Sun TV Network

Media | Q4FY24 Result Update



Reduce

Core business lags, revival in it key for rerating!

- Sun TV's Q4FY24 results showed weak performance in its core business, with muted revenues and rising costs. However, IPL revenue and other income aided PAT, both in Q4 and FY24. In Q4FY24, core business revenue/ EBIT/APAT were +1.8/-15.2/-2.7%YoY and FY24 at 3.4/-3.5/+0.7% YoY.
- Sun's strong BS with C&CE of ~Rs 70bn (~27% of Mcap) and leadership in Tamil market provides a sense of comfort. But low-growth in core business and under-investment in digital (though has paid-off till now) are constraints from future proofing the business and/or growth perspective. Additionally, a low dividend payout raises fears of capital misallocation. These are constraining factors for re-rating. That said, potential industry tailwinds viz. supportive base, growth revival and sector consolidation are potential positives.
- Sun is trading at 13.6/13.7/13.9x FY24/25/26E EPS. We expect earnings to decline on account of increasing costs and higher amortization costs led by changes in accounting policies and likely slowdown in incremental revenues from IPL. We alter our FY25/26E EPS by 1.7/-4%. Downgrade to 'Reduce' rating from BUY with TP of Rs 720 @ 15x FY26E EPS (vs. Rs 750 @ 15x FY26E).

Operating and Financial highlights

Sun TV's Q4FY24 standalone Revenue/EBIT/APAT were 14.4/-1.8/+10.5%YoY and for FY24 at 13.5/10.3/12.7%. Core broadcast Revenue/EBIT/APAT were at +1.8/-15.2/-2.7% YoY. Lower EBIT is driven by higher programming and movie amortization costs. Sun changed its movie amortization policy from upfront on first telecast to over four years (30/30/20/20%) from FY22. This is driving higher movie amortization costs and likely to impact upto FY25. IPL revenue aided performance as Sun played 3 matches in Q4 viz. 1 at home and 2 in others.

The company ended FY24 with ad/subscription rev of -3.4/+5.6% YoY whereas programming and SG&A costs were up by 16.7/9.2%. Sun's cost's structure has been modest which presumably is rising driven by inflation. Further, as it expanded in Bangla/Marathi/Hindi GEC etc., costs of programming are higher but benefits of which are yet to be reaped through improvement in viewership ratings and thus revenues.

Q4FY24 Result (Rs Mn)

Particulars	Q4FY24	Q4FY23	YoY (%)	Q3FY24	QoQ (%)
Revenue	9,271	8,135	14.0	8,855	4.7
Total Expense	4,542	3,259	39.4	3,135	44.9
EBITDA	4,729	4,876	(3.0)	5,720	(17.3)
Depreciation	1,036	752	37.8	1,109	(6.6)
EBIT	3,693	4,124	(10.5)	4,611	(19.9)
Other Income	1,301	808	61.0	1,293	0.6
Interest	8	15	(47.6)	9	(13.5)
EBT	4,986	4,917	1.4	5,896	(15.4)
Тах	1,355	1,259	7.7	1,538	(11.9)
RPAT	3,631	3,658	(0.7)	4,358	(16.7)
APAT	3,988	3,658	9.0	4,375	(8.9)
			(bps)		(bps)
Gross Margin (%)	76.3	79.5	(326)	80.2	(394)
EBITDA Margin (%)	51.0	59.9	(893)	64.6	(1359)
NPM (%)	39.2	45.0	(580)	49.2	(1005)
Tax Rate (%)	27.2	25.6	158	26.1	110
EBIT Margin (%)	39.8	50.7	(1086)	52.1	(1224)

СМР		F	Rs 665					
Target / Upside		Rs 720	0 / 8%					
NIFTY		2	2,957					
Scrip Details								
Equity / FV	Rs 1,970mn / Rs 5							
Market Cap	Rs 262br							
	USD 3.2b							
52-week High/Low		Rs 735	5/ 423					
Avg. Volume (no)		6,8	9,113					
Bloom Code		SUN	ITV IN					
Price Performance	1M	3M	12M					
Absolute (%)	5	5	51					
Rel to NIFTY (%)	3	2	26					

Shareholding Pattern

	Sep'23	Dec'23	Mar'24
Promoters	75.0	75.0	75.0
MF/Banks/FIs	4.5	6.6	6.5
FIIs	10.6	9.0	8.9
Public / Others	10.0	9.4	9.6

