

# CONTRACT



**WNBC**  
**30 Rockefeller Plaza**  
**New York, NY 10112**  
**(212) 664-4444**

[www.nbcnewyork.com](http://www.nbcnewyork.com)

And:

**ASSEMBLY**  
**711 THIRD AVE**  
**THIRD FLOOR**  
**NEW YORK, NY 10017**  
**USA**

<u>Contract / Revision</u> 1032869 / 1		<u>Alt Order #</u> WOC12371105
<u>Advertiser</u> <b>MIKE BLOOMBERG 2020 INC</b>		<u>Original Date / Revision</u> 01/24/20 / 02/03/20
<u>Contract Dates</u> <b>01/25/20 - 01/31/20</b>	<u>Estimate #</u> <b>0119</b>	
<u>Product</u> <b>MIKE BLOOMBERG 2020 INC</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WNBC</b>	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Political Nationa
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
		<u>Total Ratings</u> 44.80
<u>Agy Code</u> 9915458	<u>Advertiser Code</u> MBLM	<u>Product 1/2</u> MBLM
<u>Agency Ref</u> 33921	<u>Advertiser Ref</u> 47822	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNBC	01/27/20	01/31/20	TODAY IN NY @ 5A 5-6A	M-5-6A		:30				NM	2	\$1,700.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		01/27/20	02/02/20	MTWTF--	2			\$850.00	0.50				
2	WNBC	01/27/20	01/31/20	TODAY SHOW 7-9A M-F	7-9A		:30				NM	1	\$4,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		01/27/20	02/02/20	MTWTF--	1			\$4,000.00	1.30				
3	WNBC	01/27/20	01/31/20	TODAY 3rd HOUR	9-10A		:30				NM	1	\$1,800.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		01/27/20	02/02/20	MTWTF--	1			\$1,800.00	1.10				
4	WNBC	01/27/20	01/31/20	TODAY W/ HODA & JENNA	10-11A		:30				NM	1	\$1,200.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		01/27/20	02/02/20	MTWTF--	1			\$1,200.00	0.80				
5	WNBC	01/27/20	01/31/20	NEWS @ 11A 11-1130A	M-F 11-1130A		:30				NM	2	\$1,600.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		01/27/20	02/02/20	MTWTF--	2			\$800.00	0.70				
6	WNBC	01/27/20	01/31/20	NY LIVE 1130A-12P	M-F 1130A-12P		:30				NM	1	\$750.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		01/27/20	02/02/20	MTWTF--	1			\$750.00	0.50				

(\* Line Transactions: N = New, E = Edited, D = Deleted)  
 FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II or the CoziTV Network Advertising Agreement-Part II (the "Part IIs"), as applicable, which have previously been provided under separate cover and/or are available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo and/or the CoziTV Network for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in the applicable Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in the applicable Part II, either Agency or NBC/Telemundo and/or the CoziTV Network may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo and/or the CoziTV Network is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in the applicable Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
1032869 / 1	WOC12371105

<u>Advertiser</u>	<u>Original Date / Revision</u>
MIKE BLOOMBERG 2020 INC	01/24/20 / 02/03/20

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
01/25/20 - 01/31/20	MIKE BLOOMBERG 2020	0119

