Prediction Frontier

WEEK 06 · OCT. 22 TO 28, 2026

Weekly Sports Round Up

Thirteen months of Ballon d'Or trading, the leak that came before the envelope, and a week in which sports prediction markets traded $3.81B.

KALSHI · POLYMARKET · POLYMARKET US · NOVIG AND MORE

Andrew Lujan Odera and Edwin Munyui

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WEEK 06 · EXECUTIVE SUMMARY

Kane's win settles a 13-month market as the Brewers close in

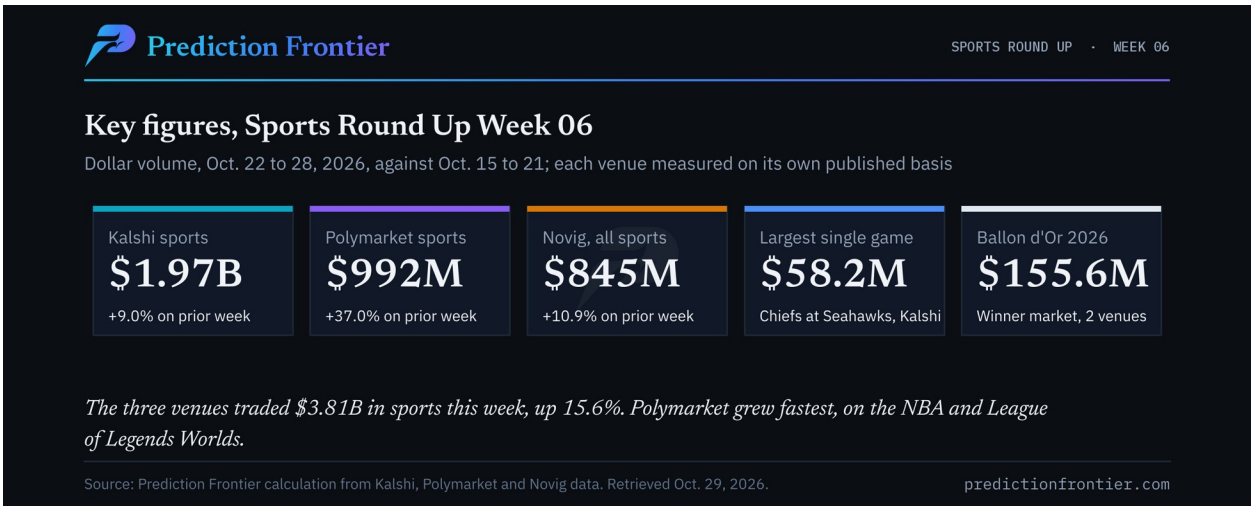
Polymarket's Ballon d'Or 2026 winner market went through five leaders before Harry Kane was named at the London Palladium at about 22:50 UTC on Oct. 26. Kylian Mbappé held the top spot for 171 days, Kane for 168, Lamine Yamal for 39, Ousmane Dembélé for 16 and Lionel Messi for four. The crowd settled on Kane the night Spain beat Argentina in the World Cup final, July 19, and kept him there with two exceptions: six days around the Sept. 28 voting deadline, when Yamal went ahead, and one afternoon on ceremony day, when Kane slid to 54.1% at 16:06 UTC.

Of the five players the market rated most often, four finished in the jury's top five. Dembélé, the holder, came seventh, and Rodri took the fourth place the market had given him on the morning of the vote. The finish markets were sharper than the winner market. All 38 top-three, top-five and top-10 contracts we checked resolved the way their price pointed. Across Polymarket and Kalshi the winner markets drew $155.6M, more than twice the 2024 and 2025 Polymarket markets put together.

Away from the award, the three venues we track traded $3.81B in sports between Oct. 22 and 28, up 15.6% on the previous seven days. Kalshi did $1.97B in game-winner markets, Polymarket $992M across all sports events and Novig $845M, almost half of it in parlays.

1. **Ceremony day had a leak, and the market moved before it.** Kane recovered 12 points between 16:07 and 17:00 UTC, and only after that did a BallonDor.com article naming him start circulating. Accounts opened that week supplied $43K of the $299K in large buying before the leak.
2. **Milwaukee won the World Series 4-1.** Game 1 drew $26.1M on Kalshi, short of the $34.3M NLCS mark we set as the bar, and Kalshi carried 94% of the series' game-winner dollars.

3. **The NBA nearly tripled** to $627M in its first full week, esports rose 70% on League of Legends Worlds, and Kimi Antonelli sits at 99.7% in a $205M F1 title market. Four of our five Week 6 calls landed, for 10 of 16 overall.



Read the Week 5 edition and subscribe to Prediction Frontier Sports at predictionfrontier.com.

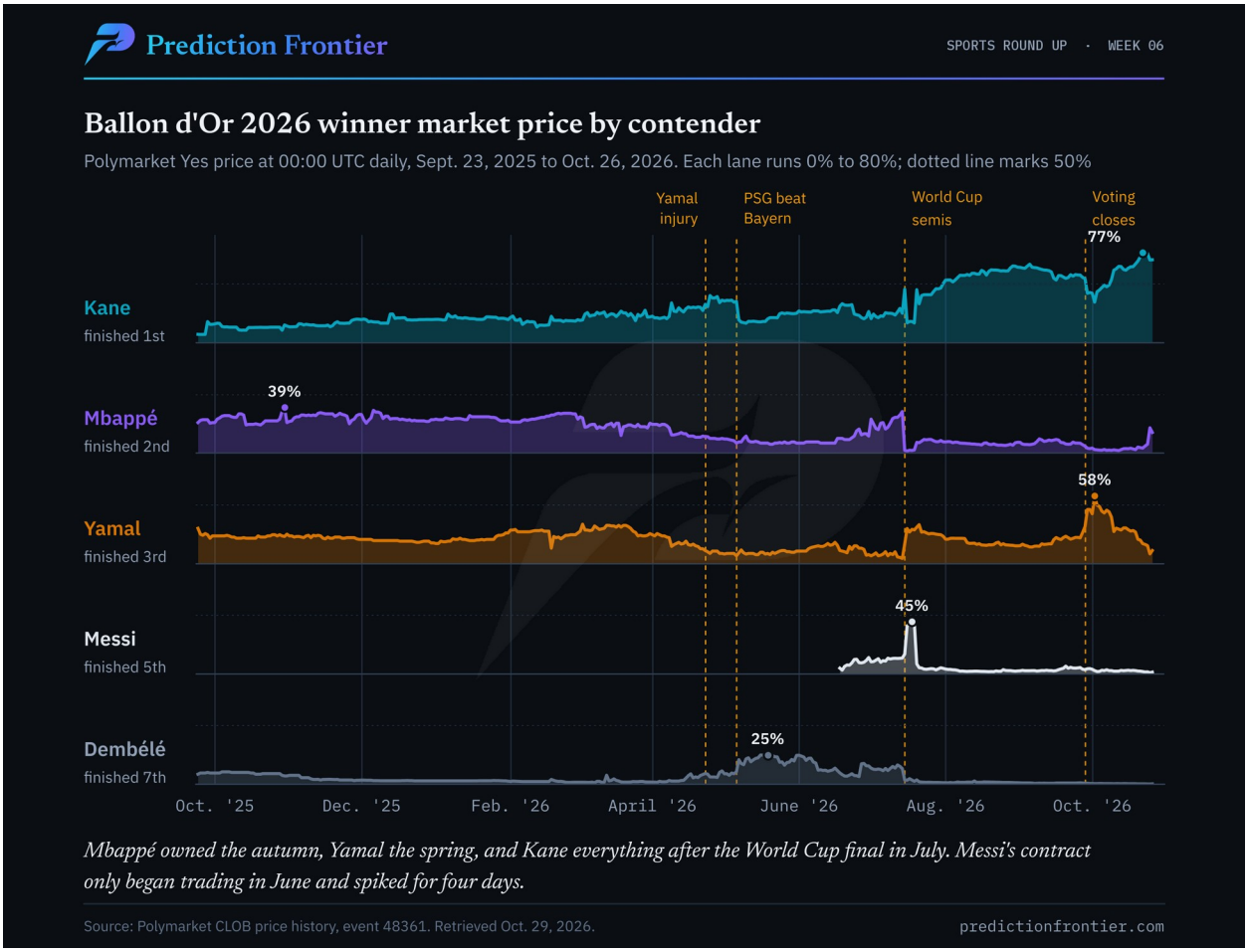
STORY OF THE WEEK · PART 1 · THE 13-MONTH RACE