Valuation (x)

	FY24A	FY25E	FY26E
P/E	13.6	13.7	13.9
ev/ebitda	8.0	7.9	7.3
ROE (%)	19.4	16.6	14.1
RoACE (%)	19.3	16.5	14.0

Estimates (Rs bn)

	FY24A	FY25E	FY26E
Revenue	42.8	41.8	42.6
EBITDA	26.4	24.7	24.7
PAT	19.3	19.1	18.9
EPS (Rs.)	48.9	48.4	48.0

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Healthy FCF & C&CE, low dividend payout

Sun generated FCF of Rs 13.4/6.7/19.2/18.2bn in FY21/22/FY23/FY24. Thus, FCF and C&CE of Sun (~Rs 66bn or ~Rs 150/sh) remains healthy and a key positive to combat adversities, if any. But low dividend payout is a concern. Sun declared a dividend of Rs 6.25 with Q4FY24 results (FY24 Rs 16.75, FY23 Rs 15 and FY22 Rs 13.8). The dividend pay-out ratio stands at ~34%. An increase in the payout ratio to 60-80% would be positive.

Exhibit 1: Actual vs. Estima	tes (Standalone)			
Particulars	Actual	Estimates	Var (%)	Remarks
Revenue (Rs Mn)	9,271	8,514	8.9	
- Broadcast	7,908	7,960	(0.7)	
- IPL	1,364	554	146.0	Revenue beat driven
EBITDA (Rs Mn)	5,086	4,995	1.8	by IPL due to advancement of IPL to
- Broadcast	4,670	5,037	(7.3)	Q4 vs. Q1.
- IPL	416	(42)	(1,090)	
EBITDA Margin (%)	54.9	58.7	(382)	
EBIT (Rs Mn)	4,050	3,873	4.6	APAT above estimates due to higher other
EBIT Margin (%)	43.7	45.5	(181)	income.
APAT (Rs Mn)	3,988	3,608	10.5	
APAT Margin (%)	43.0	42.4	64	

Source: DART, Company

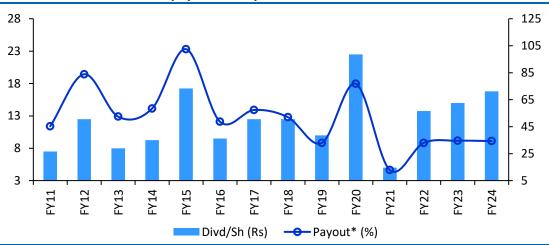
Exhibit 2: Change in Estimates (Consolidated)

Doutioulous (Doumn)		FY25E		FY26E			
Particulars (Rs mn)	Old	New	Chg. (%)	Old	New	Chg. (%)	Comments
Revenue	41,346	41,769	1.0	43,648	42,551	(2.5)	
EBITDA	24,990	24,703	(1.2)	26,205	24,685	(5.8)	Marginal decline in FY26
EBITDA Margin (%)	60.4	59.1	(126 bps)	60.0	58.0	(199 bps)	estimates, as we trim our
APAT	18,760	19,083	1.7	19,704	18,912	(4.0)	growth assumptions and
APAT Margin (%)	45.4	45.7	29 bps	45.1	44.4	(66 bps)	build a marginally higher cost
AEPS (Rs)	47.6	48.4	1.7	50.0	48.0	(4.0)	

Source: DART, Company



Modest dividend payment despite healthy cash balance of ~Rs 70bn (~Rs 178/sh)



Source: DART, Company * Payout is including Dividend distribution tax in the years applicable



