



# User Guide



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## Table of Contents

1.	SEARCHING BY KEYWORD	2
2.	'BROWSE BY ..'	5
3.	DOWNLOADING	8
4.	TRANSLATIONS	9
5.	ADDITIONAL USER GUIDES AND VIDEO TUTORIALS	10
6.	ASK AN ANALYST	11
7.	NEED FURTHER HELP OR TRAINING?	12

# 1. Searching by Keyword

- To search for information using a **keyword**, type your selected word(s) into the empty search bar in the homepage and click the magnifying glass or press enter. Alternatively a search box is always available in the navigation bar at the top of the screen.

The screenshot shows the MarketLine homepage. At the top, there is a navigation bar with tabs for Sectors, Companies, Geographies, Databases, and Analysis. A search bar is located on the right side of the navigation bar. Below the navigation bar, a large search bar is prominently displayed with the text "Search 2,397,407 Intelligence Reports & Analysis". To the left of this search bar is a yellow circle highlighting the "Type keyword" input field. Below the search bar, there are five main categories: Browse by Sector, Browse by Company, Browse by Geography, Browse by Database, and Browse by Content Type. Each category has a brief description and a "More" link. Below these categories, there are four columns of report thumbnails, each with a title, a brief description, and a "More" link. The thumbnails are titled: Medical Devices, Rare earth elements, Better Guards Technology, and Indoeuz Wealth Management.

- You will be taken to a results page showing the top results for each of MarketLine's research types matching your keyword search.

The screenshot shows the MarketLine results page for the keyword "Beer". The page is divided into several sections. At the top, there is a navigation bar with tabs for Sectors, Companies, Geographies, Databases, and Analysis. A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a "Refinements" section with a "Beer" filter. To the left of the main content area, there is a "Search 9,749 analysis reports" section with a "Grid View" and "List View" toggle. The main content area is titled "Industry Profiles (635)" and contains a list of industry profiles for Europe - Beer, Germany - Beer, and Global - Beer. Each profile includes a brief description and a "View all Industry Profiles" link. Below the industry profiles, there is a "Thematic Analysis (5)" section with a "View all Thematic Analysis" link. The thematic analysis section contains three articles: "Key Trends in Alcoholic Beverages: Powerful changes shaping the wine, beer, spirits and alcohol-free beverages industry", "Key Trends in Non-Alcoholic Beverages: Powerful changes shaping the soft drinks, hot drinks, enhanced water and packaging segment", and "The Future of Retail: Five ways e-commerce and high street stores are evolving to suit changing consumer behaviors". Each article includes a brief description and a "View all Thematic Analysis" link.

- To see all relevant results by research type, click the relevant “View all Industry Profiles”, “View all Thematic Analysis” etc. buttons on the right hand side of the screen.

MarketLine Sectors Companies Geographies Databases Analysis Search

Hide Navigation Search 9,755 analysis reports

Refinements

Sector Geography Content Type Date

Refinements

Beer

Sort: Relevance

Industry Profiles (3)

**Poland - Beer**  
Essential resource for top-line data and analysis covering the Poland beer market. This industry profile includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.  
INDUSTRY PROFILES | Industry Profiles published by MarketLine on 19 Aug 2014

**Belgium - Beer**  
Essential resource for top-line data and analysis covering the Belgium beer market. This industry profile includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.  
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**Peru - Beer**  
Essential resource for top-line data and analysis covering the Peru beer market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.  
INDUSTRY PROFILES | Industry Profiles published by MarketLine on 11 Jan 2012

**Thematic Analysis (3)**

**Key Trends in Alcoholic Beverages: Powerful changes shaping the wine, beer, spirits and alcohol-free beverages industry**  
The alcoholic beverage industry is undergoing some significant changes at present and whilst there are some good opportunities for growth and innovation developing, there are also some concerning signs for the industry in certain segments. The trend for premium products in the beer and spirits industries has opened the craft industry and it has proved to be a particularly difficult nut to crack for the big beer producers. Buying up craft beer companies sometimes has unexpected outcomes with the industry and consumers alike, pushing into exclusivity, severely whilst on the other hand traditional mass produced beer volumes are declining. A similar process is happening in the spirits market, with multiple old fashioned products getting craft revival and premiumisation. A powerful trend in the industry is the revelation that people are drinking less and particularly younger consumers are choosing to consume less alcohol because of the health impacts and this is leading to newer alcohol-free products that are making good progress. The wine industry has a difficult fight on its hands as it finds its legendary production regions suffering from reduced grape yields as a result of more severe weather patterns, this is leading to new countries emerging as market players as a result.  
THematic ANALYSIS | Thematic Analysis published by MarketLine on 21 Sep 2018

