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2018-2023 Global Media Planning Software Market Report (Status and Outlook)

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Media Planning Software market for 2018-2023.
Media planning software is a type of software used by advertisers and agencies to get a complete overview and helps manage their campaign plans, marketing activities, and annual summaries in a faster and smarter digital way.
Global giant players mainly distributed in U.S. The players in U.S. have a long history and unshakable status in this field.
The key consumption markets locate at developed countries. The USA takes the market share of 42.6% in 2017, followed by Europe with 31.93%. China’s consumption market has a quicker growing speed, with a CAGR of 11.46%.

Over the next five years, LPI(LP Information) projects that Media Planning Software will register a 9.8% CAGR in terms of revenue, reach US$ 780 million by 2023, from US$ 450 million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Media Planning Software market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

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Web-based and Cloud-based

On-premises

Segmentation by application:

SMBs

Large Business

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Brazil

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China

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Korea

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Germany

France

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Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

comScore

SAP

Centro

Strata

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SQAD

Telmar

BluHorn

Bionic (NextMark)

Mediatool

remags

HeyOrca

Quintiq (Dassault Systemes)

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Media Planning Software market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Media Planning Software market by identifying its various subsegments.

Focuses on the key global Media Planning Software players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Media Planning Software with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the

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market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Media Planning Software submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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Contents

2018-2023 GLOBAL MEDIA PLANNING SOFTWARE MARKET REPORT (STATUS AND OUTLOOK)

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Research Objectives
1.3 Years Considered
1.4 Market Research Methodology
1.5 Economic Indicators
1.6 Currency Considered

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global Media Planning Software Market Size 2013-2023
  2.1.2 Media Planning Software Market Size CAGR by Region
2.2 Media Planning Software Segment by Type
  2.2.1 Web-based and Cloud-based
  2.2.2 On-premises
2.3 Media Planning Software Market Size by Type
  2.3.1 Global Media Planning Software Market Size Market Share by Type (2013-2018)
  2.3.2 Global Media Planning Software Market Size Growth Rate by Type (2013-2018)
2.4 Media Planning Software Segment by Application
  2.4.1 SMBs
  2.4.2 Large Business
2.5 Media Planning Software Market Size by Application
  2.5.1 Global Media Planning Software Market Size Market Share by Application (2013-2018)
  2.5.2 Global Media Planning Software Market Size Growth Rate by Application (2013-2018)

3 GLOBAL MEDIA PLANNING SOFTWARE BY PLAYERS

3.1 Global Media Planning Software Market Size Market Share by Players
  3.1.1 Global Media Planning Software Market Size by Players (2016-2018)
  3.1.2 Global Media Planning Software Market Size Market Share by Players

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(2016-2018)
3.2 Global Media Planning Software Key Players Head office and Products Offered
3.3 Market Concentration Rate Analysis
3.3.1 Competition Landscape Analysis
3.3.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)
3.4 New Products and Potential Entrants
3.5 Mergers & Acquisitions, Expansion

4 MEDIA PLANNING SOFTWARE BY REGIONS

4.1 Media Planning Software Market Size by Regions
4.2 Americas Media Planning Software Market Size Growth
4.3 APAC Media Planning Software Market Size Growth
4.4 Europe Media Planning Software Market Size Growth
4.5 Middle East & Africa Media Planning Software Market Size Growth

5 AMERICAS

5.1 Americas Media Planning Software Market Size by Countries
5.2 Americas Media Planning Software Market Size by Type
5.3 Americas Media Planning Software Market Size by Application
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Key Economic Indicators of Few Americas Countries

6 APAC

6.1 APAC Media Planning Software Market Size by Countries
6.2 APAC Media Planning Software Market Size by Type
6.3 APAC Media Planning Software Market Size by Application
6.4 China
6.5 Japan
6.6 Korea
6.7 Southeast Asia
6.8 India
6.9 Australia
6.10 Key Economic Indicators of Few APAC Countries

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7 EUROPE

7.1 Europe Media Planning Software by Countries
7.2 Europe Media Planning Software Market Size by Type
7.3 Europe Media Planning Software Market Size by Application
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia
7.9 Spain
7.10 Key Economic Indicators of Few Europe Countries

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Media Planning Software by Countries
8.2 Middle East & Africa Media Planning Software Market Size by Type
8.3 Middle East & Africa Media Planning Software Market Size by Application
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers and Impact
  9.1.1 Growing Demand from Key Regions
  9.1.2 Growing Demand from Key Applications and Potential Industries
9.2 Market Challenges and Impact
9.3 Market Trends