The 4 Horsemen: how the Ballon d'Or market found Kane

Five players led Polymarket's 2026 winner market at some point. The money picked Kane in July, three months before the jury did.

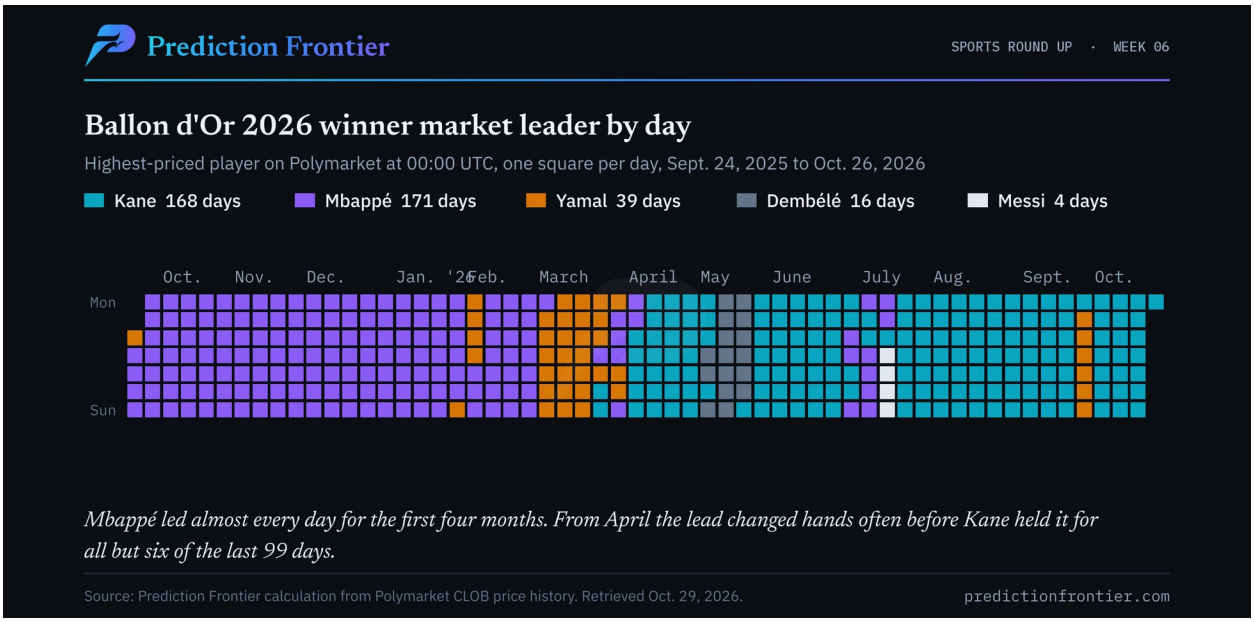
Polymarket listed the 2026 market on Sept. 22, 2025, hours after Dembélé collected the 2025 award. A week in, Mbappé led at 25.5%. Yamal sat at 21.5%, and Kane was third at 15.6%. Mbappé then led every day from Sept. 25 to Jan. 31 and peaked at 39% on Oct. 30.

Spring was messier. Yamal led for most of March, topping out at 33.5% on March 3, until a hamstring injury on April 23 ended his club season and sank him to 8.5% by May 4.



Kane's first real spell at the top began on April 8, the night he led Bayern to a 2-1 first-leg win over Real Madrid in the Champions League quarter-final. He went from 22.4% to 34% overnight. It lasted four weeks. PSG knocked Bayern out of the semi-final on May 6, Kane lost 15.8 points in a day, and Dembélé led for most of the next 17 days, peaking at 25% on May 19. Bayern's DFB-Pokal final win on May 23 put Kane back in front the next morning.