**Key Trends in Non-Alcoholic Beverages: Powerful changes shaping the soft drinks, hot drinks, enhanced water and packaging segment**  
Some major new trends are sweeping through the beverage industry and they are having a major impact on both manufacturers and consumers. For the soft drinks industry sugar has now become a dirty word and sugar taxes have forced companies to create new formulas and diversify away from carbonates as that segment begins to decline. For the enhanced water segment new opportunities are developing as consumers are moving towards bottled water and away from sugar and this means a great deal of innovation is happening with new enhanced water healthy ingredients. For the hot drinks industry convenience and premiumisation is changing the landscape and new types of on the go products are becoming the main consumer choice. Packaging up these products is becoming a major headache for beverage manufacturers however, as environmental challenges and consumer behaviours are forcing companies to look for new solutions to old problems.  
THematic ANALYSIS | Thematic Analysis published by MarketLine on 19 Sep 2018

**The Future of Retail: Five ways e-commerce and high street stores are evolving to suit changing consumer behaviors**  
The world of retail is constantly changing and evolving. Every year new businesses go bankrupt and new ones emerge from the ashes to claim the top spot. In this highly competitive business landscape the offering is everything and businesses more than ever need to know their niche inside out. More than that though, consumers themselves are always changing and new consumer groups emerge with each generation, each with their own tastes, lifestyle choices and preferred methods of purchasing. Today bricks and mortar stores are turning into something new, less sales focused and heavily supported by online retail. Delivery of products is inadequate to meet customer expectation and too expensive and huge investment is being made to help it catch up with the times. Generation Y&Z are the dominant consumer groups today and they act differently than the groups that came before them. Technology is due to enhance stores and close the gap between online and in-store. Despite all the press talk about younger generations there is less attention being paid to the fact that the weather older consumers are now much more online and internet savvy and there are opportunities in selling to these customers. In this report we look at the future of retail and what the landscape is beginning to look like.  
THematic ANALYSIS | Thematic Analysis published by MarketLine on 16 Feb 2018

**Case Studies (3)**

**BrewDog Beer: From underdog to craft beer top dog**  
The beer scene in the UK prior to 2002 had long been dominated by brands like Carling, Carlsberg, and Heineken and brewing giants like Molson Coors. The "progressive" beer duty changes implemented by prime minister Gordon Brown during 2002 offered tax incentives to smaller breweries and created a wave of small companies that benefited from this legislation.  
CASE STUDIES | Case Studies published by MarketLine on 11 Oct 2016

**Budweiser: America's global beer superbrand**  
This case study explores the position of Budweiser as one of the world's most recognizable brands. It explores the brand's history, how it obtained its current status, its affiliations and the possible challenges that Budweiser will face.  
CASE STUDIES | Case Studies published by MarketLine on 18 Dec 2014

**YO-HO Brewing Company: A craft beer innovator challenging Japan's conservative beer market**  
The growth of the Japanese craft beer industry began in the 1990s, though even in 2015 the market share of the six, stout and wheat beer segment accounts for just 1% of the total Japanese market. This case study will focus on the growth of the Japanese brewing company YO-HO, a craft beer producer. It will take an in-depth look at the success of the company in the national market and the strategies it has applied.  
CASE STUDIES | Case Studies published by MarketLine on 29 Nov 2016

- Search results can be refined with an additional keyword search or by using the Refinements options in the left-hand column of the page. You can narrow by keywords, sector, geography, content type, or publication date.