Exhibit 4: Quarterly P&L (Core broadcast business) - Standalone

Particulars (Rs Mn)	Q4FY23	Q3FY24	Q4FY24	Chg YoY (%)	Chg QoQ (%)	FY23	FY24	YoY%
Revenue	7,766	8,765	7,908	1.8	(9.8)	33,741	34,893	3.4
Cost of revenues	1,501	1,735	1,843	22.8	6.2	6,099	7,117	16.7
Employee expenses	687	710	711	3.5	0.1	2,746	2,840	3.4
SG&A expenses	542	654	684	26.1	4.5	2,227	2,431	9.2
Total Operating cost	2,730	3,100	3,238	18.6	4.5	11,071	12,388	11.9
EBITDA	5,036	5,665	4,670	(7.3)	(17.6)	22,670	22,506	(0.7)
D&A	752	1,109	1,036	37.8	(6.6)	4,678	5,140	9.9
EBIT	4,284	4,557	3,633	(15.2)	(20.3)	17,992	17,366	(3.5)
Interest expenses	15	9	8	(47.6)	(13.5)	54	46	(14.7)
Other income	808	1,293	1,301	61.0	0.6	3,620	4,821	33.2
PBT	5,077	5,841	4,927	(3.0)	(15.6)	21,558	22,142	2.7
Тах	1,299	1,520	1,251	(3.7)	(17.7)	5,430	5,898	8.6
RPAT	3,778	4,321	3,676	(2.7)	(14.9)	16,128	16,244	0.7
APAT	3,778	4,321	3,676	(2.7)	(14.9)	16,128	16,244	0.7
AEPS (Rs)	9.6	11.0	9.3	(2.7)	(14.9)	40.9	41.2	0.7

Source: DART, Company

Exhibit 5: Margin Profile

% of revenue	Q4FY23	Q3FY24	Q4FY24	Chg YoY (bps)	Chg QoQ (bps)	FY23	FY24	Chg YoY (bps)
Cost of revenues	19.3	19.8	23.3	398	352	18.1	20.4	232
Employee expenses	8.8	8.1	9.0	14	88	8.1	8.1	0
SG&A expenses	7.0	7.5	8.6	167	118	6.6	7.0	37
Operating cost	35.2	35.4	40.9	580	559	32.8	35.5	269
EBITDA	64.8	64.6	59.1	(580)	(559)	67.2	64.5	(269)
D&A	9.7	12.7	13.1	342	45	13.9	14.7	86
EBIT	55.2	52.0	45.9	(921)	(604)	53.3	49.8	(355)
Interest expenses	0.2	0.1	0.1	(9)	-	0.2	0.1	(3)
Other income	10.4	14.8	16.5	605	170	10.7	13.8	309
PBT	65.4	66.6	62.3	(307)	(433)	63.9	63.5	(44)
Тах	16.7	17.3	15.8	(90)	(152)	16.1	16.9	81
APAT	48.7	49.3	46.5	(217)	(282)	47.8	46.6	(125)
Tax as % of PBT	25.6	26.0	25.4	(19)	(62)	25.2	26.6	145

Source: DART, Company

Exhibit 6: Revenue break-up (Television business)

Particulars (Rs mn)	Q4FY23	Q3FY24*	Q4FY24	Chg YoY (bps)	Chg QoQ (bps)	FY23	FY24*	Chg YoY (bps)
Advertising	3,384	3,651	3,310	(2.2)	(7.3)	14,044	13,571	(3.4)
Analogue	1,900	2,085	2,080	9.5	(0.5)	7,740	8,404	8.6
DTH	2,157	2,129	2,230	3.4	2.8	8,457	8,701	2.9
Domestic subscription	4,057	4,215	4,310	6.2	1.2	16,197	17,106	5.6
International	240	237	260	8.3	-	960	1,008	5.0
Subscription rev	4,297	4,451	4,570	6.4	1.1	17,157	18,114	5.6
Others (incl Sun Pictures)	85	663	28	(67.3)	(95.9)	2,540	3,219	26.7
Total revenue	7,766	8,765	7,908	1.8	(9.8)	33,741	32,284	(4.3)

Source: DART, Company * Segment-wise revenue break-up especially for Q3FY24 is basis our estimates