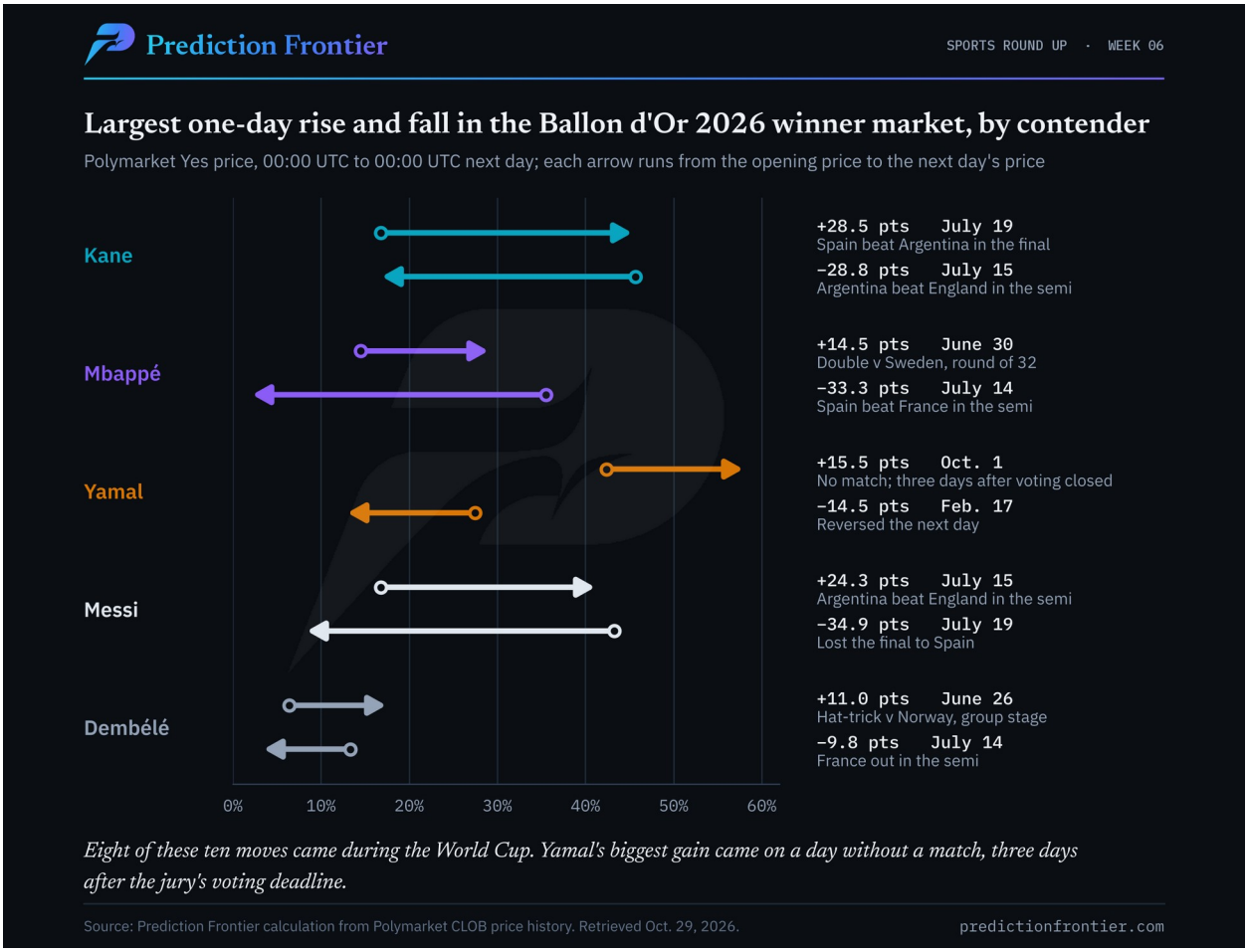
From July 20 Kane led every day bar six. The exception came straight after Sept. 28, the day voting closed and two days after he missed a penalty in England's 3-2 Nations League defeat to Spain at Wembley. Kane fell from 54.8% to 42.2%, and Yamal climbed to 57.9% by Oct. 2. Kane was back on top by Oct. 5 and hit his pre-ceremony high of 77% on Oct. 22. Counted on daily closes, the lead changed hands 27 times.



STORY OF THE WEEK · PART 2 · FIVE CONTENDERS AND A WORLD CUP

Injuries, semi-finals and one Clásico: what moved each contender

Eight of the ten biggest one-day moves by the five main contenders came during the World Cup.



Kane, finished first

His best and worst days were four days apart. Argentina's semi-final win over England on July 15 cost him 28.8 points, and Spain's win over Argentina on July 19 gave back 28.5. His 2025-26 season ran to 61 goals and seven assists in 51 Bayern games. He added 11 for England.

Mbappé, finished second

The sharpest fall of anyone in the field: 33.3 points on July 14, as Spain beat France. His best day came on June 30. He gained 14.5 points after scoring twice against Sweden in the round of 32. He won the World Cup Golden Boot and never led the market again after July 14.

Yamal, finished third

His largest gain, 15.5 points on Oct. 1, came three days after voting closed, on a day without a match. His largest fall, 14.5 points on Feb. 17, reversed within a day. The move that stuck was the April 23 injury.

Rodri, finished fourth

His contract opened in late July at 15.5% and traded under 1% by Oct. 20, with no daily move above four points. The jury put him fourth anyway, which the top-five market had priced at 62% that morning.

Messi, finished fifth

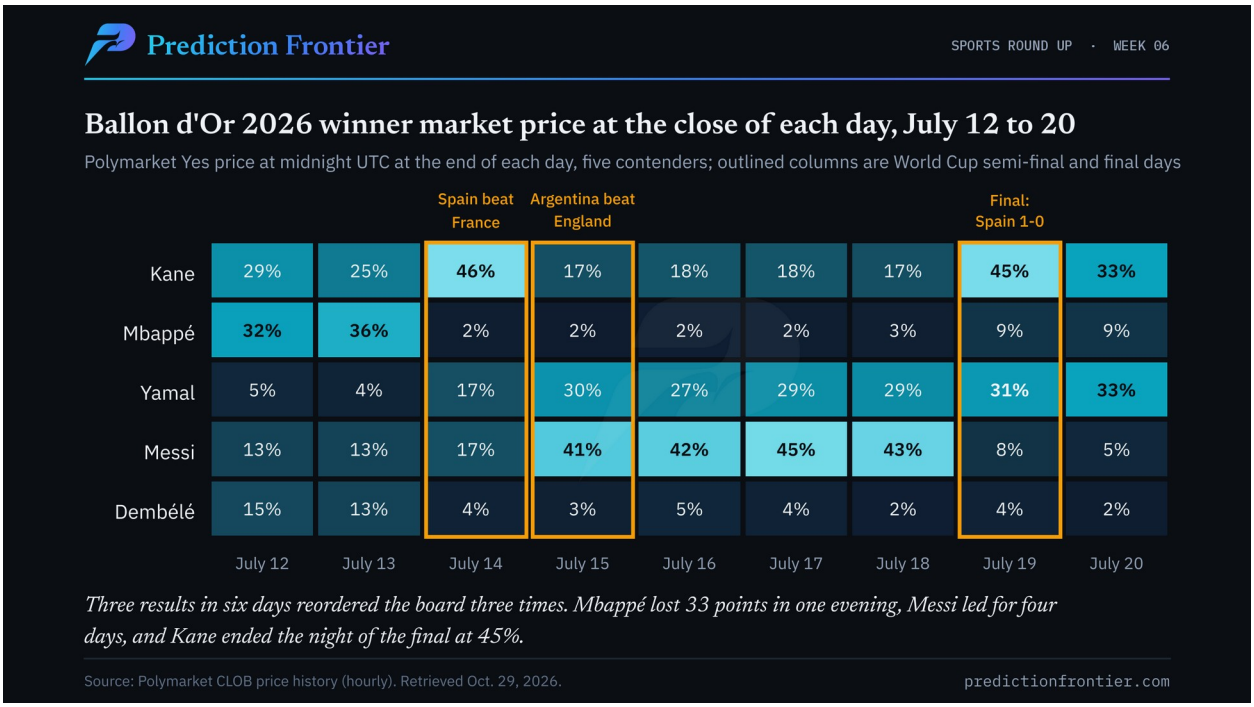
Messi's contract first traded in mid-June. He gained 24.3 points when Argentina beat England and lost 34.9 when they lost the final, the largest one-day fall among the five.

Dembélé, finished seventh

The holder slid under 3% by January. His best day was a World Cup group-stage hat-trick against Norway on June 26, worth 11.0 points.