MarketLine Sectors Companies Geographies Databases Analysis Search

Hide Navigation Search 9,755 analysis reports

Refinements

Sector Geography Content Type Date

Refinements

Beer

Sort: Relevance

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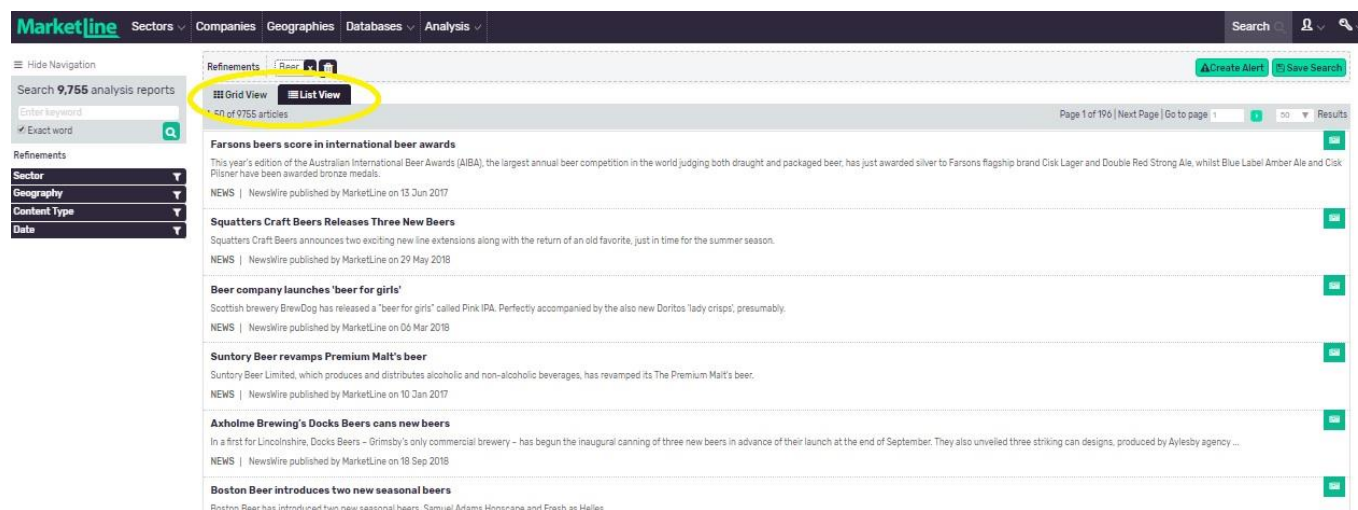
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CASE STUDIES | Case Studies published by MarketLine on 29 Nov 2016

- You also have the option to view your results as a **list** or in **grid view** using the relevant tabs at the top of the search results page. 'List' will display all results according to the parameters chosen, while grid will arrange your results by information type.



The screenshot displays the MarketLine search results interface. At the top, a navigation bar includes 'MarketLine', 'Sectors', 'Companies', 'Geographies', 'Databases', and 'Analysis'. A search bar on the right contains the text 'Search' and a magnifying glass icon. Below the navigation bar, a sidebar on the left offers 'Hide Navigation' and a search filter for '9,755 analysis reports'. The main content area features a 'Refinements' section with tabs for 'Grid View' and 'List View'. The 'List View' tab is currently selected and highlighted with a yellow circle. Below the tabs, a list of search results is displayed, each with a title, a brief description, and a 'NEWS' label indicating the publication date. The results include: 'Farsons beers score in international beer awards' (13 Jun 2017), 'Squatters Craft Beers Releases Three New Beers' (29 May 2018), 'Beer company launches 'beer for girls'' (06 Mar 2018), 'Suntory Beer revamps Premium Malt's beer' (10 Jan 2017), 'Axholme Brewing's Docks Beers cans new beers' (18 Sep 2016), and 'Boston Beer introduces two new seasonal beers'.



## 2. 'Browse By ..'

- As an alternative to the keyword search, the MarketLine homepage has options to Browse by Sector, Company, Geography, Database or Content Type.

The screenshot shows the MarketLine homepage with a dark navigation bar containing tabs for Sectors, Companies, Geographies, Databases, and Analysis. Below the navigation bar is a search bar with the text "Search 2,397,407 Intelligence Reports & Analysis". Below the search bar is a grid of five "Browse by" buttons: Browse by Sector, Browse by Company, Browse by Geography, Browse by Database, and Browse by Content Type. Below the grid is a section titled "Theme Reports" with a grid of report thumbnails. The thumbnails include titles like "Medical Devices: Burgeoning industry has plenty of opportunities in wearables, old age care and neurology", "Rare earth elements: Mining industry for exotic materials developing", "Better Guards Technology Raises Funds through Venture Financing", and "Indosuez Wealth Management names new deputy CEO".