Exhibit 7: Key Assumptions – Consolidated

Particulars	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E
Television											
Advertising	13,286	12,724	13,962	14,922	13,645	9,970	13,049	14,044	13,571	14,317	15,176
Subscription Domestic	8,171	9,450	11,390	13,213	15,606	17,211	16,559	16,197	17,106	17,664	18,467
- DTH	5,865	6,570	7,500	8,523	8,256	8,900	8,629	8,457	8,701	9,089	9,506
- Cable	2,306	2,880	3,890	4,690	7,350	8,311	7,930	7,740	8,404	8,575	8,962
Subscription Intl.	1,411	1,540	1,680	1,770	1,638	1,400	943	960	1,008	1,060	1,088
Subscription Total	9,582	10,990	13,070	14,983	17,244	18,611	17,502	17,157	18,114	18,724	19,556
Others	121	428	182	2,289	711	41	1,873	2,540	3,219	999	1,049
Total Revenue	22,989	24,142	27,215	32,194	31,600	28,621	32,424	33,741	34,904	34,040	35,781
EBITDA	17,528	17,679	19,839	23,446	21,300	19,726	21,927	22,670	22,506	21,003	22,188
EBIT	12,678	13,769	15,444	16,979	14,507	15,906	19,061	17,992	17,366	16,524	17,164
IPL											
Revenue	963	1,440	1,433	4,439	2,444	2,545	2,624	2,873	6,580	6,258	5,152
EBITDA	(569)	(318)	(227)	2,198	1,060	934	980	823	3,336	3,182	1,916
Radio											
Revenue	784	875	982	1,193	1,371	603	799	1,107	1,337	1,471	1,618
EBITDA	368	337	425	423	394	42	238	437	533	518	581
EBIT	252	243	320	261	186	(176)	43	255	356	329	375
Consolidated											
Revenue	24,736	26,457	29,630	37,825	35,415	31,769	35,848	37,720	42,821	41,769	42,551
EBITDA	17,327	17,698	20,037	26,066	22,755	20,702	23,145	23,930	26,375	24,703	24,685
EBIT	12,360	13,694	15,538	19,438	15,753	16,663	20,084	19,070	21,058	20,035	19,455
APAT	9,223	10,307	11,355	14,336	13,855	15,255	16,418	17,071	19,258	19,083	18,912
AEPS (Rs)	23.4	26.2	28.8	36.4	35.2	38.7	41.7	43.3	48.9	48.4	48.0

Source: DART, Company

Change YoY %	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E
Television											
Advertising	6.2	(4.2)	9.7	6.9	(8.6)	(26.9)	30.9	7.6	(3.4)	5.5	6.0
Subscription Domestic	10.6	15.7	20.5	16.0	18.1	10.3	(3.8)	(2.2)	5.6	3.3	4.5
- DTH	11.5	12.0	14.2	13.6	(3.1)	7.8	(3.0)	(2.0)	2.9	4.5	4.6
- Cable	8.6	24.9	35.1	20.6	56.7	13.1	(4.6)	(2.4)	8.6	2.0	4.5
Subscription Intl.	3.0	9.1	9.1	5.4	(7.5)	(14.5)	(32.6)	1.8	5.0	5.2	2.7
Subscription Total	9.4	14.7	18.9	14.6	15.1	7.9	(6.0)	(2.0)	5.6	3.4	4.4
Others	330.7	254.4	(57.5)	1,157.6	(68.9)	(94.3)	4,514.5	35.6	26.7	(69.0)	5.0
Total Revenue	8.0	5.0	12.7	18.3	(1.8)	(9.4)	13.3	4.1	3.4	(2.5)	5.1
EBITDA	5.6	0.9	12.2	18.2	(9.1)	(7.4)	11.2	3.4	(0.7)	(6.7)	5.6
EBIT	18.3	8.6	12.2	9.9	(14.6)	9.6	19.8	(5.6)	(3.5)	(4.8)	3.9
IPL											
Revenue	(15.6)	49.6	(0.5)	209.7	(44.9)	4.1	3.1	9.5	129.0	(4.9)	(17.7)
EBITDA	27.9	(44.1)	(28.6)	(1,068.5)	(51.8)	(11.9)	5.0	(16.0)	305.4	(4.6)	(39.8)
Radio											
Revenue	(48.3)	11.5	12.3	21.4	14.9	(56.0)	32.6	38.4	20.8	10.0	10.0
EBITDA	(40.9)	(8.5)	26.1	(0.6)	(6.7)	(89.4)	468.2	84.0	22.0	(2.8)	12.0
EBIT	(27.1)	(3.5)	31.9	(18.4)	(29.0)	(194.8)	(124.4)	495.1	39.4	(7.6)	14.1
Consolidated											
Revenue	3.3	7.0	12.0	27.7	(6.4)	(10.3)	12.8	5.2	13.5	(2.5)	1.9
EBITDA	3.3	2.1	13.2	30.1	(12.7)	(9.0)	11.8	3.4	10.2	(6.3)	(0.1)
EBIT	16.4	10.8	13.5	25.1	(19.0)	5.8	20.5	(5.0)	10.4	(4.9)	(2.9)
APAT	15.9	11.7	10.2	26.3	(3.4)	10.1	7.6	4.0	12.8	(0.9)	(0.9)
AEPS (Rs)	15.9	11.7	10.2	26.3	(3.4)	10.1	7.6	4.0	12.8	(0.9)	(0.9)