The World Cup week

Three results in six days reordered the board three times. Mbappé lost 33 points the night Spain beat France. Messi was favorite from July 15 to 18. Kane, at 15.4% on the evening of the final, was at 45.3% by midnight UTC.

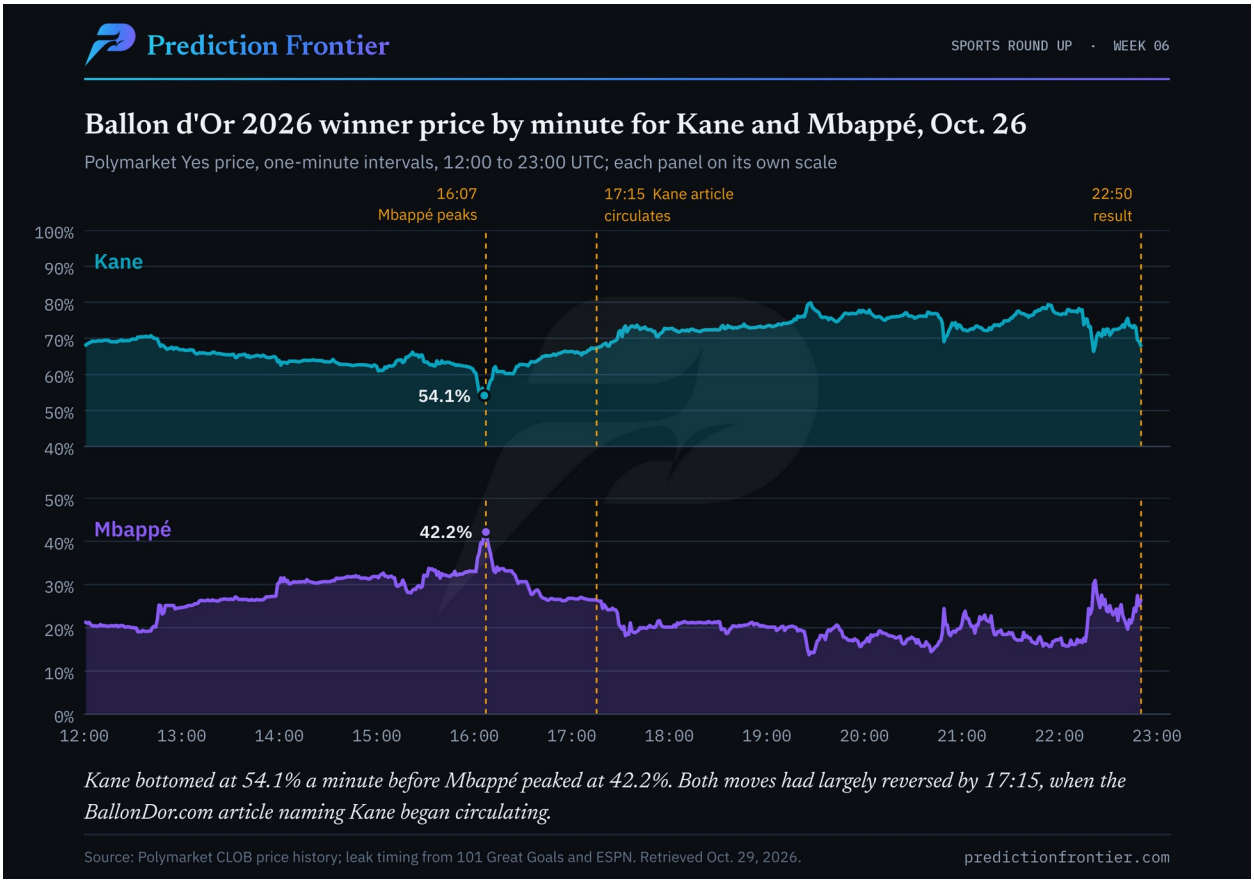

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SPORTS ROUND UP · WEEK 06
Ballon d'Or 2026 winner market price at the close of each day, July 12 to 20
Polymarket Yes price at midnight UTC at the end of each day, five contenders; outlined columns are World Cup semi-final and final days
Spain beat France
Argentina beat England
Final: Spain 1-0
Kane 29% 25% 46% 17% 18% 18% 17% 45% 33%
Mbappé 32% 36% 2% 2% 2% 2% 3% 9% 9%
Yamal 5% 4% 17% 30% 27% 29% 29% 31% 33%
Messi 13% 13% 17% 41% 42% 45% 43% 8% 5%
Dembélé 15% 13% 4% 3% 5% 4% 2% 4% 2%
July 12 July 13 July 14 July 15 July 16 July 17 July 18 July 19 July 20
Three results in six days reordered the board three times. Mbappé lost 33 points in one evening, Messi led for four days, and Kane ended the night of the final at 45%.
Source: Polymarket CLOB price history (hourly). Retrieved Oct. 29, 2026.
predictionfrontier.com

STORY OF THE WEEK · PART 3 · THE LEAK AND THE LAST 24 HOURS

Three leaked winners and one real one: the market's last day

Kane's price recovered before the BallonDor.com article appeared. Then the site published two more winners.

On Sunday night, Mbappé scored twice as Real Madrid won 2-1 at Camp Nou. His Ballon d'Or price finished that match lower than it started and only began climbing overnight, from 17.6% at midnight UTC to 31.5% by 15:00 on Monday. At 16:07 UTC it touched 42.2%. Kane, at 70.9% when the day began, bottomed at 54.1% a minute earlier. We found no published report from before 16:00 that explains the move.