- Browse by Sector allows you to select and display all content available for each of MarketLine's 19 core industry sectors.

The screenshot shows the MarketLine "Browse by Sector" page. On the left is a sidebar with a search bar and a "Refinements" section. The main content area is a grid of 19 industry sectors, each with an icon, a title, a count of reports, and a "New this week" indicator. The sectors are: Aerospace and Defense (42,794), Agriculture and Forestry (11,077), Automotive (106,626), Business and Consumer Services (104,715), Chemicals (38,854), Construction & Real Estate (219,365), Consumer Goods (173,099), Energy and Utilities (332,570), Financial Services (315,470), Government and Non-Profit Organisations (27,074), Industrial Goods and Machinery (134,887), Media & Digital Entertainment (70,023), Metals and Mining (93,298), Paper & Packaging (20,316), Pharmaceuticals and Healthcare (424,047), Retail, Wholesale & Foodservice (174,568), Telecoms & IT (505,129), Tourism, Leisure & Hospitality (53,167), and Transportation, Infrastructure & Logistics (90,567).

- Browse by Company takes you to our Companies module where you can search or build lists of companies, or access our analyst curated lists of leading companies.

MarketLine Sectors Companies Geographies Databases Analysis Search

Hide Navigation

Search 99,948 Companies

Enter keyword

Exact word

List All Companies

Refine Companies

Industry & Geography

Company Attributes

Financials

Browse Key Lists

Key Lists

Companies

Key Lists

Top Consumer Packaged Goods Companies

Top Tourism Operators

Top Foodservice Operators

Top Non-Alcoholic Beverage Companies

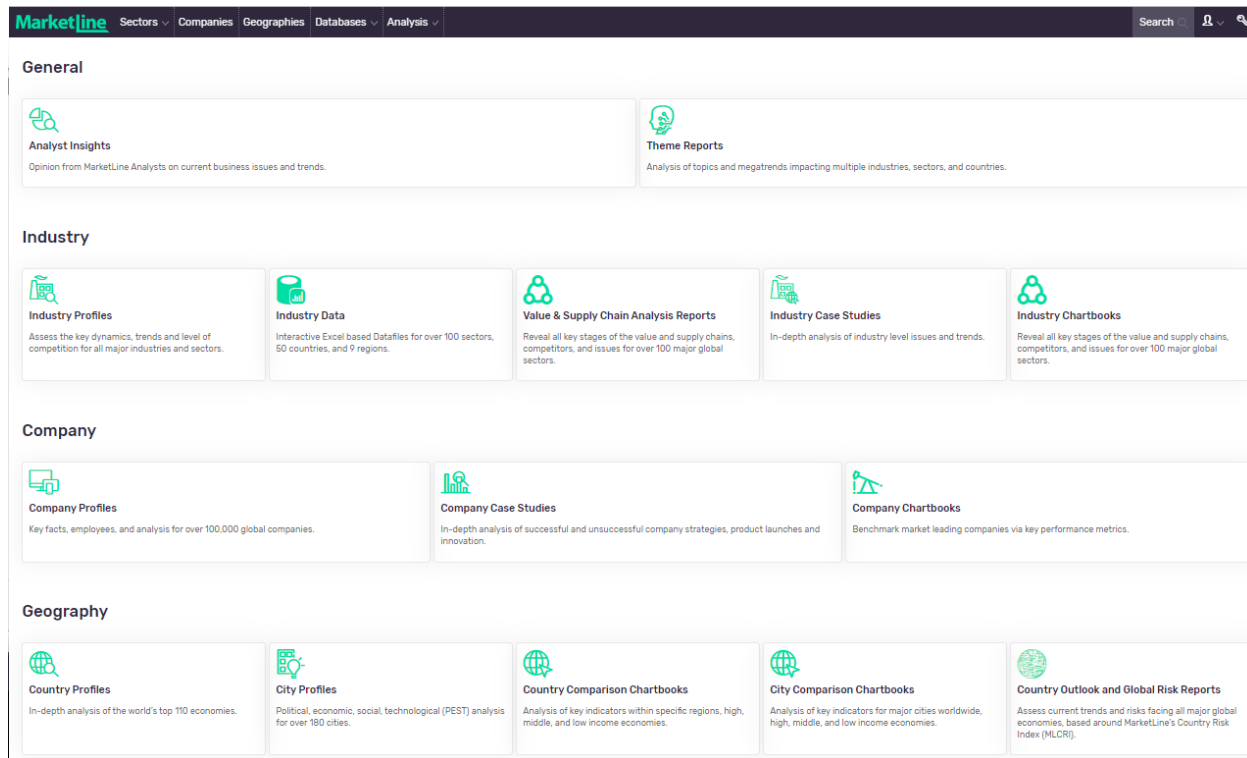
Top Alcoholic Beverage Companies

Company Listing

1 - 50 of 99948 companies Results Analytics

Page 1 of 1999 | Next Page | Go to page 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 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- Browse by Content Type shows and describes the types of content available on MarketLine, and enables you to quickly drill down if you are interested in one particular content type.



