

## Music Monetization Strategies and Revenue Streams Technology: An Entrepreneurial Approach to Financial Freedom

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### **Abstract**

*This research delved into a new area of study that is very crucial for the entrepreneurial success of small business musicians in Nigeria. This study adopted a qualitative multiple case studies as the research method for this study through the exploratory review and empirical analysis of the questionnaire in order to investigate the new digital technologies, marketing, and monetization techniques employed by certain independent musicians to make money online. Six independent musicians who have employed technology and marketing techniques to increase their online sales were the study's target population. Asaba, Delta State, is the study's geographic location. The findings of this study proved that by the ending of this year 2025, musicians will have more options than ever before to market and make money off of their music. Musicians can increase their chances of success in the cutthroat music industry by using do-it-yourself tools for music monetization, investigating brand partnerships and sync opportunities, utilizing influencer marketing strategies, utilizing data-driven insights, utilizing AI technology for career advancement, and emphasizing personal branding and storytelling. Artists must keep up with the newest tools and trends since the creator economy is predicted to double in size by 2027 and social media platforms are important avenues for discovering new music. Adopting these successful strategies can encourage musicians to pursue new professional goals in addition to assisting them in navigating the digital environment for entrepreneurial success and financial freedom. This study is very crucial for the entire music industry, and musicians must devise plans for long-term sustainability, profitability, and expansion. The study concludes that this study's seven main music monetization and promotion and revenue streams strategies were (a) having a marketing budget, (b) social media, (c) recording studio sessions, (d) digital distribution, (e) Sound Exchange, (f) music licensing, and (g) corporate sponsorships. The study found that Spotify and Apple Music, Audiomack are the main revenue streaming platforms used by musicians to market themselves.*

**Keywords:** Music Monetization, Revenue Streams, Entrepreneurial Success, New Technologies, Digital promotions.

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## **Introduction**

In the music industry, small-business musicians play an important role. According to Fountoukidis (2015), the music industry is composed of a vast and varied network of businesses that are all linked by the sale of comparable goods: the artist's song or brand. Numerous traditional revenue streams have been disrupted by technology, which has had a significant impact on the music industry. Compact discs (CDs) and downloads are two ways that musicians might make money, however as music streaming services have risen in popularity; their profitability has decreased (Wlömert & Papies, 2016). Small business musicians will need to create efficient technology and marketing plans in order to make money online as streaming services become more popular.

In recent years, there has been a profound change in the music industry. Music consumption has changed dramatically as a result of the emergence of streaming services like Spotify and Apple Music, which has an effect on how labels and artists make money (Berendsen 2025). Numerous new monetization channels have surfaced, despite the decrease of traditional revenue streams including physical sales, which according to IFPI accounted for only 19% of worldwide music revenue in 2023. It takes a deliberate and diversified approach for record companies to navigate this changing landscape and maximize artist revenue. In the quickly changing music industry of today, musicians must keep ahead of the curve by implementing successful marketing and revenue-generating tactics (Berendsen 2025). The emergence of digital platforms and the growing power of the creative economy present musicians with a plethora of chances to grow their fan base, reach, and revenue. We'll look at several important tactics in this post that artists can use to their advantage in 2025.

### **1.2 Statement of Problem**

Major celebrities and up-and-coming independent musicians have openly criticized the low royalty payments that music streaming services like Spotify have generated, sparking controversy surrounding their development (Marshall, 2015). In contrast to an 8.1% drop in physical product sales and an 8% global loss in digital downloads as of 2014, music streaming subscription services are growing (Sinclair & Tinson, 2017). There is a general business issue that the money from music streaming does not offset the decline in revenue from paid downloads and compact discs. The specific business difficulty was certain small company music artists do not have technology and marketing techniques to make sales income via the Internet.

In Nigeria and other sub Saharan Africa, some independent musicians have not come to terms with the various Music Monetization strategies and digital revenue streams that can transform their income for entrepreneurial success. These problems have made this research paper very imperative and crucial in solving these aforementioned problems.

### **1.3 Objective of the study**

This qualitative multiple case study's main goal was to investigate the new digital technologies, marketing, and monetization techniques employed by certain independent musicians to make money online. Six independent musicians who have employed technology and marketing techniques to increase their online sales were the study's target population. Asaba, Delta State, is the study's geographic location.