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
7	WNBC	01/27/20	01/31/20	DAYS OF OUR LIVES 12-1P	12-1P		:30				NM	1	\$1,400.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:		01/27/20	02/02/20	MTWTF--	1				\$1,400.00	1.00			
8	WNBC	01/27/20	01/31/20	KELLY CLARKSON 2-3P M-F2-3P			:30				NM	0	\$0.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:		01/27/20	02/02/20	MTWTF--	2				\$800.00	0.50			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>			<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WNBC	01/27/20-02/02/20	KELLY CLARKSON 2-3P M-F2-3P		MTuWThF----	:30			<del>\$800.00</del>	0.50	NM		
Credited DNA-NEWS SPL REPORT													
2	WNBC	01/27/20-02/02/20	KELLY CLARKSON 2-3P M-F2-3P		MTuWThF----	:30			<del>\$800.00</del>	0.50	NM		
Credited DNA-NEWS SPL REPORT													
9	WNBC	01/27/20	01/31/20	3-4P M-F ELLEN	3-4P		:30				NM	2	\$3,600.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:		01/27/20	02/02/20	MTWTF--	3				\$1,800.00	1.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>			<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WNBC	01/27/20-02/02/20	3-4P M-F ELLEN	3-4P	MTuWThF----	:30			<del>\$1,800.00</del>	1.00	NM		
Credited DNA-NEWS SPL REPORT													
10	WNBC	01/27/20	01/31/20	4-5P M-F NEWS AT 4P	4-5P		:30				NM	2	\$2,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:		01/27/20	02/02/20	MTWTF--	2				\$1,000.00	0.80			
11	WNBC	01/27/20	01/31/20	NEWS AT 5P 5-6P M-F	5-6P		:30				NM	3	\$3,600.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:		01/27/20	02/02/20	MTWTF--	3				\$1,200.00	1.10			
12	WNBC	01/27/20	01/31/20	NEWS AT 6P 6-630P M-SU	6-630P		:30				NM	2	\$3,800.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:		01/27/20	02/02/20	MTWTF--	2				\$1,900.00	1.50			
13	WNBC	01/27/20	01/31/20	NBC NIGHTLY NEWS 630P	630-7P		:30				NM	2	\$10,750.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:		01/27/20	02/02/20	MTWTF--	2				\$5,375.00	1.90			
14	WNBC	01/27/20	01/31/20	ACCESS HLYWOOD 7-730P	7-730P		:30				NM	5	\$20,000.00
All spots on this line are Immediately Preemptible class of time													

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<u>Advertiser</u>	<u>Original Date / Revision</u>
MIKE BLOOMBERG 2020 INC	01/24/20 / 02/03/20

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
01/25/20 - 01/31/20	MIKE BLOOMBERG 2020	0119

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		01/27/20	02/02/20	MTWTF--	1	\$3,500.00	1.40						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	WNBC	01/27/20-02/02/20	ACCESS HLYW 7-730P MG I7-730P		MTuWThF----	:30	\$3,200.00	0.00	NM				
ⓔ Bonus													
3	WNBC	01/27/20-02/02/20	ACCESS HLYW 7-730P MG I7-730P		MTuWThF----	:30	\$3,200.00	0.00	NM				
ⓔ Bonus													
4	WNBC	01/27/20-02/02/20	ALL ACCESS 730-8P M-F M730-8P		MTuWThF----	:30	\$2,950.00	0.00	NM				
ⓔ Bonus													
5	WNBC	01/27/20-02/02/20	ACCESS ROTATOR 7-8P M-7-8P		-TuWThF----	:30	\$7,150.00	0.00	NM				
ⓔ Bonus													
15	WNBC	01/27/20	01/31/20	NEWS AT 11P 11-1135P M-11P-1135P			:30				NM	2	\$11,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		01/27/20	02/02/20	MTWTF--	2	\$5,500.00	2.00						
16	WNBC	01/27/20	01/31/20	LATE NIGHT 1237-137A M-F1237A-137A			:30				NM	2	\$3,600.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		01/27/20	02/02/20	MTWTF--	2	\$1,800.00	0.70						
17	WNBC	01/27/20	01/30/20	TNGT SHOW 1135P-1237A M1135P-1237A			:30				NM	2	\$5,600.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		01/27/20	02/02/20	MTWT---	2	\$2,800.00	1.10						
18	WNBC	01/20/20	01/25/20	5-530A SAT 1ST LOOK 5-530A			:30				NM	1	\$400.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		01/20/20	01/26/20	-----S-	1	\$400.00	0.20						
19	WNBC	01/20/20	01/25/20	6-7A SAT TINY @ 6A 6A-7A			:30				NM	1	\$700.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		01/20/20	01/26/20	-----S-	1	\$700.00	0.60						
20	WNBC	01/20/20	01/25/20	SAT TODAY SHOW VARIOUS			:30				NM	1	\$2,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		01/20/20	01/26/20	-----S-	1	\$2,000.00	1.10						
21	WNBC	01/20/20	01/26/20	6-7A SUN TINY @ 6A 6A-7A			:30				NM	1	\$700.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		01/20/20	01/26/20	-----S	1	\$700.00	0.50						
22	WNBC	01/20/20	01/26/20	7-8A SUN TINY @7A 7-8A			:30				NM	1	\$1,000.00
All spots on this line are Immediately Preemptible class of time													