**General**

- Analyst Insights**  
Opinion from MarketLine Analysts on current business issues and trends.
- Theme Reports**  
Analysis of topics and megatrends impacting multiple industries, sectors, and countries.

**Industry**

- Industry Profiles**  
Assess the key dynamics, trends and level of competition for all major industries and sectors.
- Industry Data**  
Interactive Excel based Datasets for over 100 sectors, 50 countries, and 9 regions.
- Value & Supply Chain Analysis Reports**  
Reveal all key stages of the value and supply chains, competitors, and issues for over 100 major global sectors.
- Industry Case Studies**  
In-depth analysis of industry level issues and trends.
- Industry Chartbooks**  
Reveal all key stages of the value and supply chains, competitors, and issues for over 100 major global sectors.

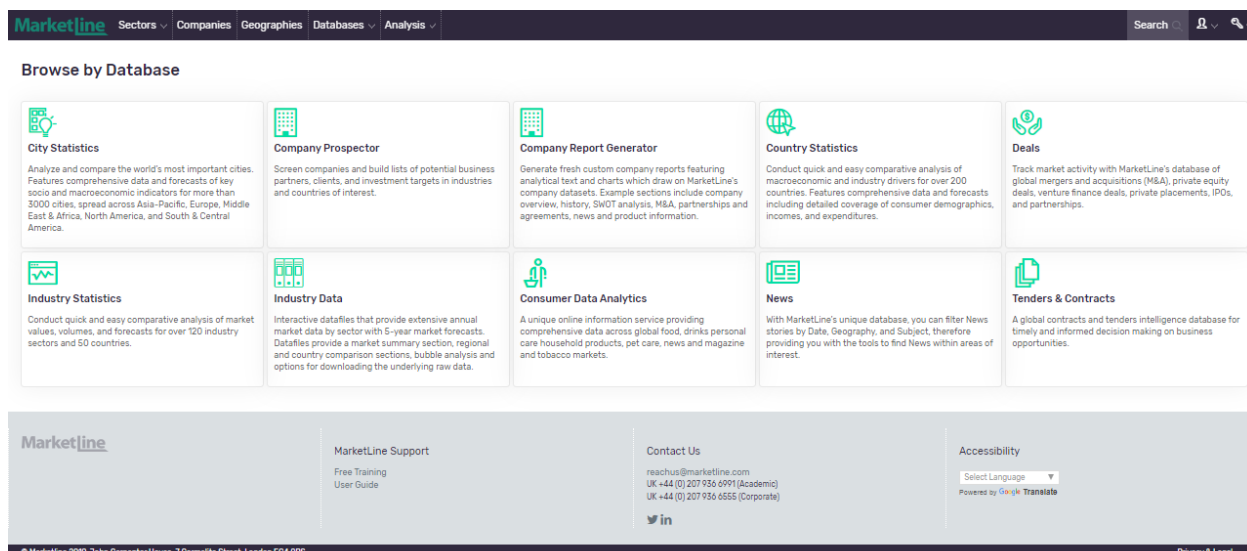
**Company**

- Company Profiles**  
Key facts, employees, and analysis for over 100,000 global companies.
- Company Case Studies**  
In-depth analysis of successful and unsuccessful company strategies, product launches and innovation.
- Company Chartbooks**  
Benchmark market leading companies via key performance metrics.

**Geography**

- Country Profiles**  
In-depth analysis of the world's top 110 economies.
- City Profiles**  
Political, economic, social, technological (PEST) analysis for over 180 cities.
- Country Comparison Chartbooks**  
Analysis of key indicators within specific regions, high, middle, and low income economies.
- City Comparison Chartbooks**  
Analysis of key indicators for major cities worldwide, high, middle, and low income economies.
- Country Outlook and Global Risk Reports**  
Assess current trends and risks facing all major global economies, based around MarketLine's Country Risk Index (MLCRI).

