASSESSMENT

The primary risk is a "Cascading Sovereignty Failure" where external economic war triggers internal secessionist movements, combined with a collapse in middle-class wealth.

- **Secessionist Contagion:** Triggered by the Oct 1st Alberta referendum results; Likelihood: High; Impact: Catastrophic; Mitigations: Federal concessions on carbon capture funding and [pipeline sovereignty](#).
- **CRA Data Integrity Collapse:** Triggered by another mass leak or "dark web" sale of tax codes; Likelihood: Very High; Impact: Extreme (loss of national revenue); Mitigations: Immediate shutdown of [third-party tax filer](#) access codes and a move to direct filing.
- **The "Mortgage Cliff" Default Wave:** Triggered by interest rates remaining at 4% through 2027; Likelihood: Guaranteed (for 12% of holders); Impact: Severe (housing market crash); Mitigations: Mandating [extended amortizations](#) regardless of LTV ratios.

- **US-Canada Border Annexation Rhetoric:** Triggered by a "border security incident" or failure to meet US tariff demands; Likelihood: Moderate; Impact: Existential; Mitigations: Diplomatic appeals to the [international community](#) and diversification of trade to the EU/Asia.
- **Private Equity Healthcare Monopoly:** Triggered by the continued "roll-up" of clinics under the \$93M threshold; Likelihood: High; Impact: Moderate (high cost of living); Mitigations: Lowering the [Competition Bureau](#) threshold for essential service acquisitions.

GAPS & BLIND SPOTS

- **Military Deterrence:** The broadcasts focus entirely on economic defense, failing to explain Canada's military posture if the US "51st state" rhetoric [escalates](#) to troop movements.
- **Digital Yuan/Alternative Currencies:** While the Canadian dollar is "depreciated," there is no discussion of how the trade war might drive Canada toward alternative global reserve currencies to bypass [US financial pressure](#).
- **CRA Insider Complicity:** The whistleblowers mention "insiders," but the broadcast fails to investigate if the scam artists have [active recruitment](#) within the CRA staff.
- **US Domestic Opposition:** The reporting treats "Trump" and "The US" as monolithic, ignoring any US states (like Vermont) that might be [suffering from](#) the tariffs and could act as allies.

- **The "Marky" Resignation:** The circumstances of the Prime Minister's resignation are mentioned in passing without detailing the [internal party coup](#) or the planned successor.

CONTRARIAN NARRATIVE SCENARIOS

The "Controlled Demolition" of the CRA: The repeated breaches and \$190M loss might not be ineptitude, but a deliberate effort to **discredit public tax systems** to pave the way for a fully privatized, corporate-run tax collection industry, much like the veterinary industry.

The "referendum as a Ruse": Danielle Smith's independence talk may be a **theatrical bluff** designed to secure federal subsidies for the oil industry, with no actual intent to secede. The "national interest" designation she seeks would actually **strengthen federal ties** while appearing to fight them.

Black Swan Event: The "Neuralink Breach": A hacker group (possibly state-sponsored) could **take control of a Neuralink implant** like Lee Martin's [in a live broadcast](#), causing a patient to perform an act of violence or self-harm, leading to a global ban on brain-computer interfaces and a collapse of Elon Musk's corporate empire.

RECOMMENDATIONS & IMPLICATIONS

For Statecraft/Public Sector:

- **Security:** Establish a "National Cyber Defense Force" specifically to protect CRA and other sensitive citizen data from [overseas fraud factories](#).

- **Economic:** Create a federal "Mortgage Insurance Fund" to provide bridge loans for homeowners at [100% LTV](#), preventing mass displacement.
- **Diplomatic:** Launch a TikTok/Social Media "Counter-Annexation" campaign in the US to highlight the [cost to American consumers](#) of a trade war with Canada.