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<u>Advertiser</u>	<u>Original Date / Revision</u>
MIKE BLOOMBERG 2020 INC	01/24/20 / 02/03/20

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
01/25/20 - 01/31/20	MIKE BLOOMBERG 2020	0119

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		01/20/20	01/26/20	-----S	1			\$1,000.00	0.70				
23	WNBC	01/20/20	01/26/20	8-9A SUN TODAY SHOW	8-9A		:30				NM	1	\$2,200.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		01/20/20	01/26/20	-----S	1			\$2,200.00	1.10				
24	WNBC	01/20/20	01/26/20	TODAY IN NY @ 930A SUN	930-1030A		:30				NM	1	\$1,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		01/20/20	01/26/20	-----S	1			\$1,000.00	0.80				
25	WNBC	01/27/20	01/27/20	MANIFEST 10-11P MON	10-11P		:15:15				BK	1	\$18,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		01/27/20	02/02/20	M-----	1			\$18,000.00	2.50				
26	WNBC	01/20/20	01/26/20	ELLENS GAMES SUN 9-10P	9-10P		:15:15				BK	1	\$10,000.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		01/20/20	01/26/20	-----S	1			\$10,000.00	3.80				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	WNBC	01/20/20-01/26/20	ELLENS GAMES SUN 9-10P	9-10P	-----Su	:15:15		<del>\$10,000.00</del>	3.80	BK			
See MG 26.3													
NA-PGM NOT SCHEDULED													
3	WNBC	01/28/20-01/28/20	ELLEN'S GAME 8-9P TUE	8-9P	-Tu-----	:15:15		\$10,000.00	3.80	BK			
Ⓜ MG for 26.2 01/26													
27	WNBC	01/30/20	01/30/20	THURSDAY PRIME 8-11P	8-11P		:15:15				BK	1	\$7,150.00
All spots on this line are Immediately Preemptible class of time													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		01/27/20	02/02/20	---T---	1			\$7,150.00	2.50				
28	WNBC	01/27/20	01/31/20	3-4P M-F ELLEN	3-4P		1:00				NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		01/27/20	02/02/20	---F--	1			\$3,600.00	1.20				
<b>Totals</b>											<b>44.80</b>	<b>42</b>	<b>\$123,150.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
12/30/19 - 01/26/20	7	\$8,000.00	(\$1,200.00)	\$6,800.00
01/27/20 - 01/31/20	35	\$115,150.00	(\$17,272.50)	\$97,877.50
<b>Totals</b>	<b>42</b>	<b>\$123,150.00</b>	<b>(\$18,472.50)</b>	<b>\$104,677.50</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)  
 FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II or the CoziTV Network Advertising Agreement-Part II (the "Part IIs"), as applicable, which have previously been provided under separate cover and/or are available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo and/or the CoziTV Network for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in the applicable Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in the applicable Part II, either Agency or NBC/Telemundo and/or the CoziTV Network may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo and/or the CoziTV Network is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in the applicable Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



**WNBC**  
**30 Rockefeller Plaza**  
**New York, NY 10112**  
**(212) 664-4444**

[www.nbcnewyork.com](http://www.nbcnewyork.com)

<u>Contract / Revision</u>	<u>Alt Order #</u>
1032869 / 1	WOC12371105

<u>Advertiser</u>	<u>Original Date / Revision</u>
<b>MIKE BLOOMBERG 2020 INC</b>	01/24/20 / 02/03/20

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
<b>01/25/20 - 01/31/20</b>	MIKE BLOOMBERG 2020	<b>0119</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)  
 FOR NBC & TELEMUNDO STATION AND COZITV NETWORK CONTRACTS:

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FOR NBCE CONTRACTS:

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