- Browse by Database shows and describes the Databases available as part of your MarketLine subscription.



**Browse by Database**

- City Statistics**  
Analyze and compare the world's most important cities. Features comprehensive data and forecasts of key socio and macroeconomic indicators for more than 3000 cities, spread across Asia-Pacific, Europe, Middle East & Africa, North America, and South & Central America.
- Company Prospector**  
Screen companies and build lists of potential business partners, clients, and investment targets in industries and countries of interest.
- Company Report Generator**  
Generate fresh custom company reports featuring analytical text and charts which draw on MarketLine's company datasets. Example sections include company overview, history, SWOT analysis, M&A, partnerships and agreements, news and product information.
- Country Statistics**  
Conduct quick and easy comparative analysis of macroeconomic and industry drivers for over 200 countries. Features comprehensive data and forecasts including detailed coverage of consumer demographics, incomes, and expenditures.
- Deals**  
Track market activity with MarketLine's database of global mergers and acquisitions (M&A), private equity deals, venture finance deals, private placements, IPOs, and partnerships.
- Industry Statistics**  
Conduct quick and easy comparative analysis of market values, volumes, and forecasts for over 120 industry sectors and 50 countries.
- Industry Data**  
Interactive datasets that provide extensive annual market data by sector with 5-year market forecasts. Datasets provide a market summary section, regional and country comparison sections, bubble analysis and options for downloading the underlying raw data.
- Consumer Data Analytics**  
A unique online information service providing comprehensive data across global food, drinks personal care household products, pet care, news and magazine and tobacco markets.
- News**  
With MarketLine's unique database, you can filter News stories by Date, Geography, and Subject, therefore providing you with the tools to find News within areas of interest.
- Tenders & Contracts**  
A global contracts and tenders intelligence database for timely and informed decision making on business opportunities.

**MarketLine**

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### 3. Downloading

- Depending on the information type, MarketLine allows you to download whole reports or sections of content in **PDF**, **Excel**, or **PowerPoint** formats.
- Where available click the relevant icons select to download or save the file to a location on your computer. For example:

**Marketline** Sectors Companies Geographies Databases Analysis Search

**Browse Report**  
View as PDF  
View Online  
Executive Summary  
Market Overview  
Market Segments  
Market Segmentation  
Market Outlook  
Five Forces Analysis  
Leading Companies  
Macroeconomic Indicators  
Appendix

**Export Full Report**  
Related To This Report  
Analysis Companies Deals News

**RELATED ANALYSIS**  
Draher Radler Beer: Satisfying consumer demand for moderate alcohol options  
Italy - Beer  
View All

**Italy - Beer & Cider**  
11 Jan 2019  
**Market Data**

**Market Value**  
The Italian beer & cider market grew by 2.5% in 2017 to reach a value of \$11,386.5 million.  
The compound annual growth rate of the market in the period 2013-17 was 2.3%.

Extract to:  
Word PDF

**Table 1: Italy beer & cider market value: \$ million, 2013-17**

Year	\$ million	€ million	% Growth
2013	10,416.3	9,216.5	
2014	10,439.8	9,421.8	1.6%
2015	11,076.6	9,908.7	4.1%
2016	11,927.9	9,836.4	0.3%
2017	11,386.5	10,083.0	2.5%
CAGR, 2013-17			2.3%

Source: MARKETLINE

Extract to:  
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**Figure 1: Italy beer & cider market value: \$ million, 2013-17**