For Private Sector/Investors:

- **Supply Chain:** Diversify food and resource suppliers away from the "US-Canada border" nexus toward **domestic-only loops**, as the border is no longer a reliable trade conduit [in 2026](#).
- **Regulatory Compliance:** Prepare for a **significant clampdown** on "third-party tax filers" and "car dealership administration fees" as the government seeks easy political wins.
- **Capital Allocation:** Reallocate capital toward **infrastructure and climate resilience** (flood-proofing, cooling technology), as these are the only sectors with guaranteed [long-term demand](#).

LEGISLATIVE ROUNDUP

The current legislative environment is dominated by reactionary bylaws and federal efforts to manage the cost-of-living crisis. Key focuses include rental cooling standards and food distribution infrastructure.

BILLS DISCUSSED/DEBATED:

- **New Westminster Heat Bylaw:** Requires landlords to provide cooling [below 26 degrees](#) in at least one room at night; intended to prevent "heat dome" deaths.

- **Ontario Tenant AC Law:** Allows tenants to install their own air conditioning units if the landlord does not [provide them](#).
- **Federal Food Security Strategy:** A [\\$1 billion pledge](#) to expand food terminals to bypass high-cost wholesalers and reduce grocery prices.
- **US Voter Registration Law:** Proposed by Trump to "vanquish communism" and [curb immigration](#).

HEARINGS & PRESS EVENTS:

- **CRA Parliamentary Committee:** Commissioner Bob Hamilton faced questioning over the [31,000 breaches](#) and whistleblower retribution; intent was to assess agency oversight.
- **UCP Annual General Meeting:** Premier Danielle Smith's speech framing the [pipeline](#) as a stay-or-secede ultimatum.
- **Ontario Premier 101 Interview Request:** Doug Ford declined an interview on [renovation fraud](#) but promised to "dig into it" via cell phone contact.

KEY STORIES

- **The Titan Implosion Final Report:** TSB confirms the [cylindrical hull](#) was a critical engineering flaw, with defects found in carbon fiber pieces from the construction phase.
- **Mortgage Prison and the 2027 Cliff:** 12% of Canadian mortgages will expire in the next 12 months, with [15% higher payments](#) and no ability to refinance due to dropped home values.
- **CRA Fraud Trove:** Leaked documents show [\\$190 million](#) in improper payments and a leadership culture that ignores fraud alerts while investigating whistleblowers.

- **Trump's 25% Tariff Ultimatum:** The US will impose massive tariffs on Canada starting [February 1st](#), potentially sparking a "trade war" that could bankrupt the nation.
- **Private Equity Vet Takeover:** Multinational firms like Mars and JAB Holdings now own [20% of all Canadian vet clinics](#) and 50% of emergency hospitals, driving costs up by nearly 20%.
- **The Toronto Gold Heist Allegations:** A 42-page Crown document names [Arsen Sunny Chothry](#) as the "top dog" behind the \$20 million theft, which funded illegal firearms trafficking.
- **Alberta Library Culture War:** In Valleyview, town counselor [Samantha Stanky](#) is accused of leading a campaign to defund the library over LGBTQ programming.
- **Manitoba Flood and Rosburn Tornado:** 200mm of rain and a [major tornado](#) have destroyed homes and infrastructure, displacing 150 families in Swan River.
- **The Taylor Swift-Travis Kelce Wedding:** A secretive, multi-million dollar ceremony at [Madison Square Garden](#) officiated by Adam Sandler served as a massive cultural distraction.
- **Neuralink Trailblazer:** Lee Martin, a Vancouver police sergeant with ALS, becomes the [26th person](#) in the world to receive a brain implant to communicate after losing his voice.
- **TikTok Medical Misinformation:** Investigators find 81 of 100 autism-related TikToks contain [unproven "cures"](#) costing families thousands of dollars.

- **The Alberta Pipeline and Referendum:** A new pipeline to Delta, BC, is being used by Premier Smith to set a deadline for [Alberta's future in Canada](#).

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.

This report is entirely machine generated using Gemini 3 and may include errors and omissions. Please verify all findings. No data is used to train or tune any AI model.

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