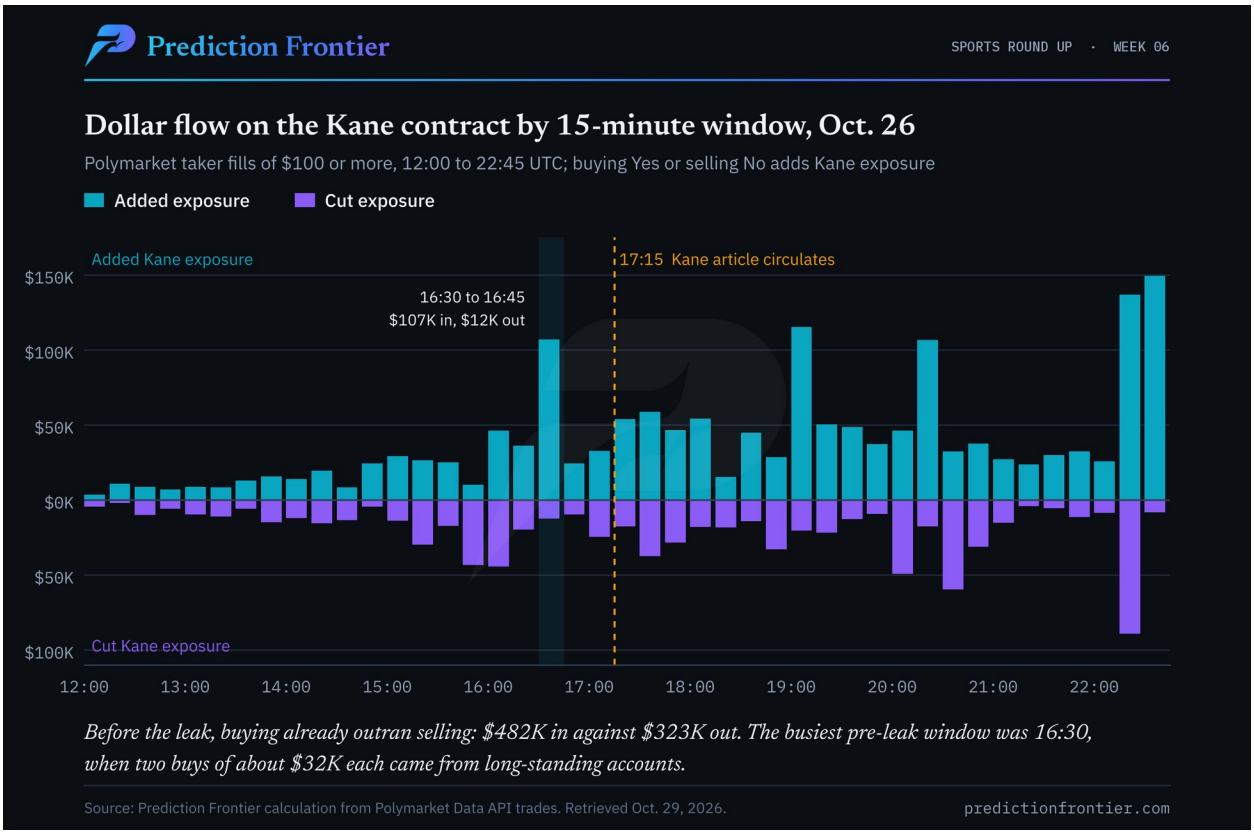
What followed matters more. Between 16:07 and 17:00 Kane recovered to 66.3%. Shortly after 17:15 GMT, an article on the award's official site headlined "Harry Kane wins 2026 Ballon d'Or"

began circulating, and Kane was at 72.1% by 17:30. Later that evening matching articles naming Yamal and Mbappé turned up. France Football said the profiles were "inadvertently published online" and "should in no way be considered as an indication of the final results or rankings." Kane spent the rest of the evening between 66% and 80%. The ceremony ran late, and he traded at 99.9¢ from 22:50:30 UTC.

The wallet check

We pulled every Polymarket taker fill of $100 or more on the Kane contract from 12:00 UTC and looked up each large buyer's first activity on the exchange. Before 17:15 there were 1,509 such fills. Trades worth $482K added Kane exposure and $323K reduced it, across 338 wallets.

The 15 minutes from 16:30 were the most one-sided of the afternoon: $107K in against $12K out, including two buys of about $32K each at 16:37 and 16:38. Both came from established accounts, one active since July 2024 across 2,058 markets.



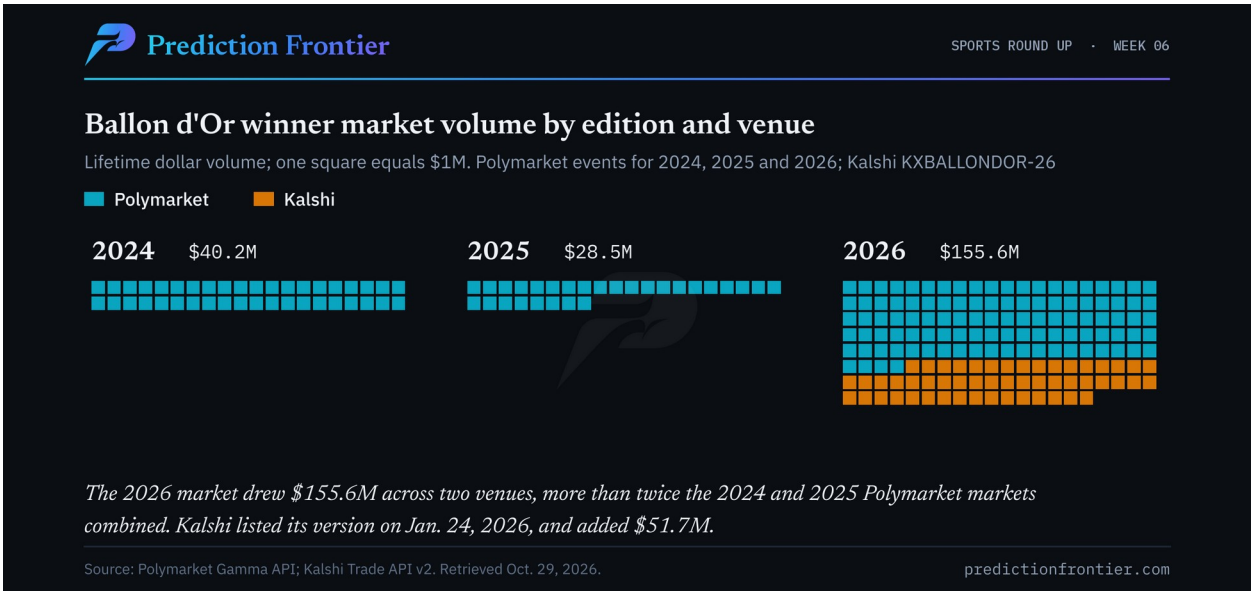
Of the 74 wallets that added $1,000 or more before the leak, eight had first appeared on Polymarket within the previous week, four of them that day. Together they put in $64.9K across all their trades that day, and the largest bought $28.9K starting at 14:56. Neither pattern proves anyone knew the result. Both show the recovery was under way before the leak, and that new money was a minority of it. After the leak, the average ticket on the Kane side rose from $740 to $1,114.

The 2024 trade log reads differently. Vinícius Júnior fell from 80.5% to 8.5% in 24 minutes on the afternoon of that ceremony, according to Vultax's archive of Polymarket fills, and Reuters reported the same day that Real Madrid had called off its trip. That year the favorite lost. This year he held.