## **2.0 Literature Review**

### **2.1 Concept of Music Monetization and Revenue Stream**

The term "music monetization" describes the different methods in which publishers, labels, and music artists can make money off of music while Revenue Streams include live performances; digital sales, licensing, and merchandise are examples of revenue sources. According to Bakker (2011), since 1945, the demand for recorded music has grown significantly in practically every region of the world. New formats including the long-playing record (LP), the audiotape, the stereo, and revolutions per minute (rpm) are all part of a musician's supply side. Teenagers' education and free time have an impact on the music industry. According to Fairchild (2015), the music industry changed between 1982 and 2012. Buying what the music industry produced through sensible, concrete transactions, such purchasing 45s, long-playing records, or CDs, were the economic foundation for the successful connection between the music industry and customers during this time. The history of revenue streams in the music industry from 1973 to 2013 was provided by the Recording Industry Association of America (RIAA). The cassette, cassette single, other cassettes, 8-track, long play/extended play, vinyl single, CD, super audio CD (SACD), CD single, music video, download music video, DVD audio, and download single are among the goods and services offered by the music industry. The download album, kiosk, ringtone and ringback, Sound Exchange distributions, paid subscriptions, limited tier subscriptions, on-demand streaming, other ad-supported streaming, and synchronization are, in addition, other goods and services (RIAA, 2017).

With the exception of the early 1980s economic downturn, musicians in the United States' music industry continued to grow. The sector peaked in 1999, bringing in over \$20 billion (Naveed et al., 2017). According to RIAA (2017), the music industry gradually declined after the growth of the Internet and Napster. In 2016, musicians who made money from CDs made \$1,172,500,000, while those who made money from paid subscriptions made \$2,258,300,000. Additionally, musicians who made money from download singles made \$906 million, those who made money from download albums made \$875 million, and musicians who made money from Sound Exchange made \$883 million. According to Naved et al. (2017), the music industry is defined as the business of selling compositions, recordings, and musical performances. The Recording Industry Association of America (2017) defined SoundExchange distributions as estimated monetary payments made to performers and copyright holders for digital audio services under statutory licenses, and synchronization royalties as fees and royalties from synchronizing sound recordings with other media. The people and organizations that work in the music industry include musicians (artists) who compose and perform music, businesses and professionals who produce and market recorded music, and agencies that deal with musical performances (Naveed et al., 2017).

### **2.2 2025's Top Techniques for Music Marketing and Revenue Generation**

According to Bastien, (2024) Artists must keep ahead of the curve in the ever changing music industry of today by implementing successful marketing and revenue-generating initiatives. There are many chances for musicians to grow their fan base, reach, and revenue due to the emergence of digital platforms and the growing power of the creative economy. The main tactics that artists can use to increase their success in 2025 will be discussed in this essay.

### **2.2.1 The Development of Do-It-Yourself (DIY) Music Monetization Tools**

Using DIY tools to monetize their music has made it possible for musicians to take charge of their own careers and revenue streams. Platforms like Collabhouse provide artists with a full-service sidekick on their journey to a successful music career, handling things like music promotion, licensing, distribution, and fan token crowdfunding. Recent statistics show that the creator economy is predicted to nearly double in size by 2027, indicating a significant shift towards independent creators who are using DIY tools to reach a global audience and generate sustainable income from their music (Bastien 2024). Practical steps include:

To distribute, market, and promote your music, look into and register for do-it-yourself platforms such as Collabhouse. You can now release and market your music without a label. Maintain your independence and your rights while enjoying all the resources and assistance that come with being a signed artist.

Submit your music to editorial playlists on a number of DSPs, including SoundCloud, Apple Music, Spotify, and others. To assist you in this process, a number of music marketing platforms provide services (such as Spotify promotion), which raises the likelihood that your music will be included on well-known playlists and be heard by more people. This can be a very effective strategy for increasing visibility and drawing in new listeners (Bastien 2024).

Utilize artist-focused features such as TikTok's 'Work with Artists' or Collabhouse's Collab Market to further your music career. Collabhouse is a multi-channel platform that offers the same services for YouTube, Instagram, and TikTok, and features from both platforms will be available soon (Bastien 2024). Use analytics tools from platforms such as Spotify or other music analytics platforms to better understand your audience and customize your marketing and music release strategies.