10 GLOBAL MEDIA PLANNING SOFTWARE MARKET FORECAST

10.1 Global Media Planning Software Market Size Forecast (2018-2023)
10.2 Global Media Planning Software Forecast by Regions
  10.2.1 Global Media Planning Software Forecast by Regions (2018-2023)
  10.2.2 Americas Market Forecast
  10.2.3 APAC Market Forecast

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10.2.4 Europe Market Forecast
10.2.5 Middle East & Africa Market Forecast
10.3 Americas Forecast by Countries
10.3.1 United States Market Forecast
10.3.2 Canada Market Forecast
10.3.3 Mexico Market Forecast
10.3.4 Brazil Market Forecast
10.4 APAC Forecast by Countries
10.4.1 China Market Forecast
10.4.2 Japan Market Forecast
10.4.3 Korea Market Forecast
10.4.4 Southeast Asia Market Forecast
10.4.5 India Market Forecast
10.4.6 Australia Market Forecast
10.5 Europe Forecast by Countries
10.5.1 Germany Market Forecast
10.5.2 France Market Forecast
10.5.3 UK Market Forecast
10.5.4 Italy Market Forecast
10.5.5 Russia Market Forecast
10.5.6 Spain Market Forecast
10.6 Middle East & Africa Forecast by Countries
10.6.1 Egypt Market Forecast
10.6.2 South Africa Market Forecast
10.6.3 Israel Market Forecast
10.6.4 Turkey Market Forecast
10.6.5 GCC Countries Market Forecast
10.7 Global Media Planning Software Forecast by Type
10.8 Global Media Planning Software Forecast by Application

11 KEY PLAYERS ANALYSIS

11.1 comScore
11.1.1 Company Details
11.1.2 Media Planning Software Product Offered
11.1.3 comScore Media Planning Software Revenue, Gross Margin and Market Share (2016-2018)
11.1.4 Main Business Overview
11.1.5 comScore News

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11.2 SAP
11.2.1 Company Details
11.2.2 Media Planning Software Product Offered
11.2.3 SAP Media Planning Software Revenue, Gross Margin and Market Share (2016-2018)
11.2.4 Main Business Overview
11.2.5 SAP News
11.3 Centro
11.3.1 Company Details
11.3.2 Media Planning Software Product Offered
11.3.3 Centro Media Planning Software Revenue, Gross Margin and Market Share (2016-2018)
11.3.4 Main Business Overview
11.3.5 Centro News
11.4 Strata
11.4.1 Company Details
11.4.2 Media Planning Software Product Offered
11.4.3 Strata Media Planning Software Revenue, Gross Margin and Market Share (2016-2018)
11.4.4 Main Business Overview
11.4.5 Strata News
11.5 SQAD
11.5.1 Company Details
11.5.2 Media Planning Software Product Offered
11.5.3 SQAD Media Planning Software Revenue, Gross Margin and Market Share (2016-2018)
11.5.4 Main Business Overview
11.5.5 SQAD News
11.6 Telmar
11.6.1 Company Details
11.6.2 Media Planning Software Product Offered
11.6.3 Telmar Media Planning Software Revenue, Gross Margin and Market Share (2016-2018)
11.6.4 Main Business Overview
11.6.5 Telmar News
11.7 BluHorn
11.7.1 Company Details
11.7.2 Media Planning Software Product Offered
11.7.3 BluHorn Media Planning Software Revenue, Gross Margin and Market Share

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(2016-2018)
11.7.4 Main Business Overview
11.7.5 BluHorn News
11.8 Bionic (NextMark)
11.8.1 Company Details
11.8.2 Media Planning Software Product Offered
11.8.3 Bionic (NextMark) Media Planning Software Revenue, Gross Margin and Market Share (2016-2018)
11.8.4 Main Business Overview
11.8.5 Bionic (NextMark) News
11.9 Mediatool
11.9.1 Company Details
11.9.2 Media Planning Software Product Offered
11.9.3 Mediatool Media Planning Software Revenue, Gross Margin and Market Share (2016-2018)
11.9.4 Main Business Overview
11.9.5 Mediatool News
11.10 remags
11.10.1 Company Details
11.10.2 Media Planning Software Product Offered
11.10.3 remags Media Planning Software Revenue, Gross Margin and Market Share (2016-2018)
11.10.4 Main Business Overview
11.10.5 remags News
11.11 HeyOrca
11.12 Quintiq (Dassault Systemes)