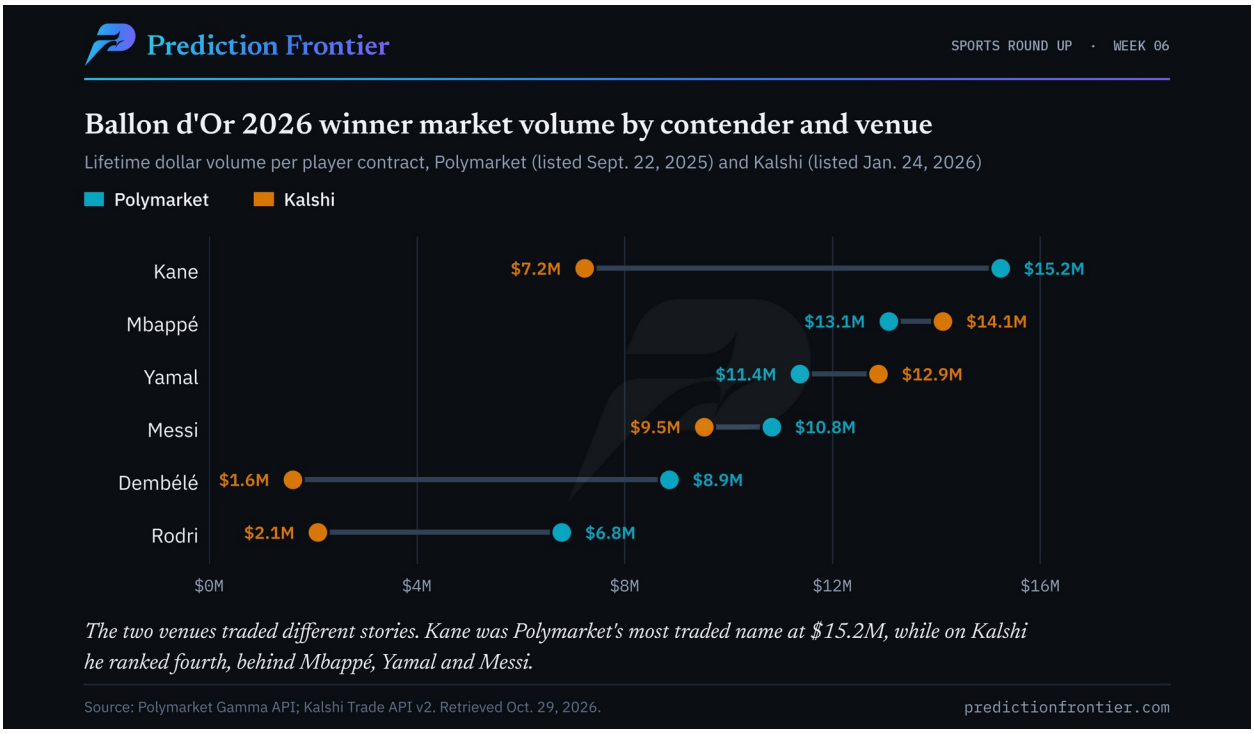
STORY OF THE WEEK · PART 3 · THE MONEY AND THE JURY

A $155.6M market, and a crowd that called the top 10

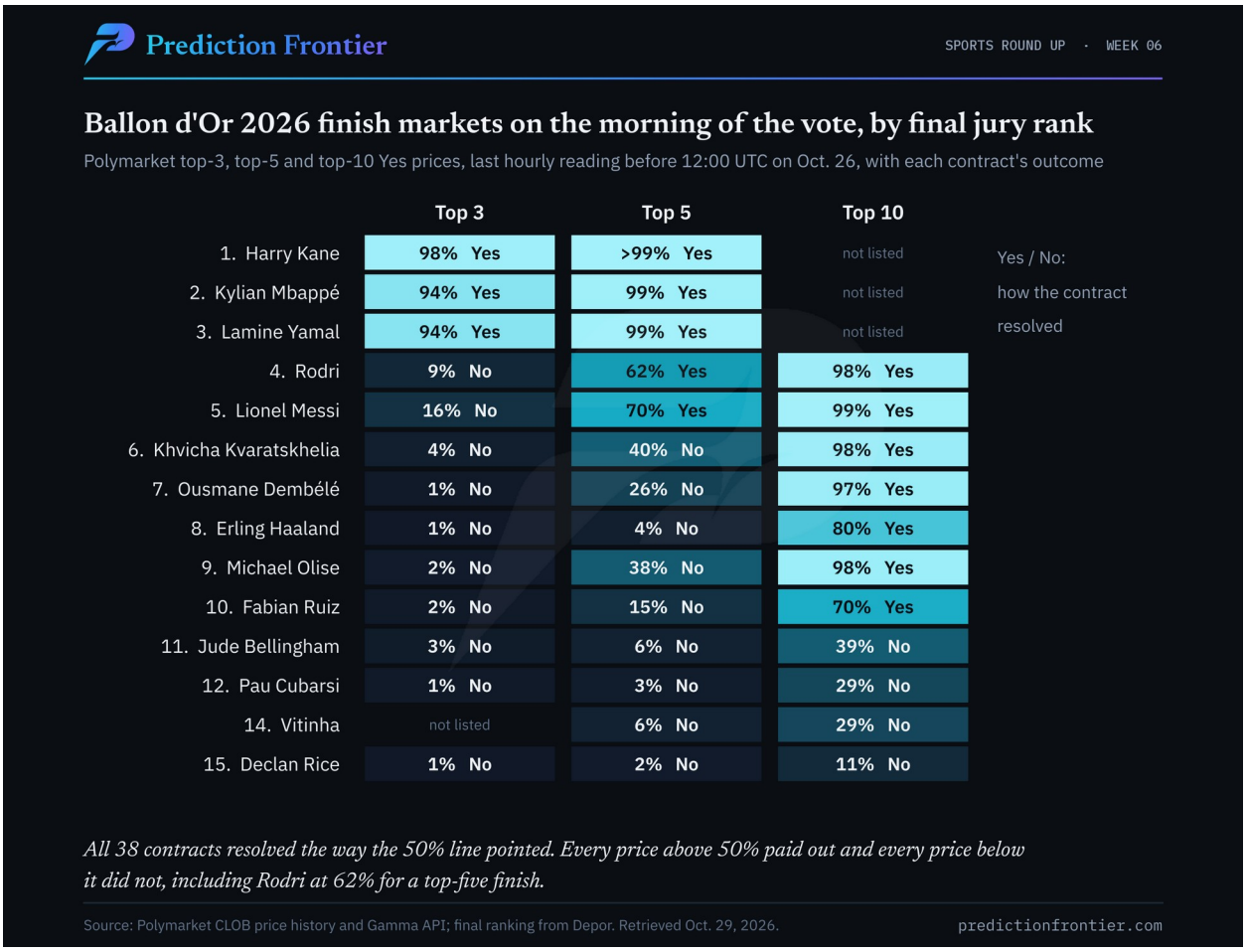
The 2026 winner market traded $103.9M on Polymarket and $51.7M on Kalshi, which listed its version on Jan. 24, 2026. Polymarket's 2024 market did $40.2M and its 2025 market $28.5M, so Polymarket alone traded 3.6 times the 2025 figure this year.



The two venues did not agree on who mattered. On Polymarket, Kane was the most traded name at $15.2M. On Kalshi he was fourth, at $7.2M, behind Mbappé ($14.1M), Yamal ($12.9M) and Messi ($9.5M). Side markets on the same award, from top-three finishes to who would attend the ceremony, added about $5.3M more on Polymarket.