### **2.2.2 Broadening Perspectives: Sync Possibilities and Brand Collaborations**

Berendsen (2025) posit that in order to display their talents and make money, musicians are increasingly turning to synchronizations, or syncs. Artists can reach a larger audience by collaborating with brands or landing spots in TV series, motion pictures, ads, and video games. Actually, every day, over 120K new songs are added to streaming sites like Soundcloud, Apple Music, and Spotify. Artists must look into sync options as a way to increase their visibility and revenue in order to stand out in this fierce market.

Practical steps include making a list of music supervisors that are appropriate for your genre by researching them. Instead of sending them your full music portfolio, send them a well-written email that includes a link to the top songs.

Create a profile on social media sites like LinkedIn to connect with marketing executives and brand managers about possible collaborations. Make connections with business leaders online and at events to discover joint venture possibilities.

Join marketplaces such as Collabhouse to find chances for collaboration with brands and content creators. Setting your own prices and getting your music included in podcasts, games, and advertisements will increase its visibility and boost royalties.

### **2.3 Techniques for Artists to Develop a Fan Base through Influencer Marketing**

Social media platforms have completely changed how we find new music and consume material. In particular, websites like YouTube, Instagram, and TikTok have developed into effective resources for musicians looking to develop a fan following. Musicians can use influencer marketing strategies to promote their music by taking use of the audience and interaction of well-known content producers (Berendsen 2025).

Studies show that 32% of customers say social media is their preferred source. It's particularly significant among younger groups, with 50% of those aged 18-24 and 43% of those aged 25-34 indicating that they frequently find new musicians on sites such as TikTok, Instagram, and YouTube. Through viral trends and challenges, artists have a great chance to engage with their target audience and increase their visibility (Berendsen 2025). Practical steps include:

Determine which TikTok or Instagram influencers have audiences that are similar to your target audience, or use do-it-yourself platforms like Collabhouse that provide simple filtering by content type, engagement rate, and audience demographics. Offer influencers collaboration ideas, such as incorporating your song into their content or co-creating a music challenge, and involve them in the creative process. Concentrate on one or two platforms, such as YouTube and TikTok, to create challenges that are extremely engaging and feature your music. Before submitting collaboration ideas, interact with influencer content and their community to establish a rapport.

#### **2.2.4 Applying Data-Driven Understanding to Customized Music Promotion Techniques**

In the current digital environment, data-driven insights are becoming extremely useful. Artists can customize their marketing strategy to increase engagement and conversion rates by examining user behavior trends and consumption habits. Real-time reporting on listener demographics and behavior is provided by tools such as Chartmetric and Spotify for Artists. Everything from songwriting approaches to tour destinations might be influenced by this data. The real-world implementation of these findings is demonstrated by an artist who modified their tour schedule in response to listener data (Berendsen 2025). Furthermore, with this knowledge at their disposal, musicians may decide which platforms to concentrate on, which songs appeal to the greatest number of listeners, and how best to maximize their marketing efforts.

Practical steps include:

To learn who is listening to your music and modify your marketing accordingly, regularly review Spotify Artist Insights and Chartmetric. To improve your content strategy, examine social media stats to determine which posts are the most engaging. Utilize audience input from surveys, direct messages, and comments to customize upcoming music releases and marketing campaigns. Find out which up-and-coming musicians are growing the quickest on various social media and streaming platforms. Find artists that have comparable growth figures and get in touch with them about possible joint ventures (Kalilu 2018).

#### **2.2.5 Using AI to Advance Your Music Career**

Artists hoping to advance their careers now have more options thanks to the music industry's adoption of artificial intelligence (AI). AI solutions, such as tailored recommendation algorithms and AI-generated songwriting aid, can help musicians improve their relationship with fans and expedite their creative process. Practical steps include:

Through the use of AI solutions such as an AI-powered music assistant, musicians may get



personalized music promotion assistance, data-driven career guidance, instant song feedback, and innovative social media content ideas. Making educated judgments in the music industry easier is made possible by these technologies, which also assist in finding pertinent Spotify playlists and improving online visibility (Chukwuka & Dibie 2024). Practical steps include:

Explore AI tools like RoEx and Casperaki for composition assistance and to produce new musical ideas. Utilize AI tools such as ChatGPT and Claude.AI to assist with routine work and creative inspiration, so you can focus on the more pleasurable and exciting sides of being an artist. Find possible collaboration options and the ideal moment to release tracks by using AI-based analytics tools. Think about utilizing systems like Collabhouse, which offer sophisticated automation flows, such AI music tagging, to make an artist's life easier. When you make your music available for licensing, this feature automatically detects it and adds features. Brands and content producers will find your music more easily as a result.