Source: MARKETLINE

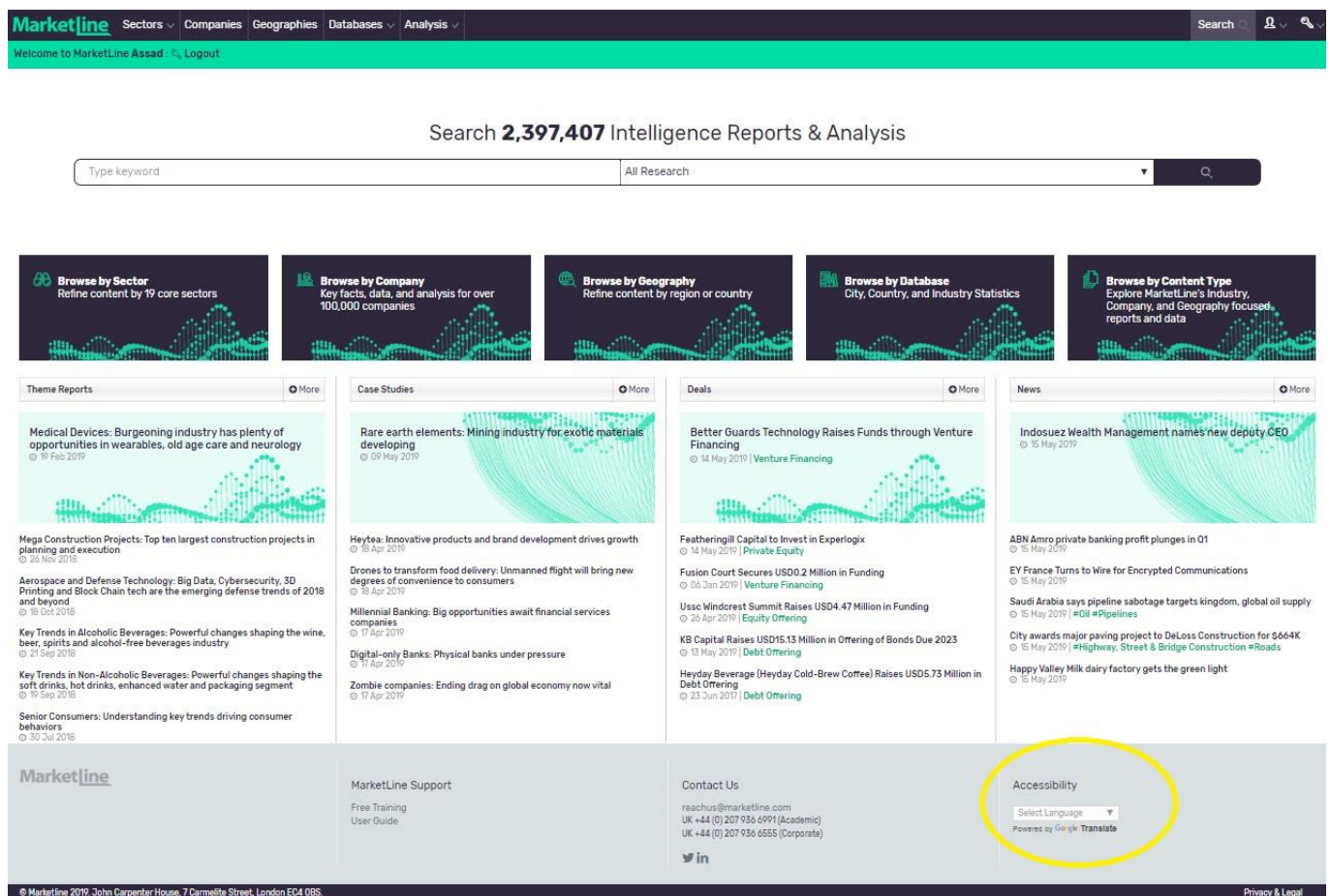
**Market Volume**  
The Italian beer & cider market grew by 4.7% in 2017 to reach a volume of 1,626.7 million liters.  
The compound annual growth rate of the market in the period 2013-17 was 2.2%.

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## 4. Translations

If you wish to view the MarketLine platform in another language, you can use the Google Translate. Google's translation service allows you to translate words, sentences, and web pages between any combination of its 57 supported languages.

For more information and to find out how Google Translate works, please [click here](#).



The screenshot displays the MarketLine website interface. At the top, there is a navigation bar with the MarketLine logo and links for Sectors, Companies, Geographies, Databases, and Analysis. A search bar is located on the right side of the navigation bar. Below the navigation bar, a banner reads "Search 2,397,407 Intelligence Reports & Analysis". A search input field is provided with the placeholder text "Type keyword" and a dropdown menu for "All Research".

Below the search bar, there are five main navigation buttons: "Browse by Sector", "Browse by Company", "Browse by Geography", "Browse by Database", and "Browse by Content Type". Each button has a brief description of the content it provides.