The best evidence for the crowd came below the winner. On the morning of the vote, Polymarket's top-three market had Kane at 98.4%, Yamal at 93.6% and Mbappé at 93.5%, with Messi next at 15.5%. The top-five market had Messi at 69.5%, Rodri at 62% and Khvicha Kvaratskhelia at 39.5%. The jury placed Rodri fourth, Messi fifth and Kvaratskhelia sixth. Across 38 finish contracts on the 14 players we checked, nothing priced above 50% missed and nothing below 50% got in.

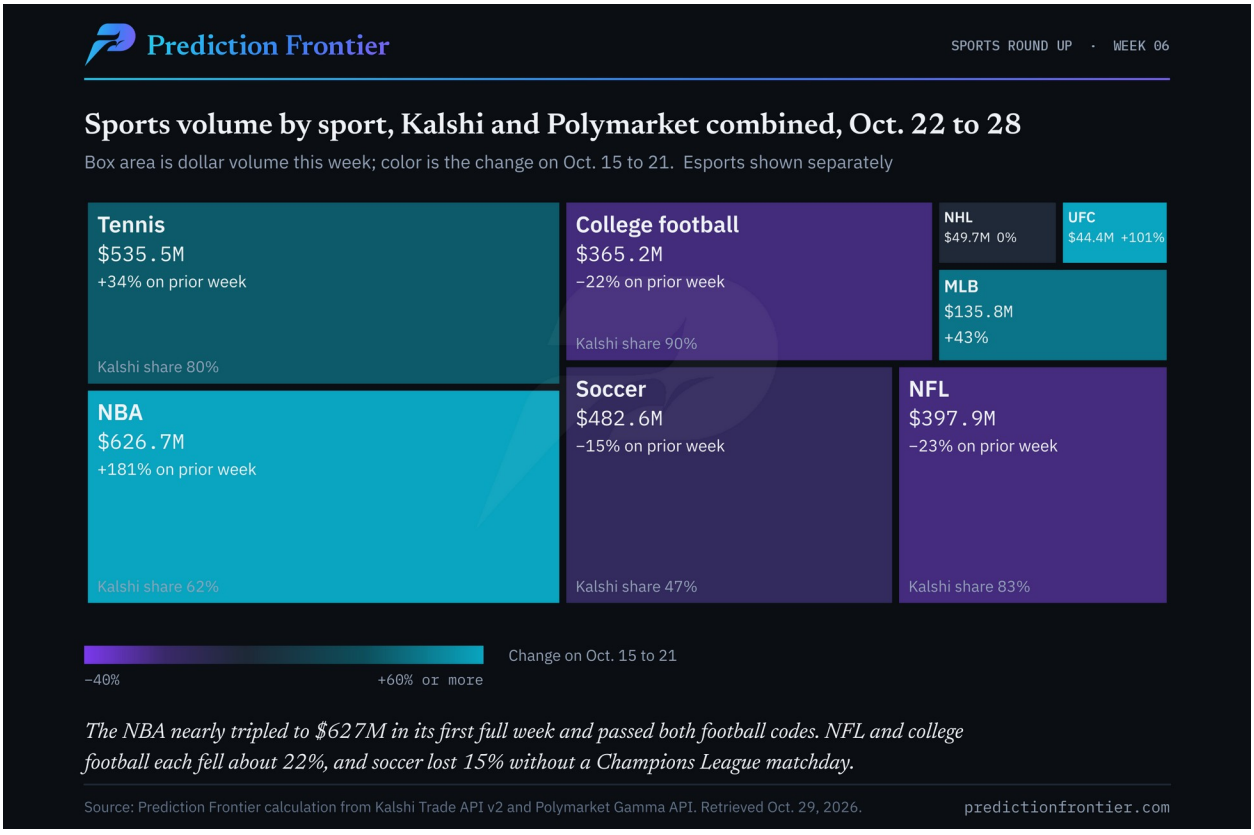

Prediction Frontier
SPORTS ROUND UP · WEEK 06
Ballon d'Or 2026 finish markets on the morning of the vote, by final jury rank
Polymarket top-3, top-5 and top-10 Yes prices, last hourly reading before 12:00 UTC on Oct. 26, with each contract's outcome
Top 3
Top 5
Top 10
1. Harry Kane 98% Yes >99% Yes not listed
2. Kylian Mbappé 94% Yes 99% Yes not listed
3. Lamine Yamal 94% Yes 99% Yes not listed
4. Rodri 9% No 62% Yes 98% Yes
5. Lionel Messi 16% No 70% Yes 99% Yes
6. Khvicha Kvaratskhelia 4% No 40% No 98% Yes
7. Ousmane Dembélé 1% No 26% No 97% Yes
8. Erling Haaland 1% No 4% No 80% Yes
9. Michael Olise 2% No 38% No 98% Yes
10. Fabian Ruiz 2% No 15% No 70% Yes
11. Jude Bellingham 3% No 6% No 39% No
12. Pau Cubarsi 1% No 3% No 29% No
14. Vitinha not listed 6% No 29% No
15. Declan Rice 1% No 2% No 11% No
Yes / No: how the contract resolved
All 38 contracts resolved the way the 50% line pointed. Every price above 50% paid out and every price below it did not, including Rodri at 62% for a top-five finish.
Source: Polymarket CLOB price history and Gamma API; final ranking from Depor. Retrieved Oct. 29, 2026.
predictionfrontier.com

THE WEEK IN SPORTS MARKETS

Sports volume by venue, and a World Series that went to Milwaukee

Between Oct. 22 and 28, Kalshi traded $1.97B in game-winner markets across the sports we track, up 9.0% on Oct. 15 to 21. Polymarket did $992M across sports events, up 37.0%, and Novig $845M, up 10.9%, of which 49% came in parlays. Polymarket US does not publish game-level volume in a form we could pull this week.