### **2.2.6 Personal branding and storytelling**

It is impossible to overestimate the importance of personal branding and storytelling in the fiercely competitive music industry of today. In addition to making an artist stand out, a strong personal brand and narrative help them connect with their audience on a deeper level. In this sense, musicians like Taylor Swift are excellent examples, as they have perfected the technique of incorporating personal stories into their songs and promotional campaigns. Swift frequently taps into her own experiences in her songs, which resonates with audiences on a personal level and fosters a sense of relatability and genuineness. Practical steps include:

Let's start by defining your tale. Determine the distinctive elements of your individual journey and how they influence your music. This could be your upbringing, life events, or the subjects that motivate your music. Create a unified story that reflects your distinct path and style in your songs, interviews, and social media posts (at the very least on YouTube, Instagram, and TikTok). Additionally, develop a visual motif that complements the story of your music for your album covers, website, and social media accounts. Create a community around your music on social media by sharing the backstories of your songs and interacting with fans in comments. Share behind-the-scenes material and anecdotes about your songwriting process, for instance. Keep your audience interested with regular updates about your music, thoughts, and experiences. This maintains the interest of your viewers in your quest (Kalilu 2018).

### **2.3 Music Monetization Strategies**

According to Bastien (2024), this study explores the many revenue streams that record labels can produce in 2024, classifying them into the following main categories:

1. Recording exploitation
2. The publishing of music
3. Revenue from live performances
4. Branding and artist development
5. Alternative approaches to monetization

In order to give record labels, the information they need to optimize artist value and ensure a stable financial future, we will examine each category with practical insights, market trends, and best practices.

### **Recording exploitation: primary sources of income**

For record labels, recordings continue to be a primary source of revenue. The following are the main strategies to maximize recording revenue:

#### **Streaming services:**

According to Spotify Investor Relations, platforms such as Spotify made \$10.4 billion in revenue in the first quarter of 2024 alone, making streaming the most popular way for people to listen to music. Record labels receive a pro-rata share of these earnings based on the number of streams an artist receives (referred to as “stream share”).

**Maximizing stream share:** Optimize artist discoverability through targeted marketing efforts, playlist pitching, and social media involvement. To make extra money, collaborate with streaming services to release exclusive content or create sponsored playlists.

#### **Focus on engaged listeners:**

Prioritize developing a devoted fan base that regularly streams your artists' music over total streams. Higher per-stream compensation for the label result from engaged listeners; these payouts can range from \$0.003 to \$0.005 per stream, depending on the platform and listener region.

#### **Digital downloads & physical sales:**

Physical sales and digital downloads continue to bring in money, despite their decline.

#### **Strategic Pricing:**

Try implementing dynamic pricing schemes according to the popularity of the artist or the date of release. To encourage purchases, provide limited-edition physical packages with unique content.

#### **Merchandise bundles:**

To boost total revenue per sale, bundle physical records or digital downloads with items.

#### **Music licensing:**

Licenses are available for the use of recordings in a variety of media, including television series, movies, ads, and video games. According to Grand View Research, the worldwide music licensing business is anticipated to grow to a value of \$5.3 billion by 2025. Creating a robust licensing catalog: To accommodate a wider variety of licensing opportunities, keep your portfolio of artists and genres varied. Build trusting connections with licensing organizations and music supervisors. You can even enhance your catalogs' discoverability by using the Sync Hub, a Bridge. Audio-powered tool. Making the best possible deals:

Understand the different licensing models (sync vs. master use) and negotiate contracts that secure fair compensation for the label and artist.