The main content area is divided into four columns, each representing a different category of reports: "Theme Reports", "Case Studies", "Deals", and "News". Each column contains a list of reports with their titles, dates, and brief descriptions. For example, under "Theme Reports", there are reports on "Medical Devices", "Mega Construction Projects", "Aerospace and Defense Technology", "Key Trends in Alcoholic Beverages", "Key Trends in Non-Alcoholic Beverages", and "Senior Consumers".

At the bottom of the page, there is a footer section. It includes the MarketLine logo, "MarketLine Support" with links for "Free Training" and "User Guide", "Contact Us" with email and phone numbers, and an "Accessibility" section. The "Accessibility" section contains a "Select Language" dropdown menu and a "Powered by Google Translate" link. This "Accessibility" section is circled in yellow in the screenshot.

The footer also includes copyright information: "© Marketline 2019. John Carpenter House, 7 Carmelite Street, London EC4A 0BS." and a "Privacy & Legal" link.

## 5. Additional User Guides and Video Tutorials

To access additional User Guides and Video Tutorials for MarketLine's platform and Databases please click the links below.

### **Companies, News and Deals**

Video Tutorial: <https://bcove.video/330HWM5>

### **Search and Browse**

Video Tutorial: <https://bcove.video/2OeQE61>

### **Country Statistics**

User Guide: <https://www.marketline.com/wp-content/uploads/MarketLine-Country-Stats-User-Guide-2019.pdf>

Video Tutorial: <https://bcove.video/2yuEUBK>

### **City Statistics**

User Guide: <https://www.marketline.com/wp-content/uploads/MarketLine-Cities-User-Guide-2019.pdf>

Video Tutorial: <https://bcove.video/2KmpG7h>

### **Consumer Data Analytics**

User Guide: <https://www.marketline.com/wp-content/uploads/MarketLine-Consumer-Data-Analytics-User-Guide.pdf>

Video Tutorial: <https://bcove.video/2MIIWPc>

### **Industry Statistics**

Video Tutorial: <https://bcove.video/2YPWZZu>

### **Company Prospector**

Video Tutorial: <https://bcove.video/2MDXpf0>

### **Influencers**

Video Tutorial: <https://bcove.video/336f0lx>

### **Case studies**

Video Tutorial: <https://bcove.video/2Ze4St3>

### **Chartbooks**

Video Tutorial: <https://bcove.video/2Z90f3h>

### **Industry Data**

Video Tutorial: <https://bcove.video/2NnbFCQ>

### **Value Chain Analysis**

Video Tutorial: <https://bcove.video/2NlEaE>

## 6. Ask an Analyst

MarketLine Analysts are on hand to answer any queries relating to MarketLine content. You can access the Ask an Analyst form by clicking on the Account Tools (head icon next to search box on the top navigation bar), then Ask an Analyst.

The screenshot shows the MarketLine website interface. At the top, there is a navigation bar with links for Sectors, Companies, Geographies, Databases, and Analysis. A search bar is present, and next to it is an 'Account Tools' icon (a head icon) which is circled in yellow. Below the navigation bar, a banner reads 'Search 2,397,407 Intelligence Reports & Analysis'. The main content area features several sections: 'Browse by Sector', 'Browse by Company', 'Browse by Geography', 'Browse by Database', and 'Browse by Content Type'. Below these are sections for 'Theme Reports', 'Case Studies', 'Deals', and 'News', each with a 'More' link. At the bottom, there is a footer with 'MarketLine Support', 'Contact Us', and 'Accessibility' links.

The 'Ask an Analyst' form is displayed in a modal window. It includes a header with the title 'Ask an Analyst' and a background image of people in a meeting. The form contains the following fields and sections:

- First name:** Assad
- Last name:** Imran
- Contact number:** 9246941909
- Email:** Assad.Imran@globaldata.com
- What type of query would you like to submit?:** Query data (selected from a dropdown menu)
- Time zone:** (GMT) Western Europe Time, London, I (selected from a dropdown menu)
- Submit:** A button to submit the form.
- Your comment:** A text area for additional comments.

Below the form, there is a footer with the text: 'Our support staff are available to answer your questions about MarketLine. We reply to queries as quickly as possible, usually within one business day.'

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## 7. Need further help or training?

You can have your own personal training sessions with our Client Services team. Check out our [training calendar](#) or email us on [assistme@marketline.com](mailto:assistme@marketline.com).

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