12 RESEARCH FINDINGS AND CONCLUSION

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List Of Tables

LIST OF TABLES AND FIGURES

Table Product Specifications of Media Planning Software
Figure Media Planning Software Report Years Considered
Figure Market Research Methodology
Figure Global Media Planning Software Market Size Growth Rate 2013-2023 ($ Millions)
Table Media Planning Software Market Size CAGR by Region 2013-2023 ($ Millions)
Table Major Players of Web-based and Cloud-based
Table Major Players of On-premises
Table Market Size by Type (2013-2018) ($ Millions)
Table Global Media Planning Software Market Size Market Share by Type (2013-2018)
Figure Global Media Planning Software Market Size Market Share by Type (2013-2018)
Figure Global Web-based and Cloud-based Market Size Growth Rate
Figure Global On-premises Market Size Growth Rate
Figure Media Planning Software Consumed in SMBs
Figure Global Media Planning Software Market: SMBs (2013-2018) ($ Millions)
Figure Global SMBs YoY Growth ($ Millions)
Figure Media Planning Software Consumed in Large Business
Figure Global Media Planning Software Market: Large Business (2013-2018) ($ Millions)
Figure Global Large Business YoY Growth ($ Millions)
Table Global Media Planning Software Market Size by Application (2013-2018) ($ Millions)
Table Global Media Planning Software Market Size Market Share by Application (2013-2018)
Figure Global Media Planning Software Market Size Market Share by Application (2013-2018)
Figure Global Media Planning Software Market Size in SMBs Growth Rate
Figure Global Media Planning Software Market Size in Large Business Growth Rate
Table Global Media Planning Software Revenue by Players (2016-2018) ($ Millions)
Table Global Media Planning Software Revenue Market Share by Players (2016-2018)
Figure Global Media Planning Software Revenue Market Share by Players in 2017
Table Global Media Planning Software Key Players Head office and Products Offered
Table Media Planning Software Concentration Ratio (CR3, CR5 and CR10) (2016-2018)
Table Global Media Planning Software Market Size by Regions 2013-2018 ($ Millions)

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Table Global Media Planning Software Market Size Market Share by Regions 2013-2018
Figure Global Media Planning Software Market Size Market Share by Regions 2013-2018
Figure Americas Media Planning Software Market Size 2013-2018 ($ Millions)
Figure APAC Media Planning Software Market Size 2013-2018 ($ Millions)
Figure Europe Media Planning Software Market Size 2013-2018 ($ Millions)
Figure Middle East & Africa Media Planning Software Market Size 2013-2018 ($ Millions)
Table Americas Media Planning Software Market Size by Countries (2013-2018) ($ Millions)
Table Americas Media Planning Software Market Size Market Share by Countries (2013-2018)
Figure Americas Media Planning Software Market Size Market Share by Countries in 2017
Table Americas Media Planning Software Market Size by Type (2013-2018) ($ Millions)
Table Americas Media Planning Software Market Size Market Share by Type (2013-2018)
Figure Americas Media Planning Software Market Size Market Share by Type in 2017
Table Americas Media Planning Software Market Size by Application (2013-2018) ($ Millions)
Table Americas Media Planning Software Market Size Market Share by Application (2013-2018)
Figure Americas Media Planning Software Market Size Market Share by Application in 2017
Figure United States Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure Canada Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure Mexico Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Table APAC Media Planning Software Market Size by Countries (2013-2018) ($ Millions)
Table APAC Media Planning Software Market Size Market Share by Countries (2013-2018)
Figure APAC Media Planning Software Market Size Market Share by Countries in 2017
Table APAC Media Planning Software Market Size by Type (2013-2018) ($ Millions)
Table APAC Media Planning Software Market Size Market Share by Type (2013-2018)
Figure APAC Media Planning Software Market Size Market Share by Type in 2017
Table APAC Media Planning Software Market Size by Application (2013-2018) ($ Millions)

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Table APAC Media Planning Software Market Size Market Share by Application (2013-2018)
Figure APAC Media Planning Software Market Size Market Share by Application in 2017
Figure China Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure Japan Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure Korea Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure Southeast Asia Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure India Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure Australia Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Table Europe Media Planning Software Market Size by Countries (2013-2018) ($ Millions)
Table Europe Media Planning Software Market Size Market Share by Countries (2013-2018)
Figure Europe Media Planning Software Market Size Market Share by Countries in 2017
Table Europe Media Planning Software Market Size by Type (2013-2018) ($ Millions)
Table Europe Media Planning Software Market Size Market Share by Type (2013-2018)
Figure Europe Media Planning Software Market Size Market Share by Type in 2017
Table Europe Media Planning Software Market Size by Application (2013-2018) ($ Millions)
Table Europe Media Planning Software Market Size Market Share by Application (2013-2018)
Figure Europe Media Planning Software Market Size Market Share by Application in 2017
Figure Germany Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure France Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure UK Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure Italy Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure Russia Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure Spain Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Table Middle East & Africa Media Planning Software Market Size by Countries (2013-2018) ($ Millions)
Table Middle East & Africa Media Planning Software Market Size Market Share by Countries (2013-2018)
Figure Middle East & Africa Media Planning Software Market Size Market Share by Countries in 2017
Table Middle East & Africa Media Planning Software Market Size by Type (2013-2018)