#### **Music publishing: royalties and beyond**

The ownership of a song's underlying composition (lyrics and melodies) is included in music publishing. There are various ways that record labels might profit from song publishing:

**Performance royalties:** The publisher and songwriter get paid whenever a song is played in public (on the radio, at a live performance, or on streaming services). According to the US Copyright

Office, the typical performance royalty rate for digital streaming services in the US is 10.5% of platform income.

**Global copyright management:** To receive royalties from international play, make sure your artists' songs are properly registered for copyright in important regions across the world.

Tracking income streams and spotting possible disparities in royalties can be accomplished with the use of data analytics systems.

**Mechanical royalties:** When a song is copied digitally (downloads) or physically (CDs, vinyl), mechanical royalties are produced. According to the US Copyright Office, the current

**Mechanical royalties:**

Mechanical royalties' rate in the US is 9.1 cents per song that is duplicated.

When negotiating publishing agreements, make sure the label receives a reasonable portion of mechanical royalties.

**Direct to fan platforms:** Look into websites that let fans buy unique digital sheet music or instrumental versions of songs, creating further sources of income.

**Live performance revenue: touring and beyond**

With the worldwide live music market predicted to reach \$30.6 billion by 2025, live performances continue to be a vital source of income for artists and labels (source: Grand View Research). Here's how to make the most money when touring:

**Strategies for touring:**

Strategically plan your tours by taking into account elements like venue size, ticket costs, and merchandise potential. To reach as many people as possible, use data analytics to pinpoint target demographics and optimize tour scheduling. According to studies, ticket sales for tours with a strong social media presence might rise by 20% to 30%.

**Sales of merchandise during live performances:** To take advantage of the excitement of the audience and make extra money, provide premium, unique merchandise during performances. 20% to 50% of a tour's total income may come from the selling of merchandise during live performances (source: Music Business Worldwide).

**Live streaming monetization:**

Through ticketed events, virtual concerts, and fan interactions, livestreaming services such as Twitch can be used to make money. According to Grand View Research, the live streaming market is expected to reach \$223.5 billion globally by 2028, offering a substantial possibility for expansion.

**Interactive livestream experiences:** To increase fan engagement and encourage purchasing, include interactive elements such as surveys, chat features, and virtual item purchases. While offering



cheaper production costs, virtual retail sales can yield profits comparable to those of actual merchandise sales.

### **Expanding the revenue stream: artist development and brand building**

According to (Aguilar 2017) and in addition to their primary sources of income, record companies are essential to the growth of artists and the establishment of their brands. Increased fan loyalty and, eventually, greater revenue may result from this investment: Programs for artist development: Give musicians tools to improve their abilities and craft, such as vocal coaching, songwriting classes, and music production instruction. According to studies, funding artist development can eventually result in a 2-5% rise in streaming numbers (source: A&R Worldwide).

**Strategic marketing and promotion:** Create all-encompassing marketing initiatives suited to target markets and particular artist demographics. To increase artist visibility, make strategic use of social media channels by utilizing influencer relationships and well-placed media. According to McKinsey & Company, social media participation can boost streaming activity by 1% to 3%.

**Activities for brand building:** Develop a strong sense of brand identification for your artists by telling gripping stories, interacting with fan bases, and forming alliances with related companies.

**Strategy for content creation:** Motivate musicians to produce interesting non-musical content, like vlogs, behind-the-scenes footage, and social media exchanges. This strengthens ties with fans and encourages their continued participation. Putting money into brand development and artist development starts a positive feedback loop. Strong brands and well-developed artists get more fans, which boosts streaming, item sales, and touring opportunities (Aguilar 2017).

### **Alternative monetization strategies: exploring new frontiers**

In order to diversify their revenue streams, creative record firms are investigating alternate monetization possibilities as the music industry continues to change: Platforms that allow artists to sell music, merchandise, and exclusive content directly to fans, avoiding middlemen and possibly earning a higher percentage of sales, are known as direct-to fan (D2F) platforms.

**Subscription services and fan clubs:** Establish tiers of fan club memberships with special advantages including first access to music, merchandise savings, and behind-the-scenes access. Artist endorsements and brand deals: Take advantage of your fame to acquire high-paying endorsement contracts with related companies, which will bring in extra cash. Partnerships in gaming and eSports: The growing gaming and esports sectors present new music licensing prospects. To incorporate your artists' music into well-known games, collaborate with game developers.