		-	-	-	-						
Margin (%)	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E
Television											
EBITDA	76.2	73.2	72.9	72.8	67.4	68.9	67.6	67.2	64.5	61.7	62.0
EBIT	55.1	57.0	56.7	52.7	45.9	55.6	58.8	53.3	49.8	48.5	48.0
IPL											
EBITDA	(59.1)	(22.1)	(15.8)	49.5	43.4	36.7	37.3	28.6	50.7	50.8	37.2
Radio											
EBITDA	47.0	38.6	43.3	35.4	28.8	6.9	29.7	39.5	39.9	35.2	35.9
EBIT	32.1	27.7	32.6	21.9	13.5	(29.2)	5.4	23.1	26.6	22.3	23.2
Consolidated											
EBITDA	70.0	66.9	67.6	68.9	64.3	65.2	64.6	63.4	61.6	59.1	58.0
EBIT	50.0	51.8	52.4	51.4	44.5	52.5	56.0	50.6	49.2	48.0	45.7
APAT	37.3	39.0	38.3	37.9	39.1	48.0	45.8	45.3	45.0	45.7	44.4

Source: DART, Company

Exhibit 8: Target price sensitivity to PE multiple

EPS>	48.4	48.0
PE	FY25E	FY26E
9	436	432
12	581	576
15	726	720
18	872	864
21	1,017	1,008

Source: DART



Financial Performance

(Rs Mn)	FY23A	FY24A	FY25E	FY26E
Revenue	37,720	42,821	41,769	42,551
Total Expense	13,787	16,446	17,067	17,867
COGS	6,960	8,817	8,961	9,261
Employees Cost	3,053	3,203	3,288	3,467
Other expenses	3,775	4,426	4,817	5,138
EBIDTA	23,933	26,375	24,703	24,685
Depreciation	4,850	5,317	4,668	5,229
EBIT	19,083	21,058	20,035	19,455
Interest	94	86	67	51
Other Income	3,771	5,056	5,697	6,005
Exc. / E.O. items	0	0	0	0
EBT	22,760	26,028	25,664	25,409
Tax	5,713	6,873	6,705	6,645
RPAT	17,082	19,258	19,083	18,912
Minority Interest	0	0	0	0
Profit/Loss share of associates	35	103	123	148
APAT	17,082	19,258	19,083	18,912

(Rs Mn)	FY23A	FY24A	FY25E	FY26E
Sources of Funds				
Equity Capital	1,970	1,970	1,970	1,970
Minority Interest	56	63	67	71
Reserves & Surplus	90,746	1,03,390	1,22,473	1,41,385
Net Worth	92,716	1,05,360	1,24,443	1,43,355
Total Debt	0	0	0	0
Net Deferred Tax Liability	474	399	419	440
Total Capital Employed	93,245	1,05,822	1,24,929	1,43,866

Applications of Funds				
Net Block	21,543	21,422	21,181	21,059
CWIP	1,313	1,448	1,303	1,172
Investments	19,116	23,356	22,361	21,797
Current Assets, Loans & Advances	59,509	67,984	88,891	1,09,085
Inventories	0	0	812	5,312
Receivables	14,743	12,543	17,480	17,457
Cash and Bank Balances	42,248	51,423	66,380	81,886
Loans and Advances	0	0	0	0
Other Current Assets	2,518	4,018	4,219	4,430
Less: Current Liabilities & Provisions	8,236	8,387	8,807	9,247
Payables	2,508	2,570	2,699	2,834
Other Current Liabilities	5,727	5,817	6,108	6,413
sub total				
Net Current Assets	51,273	59,597	80,084	99,838
Total Assets	93,245	1,05,822	1,24,929	1,43,866
F. Estimatos				