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($ Millions)
Table Middle East & Africa Media Planning Software Market Size Market Share by Type (2013-2018)
Figure Middle East & Africa Media Planning Software Market Size Market Share by Type in 2017
Table Middle East & Africa Media Planning Software Market Size by Application (2013-2018) ($ Millions)
Table Middle East & Africa Media Planning Software Market Size Market Share by Application (2013-2018)
Figure Middle East & Africa Media Planning Software Market Size Market Share by Application in 2017
Figure Egypt Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure South Africa Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure Israel Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure Turkey Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure GCC Countries Media Planning Software Market Size Growth 2013-2018 ($ Millions)
Figure Global Media Planning Software arket Size Forecast (2018-2023) ($ Millions)
Table Global Media Planning Software Market Size Forecast by Regions (2018-2023) ($ Millions)
Table Global Media Planning Software Market Size Market Share Forecast by Regions
Figure Americas Media Planning Software Market Size 2018-2023 ($ Millions)
Figure APAC Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Europe Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Middle East & Africa Media Planning Software Market Size 2018-2023 ($ Millions)
Figure United States Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Canada Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Mexico Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Brazil Media Planning Software Market Size 2018-2023 ($ Millions)
Figure China Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Japan Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Korea Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Southeast Asia Media Planning Software Market Size 2018-2023 ($ Millions)
Figure India Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Australia Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Germany Media Planning Software Market Size 2018-2023 ($ Millions)
Figure France Media Planning Software Market Size 2018-2023 ($ Millions)

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Figure UK Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Italy Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Russia Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Spain Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Egypt Media Planning Software Market Size 2018-2023 ($ Millions)
Figure South Africa Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Israel Media Planning Software Market Size 2018-2023 ($ Millions)
Figure Turkey Media Planning Software Market Size 2018-2023 ($ Millions)
Figure GCC Countries Media Planning Software Market Size 2018-2023 ($ Millions)
Table Global Media Planning Software Market Size Forecast by Type (2018-2023) ($ Millions)
Table Global Media Planning Software Market Size Market Share Forecast by Type (2018-2023)
Table Global Media Planning Software Market Size Forecast by Application (2018-2023) ($ Millions)
Table Global Media Planning Software Market Size Market Share Forecast by Application (2018-2023)
Table comScore Basic Information, Head Office, Major Market Areas and Its Competitors
Table comScore Media Planning Software Revenue and Gross Margin (2016-2018)
Figure comScore Media Planning Software Market Share (2016-2018)
Table SAP Basic Information, Head Office, Major Market Areas and Its Competitors
Table SAP Media Planning Software Revenue and Gross Margin (2016-2018)
Figure SAP Media Planning Software Market Share (2016-2018)
Table Centro Basic Information, Head Office, Major Market Areas and Its Competitors
Table Centro Media Planning Software Revenue and Gross Margin (2016-2018)
Figure Centro Media Planning Software Market Share (2016-2018)
Table Strata Basic Information, Head Office, Major Market Areas and Its Competitors
Table Strata Media Planning Software Revenue and Gross Margin (2016-2018)
Figure Strata Media Planning Software Market Share (2016-2018)
Table SQAD Basic Information, Head Office, Major Market Areas and Its Competitors
Table SQAD Media Planning Software Revenue and Gross Margin (2016-2018)
Figure SQAD Media Planning Software Market Share (2016-2018)
Table Telmar Basic Information, Head Office, Major Market Areas and Its Competitors
Table Telmar Media Planning Software Revenue and Gross Margin (2016-2018)
Figure Telmar Media Planning Software Market Share (2016-2018)
Table BluHorn Basic Information, Head Office, Major Market Areas and Its Competitors
Table BluHorn Media Planning Software Revenue and Gross Margin (2016-2018)
Figure BluHorn Media Planning Software Market Share (2016-2018)

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Table Bionic (NextMark) Basic Information, Head Office, Major Market Areas and Its Competitors
Table Bionic (NextMark) Media Planning Software Revenue and Gross Margin (2016-2018)
Figure Bionic (NextMark) Media Planning Software Market Share (2016-2018)
Table Mediatool Basic Information, Head Office, Major Market Areas and Its Competitors
Table Mediatool Media Planning Software Revenue and Gross Margin (2016-2018)
Figure Mediatool Media Planning Software Market Share (2016-2018)
Table remags Basic Information, Head Office, Major Market Areas and Its Competitors
Table remags Media Planning Software Revenue and Gross Margin (2016-2018)
Figure remags Media Planning Software Market Share (2016-2018)
Table HeyOrca Basic Information, Head Office, Major Market Areas and Its Competitors
Table Quintiq (Dassault Systemes) Basic Information, Head Office, Major Market Areas and Its Competitors

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