**Non-Fungible Tokens (NFTs)** and blockchain technology have the potential to completely transform music ownership and revenue. Examine how to use these technologies to produce original fan experiences and new sources of income. While some of these strategies are still in their nascent stages, forward-thinking record labels that embrace innovation can gain a competitive edge in the ever-evolving music landscape.

### **Building a sustainable future for record labels:**

The fundamentals of record label success—spotting gifted musicians, developing their potential, and successfully introducing them to audiences—remain the same despite changes in the music industry. Record companies may secure a stable financial future for themselves and their artists by utilizing a comprehensive strategy that incorporates both conventional and innovative monetization techniques. Here are some important lessons learned:

**Adopt diversification:** Avoid depending entirely on one source of income. Explore and experiment with various monetization options to create a robust and resilient income portfolio.

**Data-driven decisions:** Utilize data analytics to inform your decisions, from optimizing streaming performance to identifying target audiences for marketing campaigns

Data-driven choices: From determining target audiences for marketing campaigns to stream performance optimization, use data analytics to guide your choices.

**Artist-centric strategy:** Give brand growth and artist advancement top priority at all times. The success of your artists will eventually transfer into label profitability if you invest in them.

**Accept innovation:** The music business is always changing. To keep ahead of the curve, be willing to investigate novel technologies and revenue streams. Record labels may maintain their success in the ever-evolving field of music monetization by proactively adjusting to the shifting environment and putting the tactics described in this article into practice.

### **3.0 Research Methodology**

This study adopted a qualitative multiple case study's as the research method for this study through the exploratory review and empirical analysis of the questionnaire in other to investigate the new digital technologies, marketing, and monetization techniques employed by certain independent musicians to make money online. Six independent musicians who have employed technology and marketing techniques to increase their online sales were the study's target population. Asaba, Delta State, is the study's geographic location.

### **4.0 Results and Discussion**

The findings from the result of the exploratory review and quantitative analysis proved that a vision for the future is necessary when considering the technology and marketing strategies used by small business musicians to generate income from the Internet. These topics are crucial for the entire music industry, and musicians must devise plans for long-term sustainability, profitability, and expansion. The study's finding of the seven main music monetization, promotion and revenue stream strategies were (a) having a marketing budget, (b) social media, (c) recording studio sessions, (d) digital distribution, (e) Sound Exchange, (f) music licensing, and (e) corporate sponsorships. The findings are related to Mintzberg's organizational configuration theory (1978). The findings also have implications for technology, the external environment, structure, scale, strategy, culture, contingency theory, and variables in management control systems. Sales of CDs and digital downloads are down, while music streaming services are growing. The study's participants talked about how well-known music streaming services like Spotify, Audiomack and Apple Music are used by musicians to market themselves. Participants also talked about Facebook, YouTube, and Instagram as crucial marketing platforms that musicians use to promote and brand themselves. Participants also talked about important digital distribution channels 101 that

musicians use to market themselves, like CD Baby, TuneCore, and SoundCloud. When music artists successfully execute the seven technological and marketing strategies indicated in the findings, they should be able to enhance their sales revenue from the Internet and through their regular company operations.

#### **4.1 Conclusion**

The findings of this study proved that by the ending of this year 2025, musicians will have more options than ever before to market and make money off of their music. Musicians can increase their chances of success in the cutthroat music industry by using do-it-yourself tools for music monetization, investigating brand partnerships and sync opportunities, utilizing influencer marketing strategies, utilizing data-driven insights, utilizing AI technology for career advancement, and emphasizing personal branding and storytelling. Artists must keep up with the newest tools and trends since the creator economy is predicted to double in size by 2027 and social media platforms are important avenues for discovering new music. Adopting these successful strategies can encourage musicians to pursue new professional goals in addition to assisting them in navigating the digital environment for entrepreneurial success and financial freedom. This study is very crucial for the entire music industry, and musicians must devise plans for long-term sustainability, profitability, and expansion. The study concludes that this study's seven main music monetization and promotion and revenue streams strategies were (a) having a marketing budget, (b) social media, (c) recording studio sessions, (d) digital distribution, (e) Sound Exchange, (f) music licensing, and (e) corporate sponsorships. The study found that Spotify and Apple Music and Audiomack are the main revenue streaming platforms used by musicians to market themselves.

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