E – Estimates



Particulars	FY23A	FY24A	FY25E	FY26E
(A) Margins (%)				
Gross Profit Margin	81.5	79.4	78.5	78.2
EBIDTA Margin	63.4	61.6	59.1	58.0
EBIT Margin	50.6	49.2	48.0	45.7
Tax rate	25.1	26.4	26.1	26.2
Net Profit Margin	45.3	45.0	45.7	44.4
(B) As Percentage of Net Sales (%)				
COGS	18.5	20.6	21.5	21.8
Employee	8.1	7.5	7.9	8.1
Other	10.0	10.3	11.5	12.1
(C) Measure of Financial Status				
Gross Debt / Equity	0.0	0.0	0.0	0.0
Interest Coverage	202.6	246.0	299.4	382.9
Inventory days	0	0	7	46
Debtors days	143	107	153	150
Average Cost of Debt				
Payable days	24	22	24	24
Working Capital days	496	508	700	856
FA T/O	1.8	2.0	2.0	2.0
(D) Measures of Investment				
AEPS (Rs)	43.3	48.9	48.4	48.0
CEPS (Rs)	55.7	62.4	60.3	61.3
DPS (Rs)	15.0	20.0	25.0	30.0
Dividend Payout (%)	34.6	40.9	51.6	62.5
BVPS (Rs)	235.3	267.4	315.8	363.8
RoANW (%)	19.6	19.4	16.6	14.1
RoACE (%)	19.5	19.3	16.5	14.0
RoAIC (%)	39.0	40.0	35.5	32.3
(E) Valuation Ratios				
CMP (Rs)	665	665	665	665
P/E	15.3	13.6	13.7	13.9
Mcap (Rs Mn)	2,62,184	2,62,184	2,62,184	2,62,184
MCap/ Sales	7.0	6.1	6.3	6.2
EV	2,19,937	2,10,761	1,95,804	1,80,299
EV/Sales	5.8	4.9	4.7	4.2
ev/ebitda	9.2	8.0	7.9	7.3
P/BV	2.8	2.5	2.1	1.8
Dividend Yield (%)	2.3	3.0	3.8	4.5
(F) Growth Rate (%)				
Revenue	5.2	13.5	(2.5)	1.9
EBITDA	3.4	10.2	(6.3)	(0.1)
EBIT	(5.0)	10.3	(4.9)	(2.9)
PBT	3.3	14.4	(1.4)	(1.0)
APAT	4.0	12.7	(0.9)	(0.9)

E – Estimates



Particulars	FY23A	FY24A	FY25E	FY26E
Profit before tax	22,760	26,028	25,664	25,409
Depreciation & w.o.	4,860	5,317	4,668	5,229
Net Interest Exp	0	0	0	0
Direct taxes paid	(5,713)	(6,873)	(6,705)	(6,645)
Change in Working Capital	1,687	852	(5,531)	(4,248)
Non Cash	35	103	123	148
(A) CF from Operating Activities	23,629	25,428	18,220	19,893
Capex {(Inc.)/ Dec. in Fixed Assets n WIP}	(3,144)	(5,331)	(4,283)	(4,976)
Free Cash Flow	20,485	20,097	13,937	14,917
(Inc)./ Dec. in Investments	(7,802)	(4,307)	1,020	589
Other	0	0	0	0
(B) CF from Investing Activities	(10,945)	(9,638)	(3,263)	(4,388)
Issue of Equity/ Preference	(9)	1,266	9,850	11,820
Inc./(Dec.) in Debt	0	0	0	0
Interest exp net	0	0	0	0
Dividend Paid (Incl. Tax)	(5,910)	(7,880)	(9,850)	(11,820)
Other	0	0	0	0
(C) CF from Financing	(5,919)	(6,614)	0	0
Net Change in Cash	6,765	9,176	14,957	15,506
Opening Cash balances	35,482	42,248	51,423	66,380
Closing Cash balances	42,248	51,423	66,380	81,886

Notes

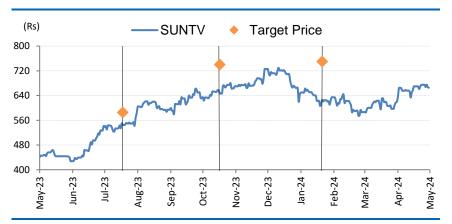


DART RATING MATRIX

Total Return Expectation (12 Months)

Buy	> 20%
Accumulate	10 to 20%
Reduce	0 to 10%
Sell	< 0%

Rating and Target Price History



Month	Rating	TP (Rs.)	Price (Rs.)
Aug-23	BUY	585	545
Nov-23	Accumulate	740	647
Feb-24	BUY	750	626
*Price as or	n recommendation	date	

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