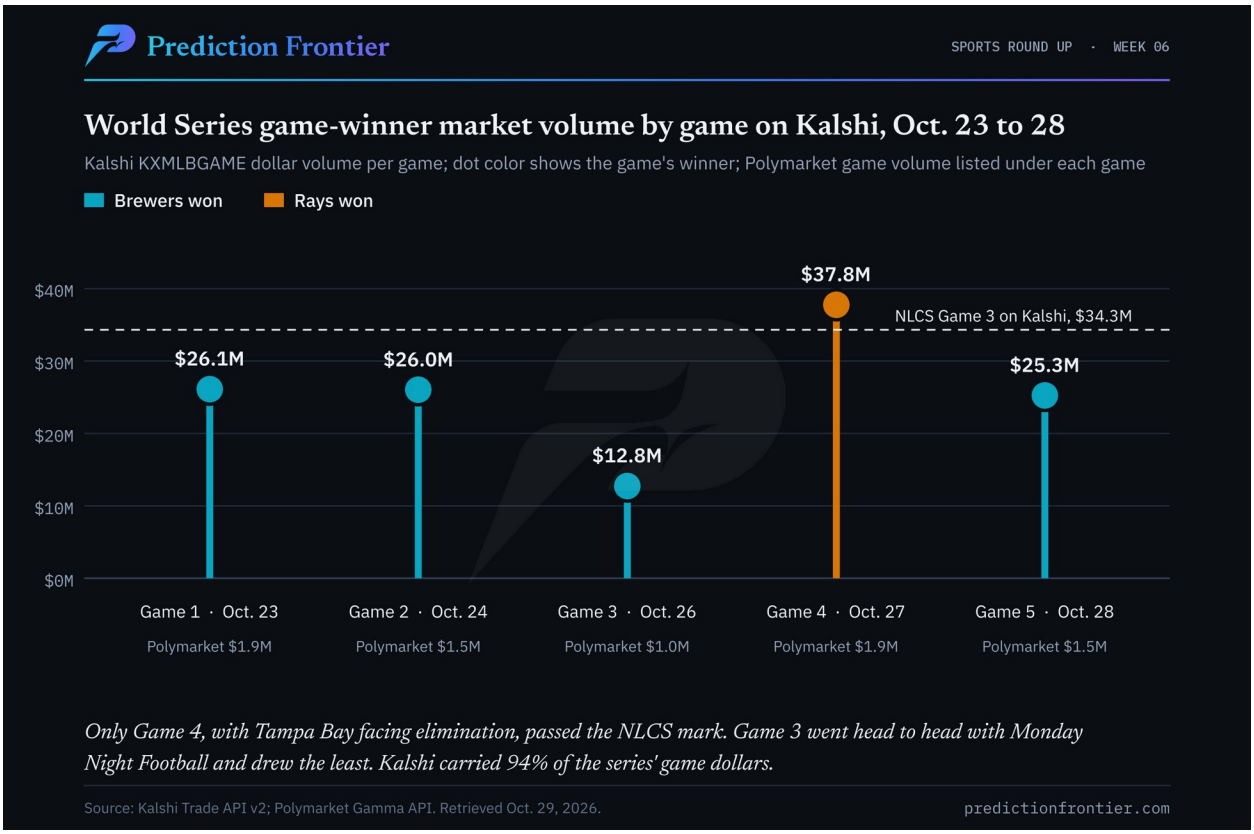
The NBA's first full week drove most of the change: $627M across Kalshi and Polymarket, against $223M. Tennis rose 34% and UFC doubled. NFL and college football each fell about 22%, and soccer lost 15% in a week without a Champions League matchday.



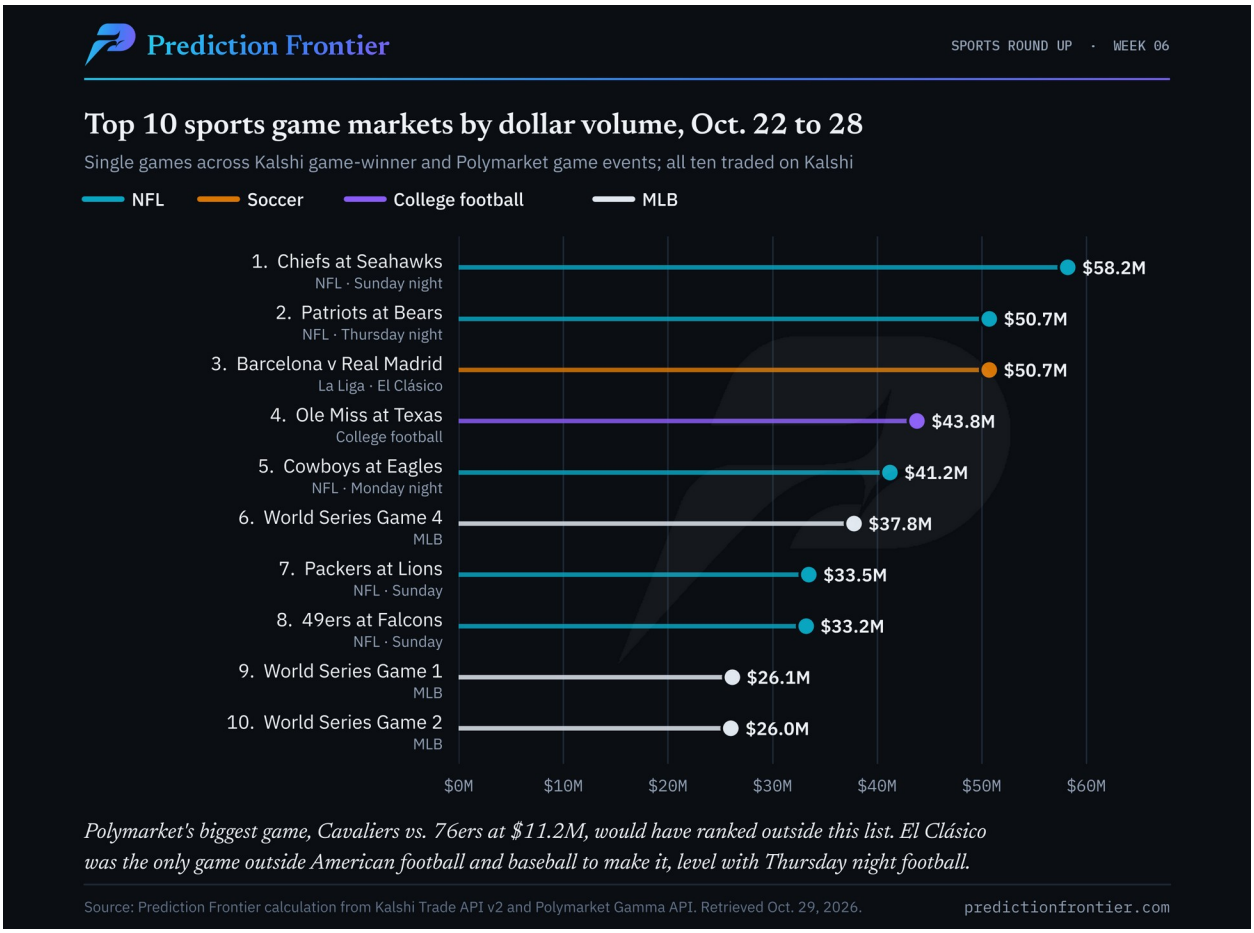
World Series

Milwaukee won its first World Series 4-1, clinching in Game 5 at Tropicana Field on Oct. 28. The first two games were one-run wins in Milwaukee, 3-2 and 5-4. Game 3 was a 10-1 rout. The Rays took Game 4 on Oct. 27 to stay alive for one more night.

Kalshi game-winner volume ran $26.1M, $26.0M, $12.8M, $37.8M and $25.3M. Only Game 4 beat the NLCS Game 3 mark of $34.3M, so our Game 1 call missed. Game 3 went head to head with Monday Night Football. Polymarket's five game markets totaled $7.8M, 6% of the two venues' combined series volume.



All ten of the week's biggest single-game markets traded on Kalshi. Polymarket's largest, Cavaliers vs. 76ers at $11.2M, would not have made the list.

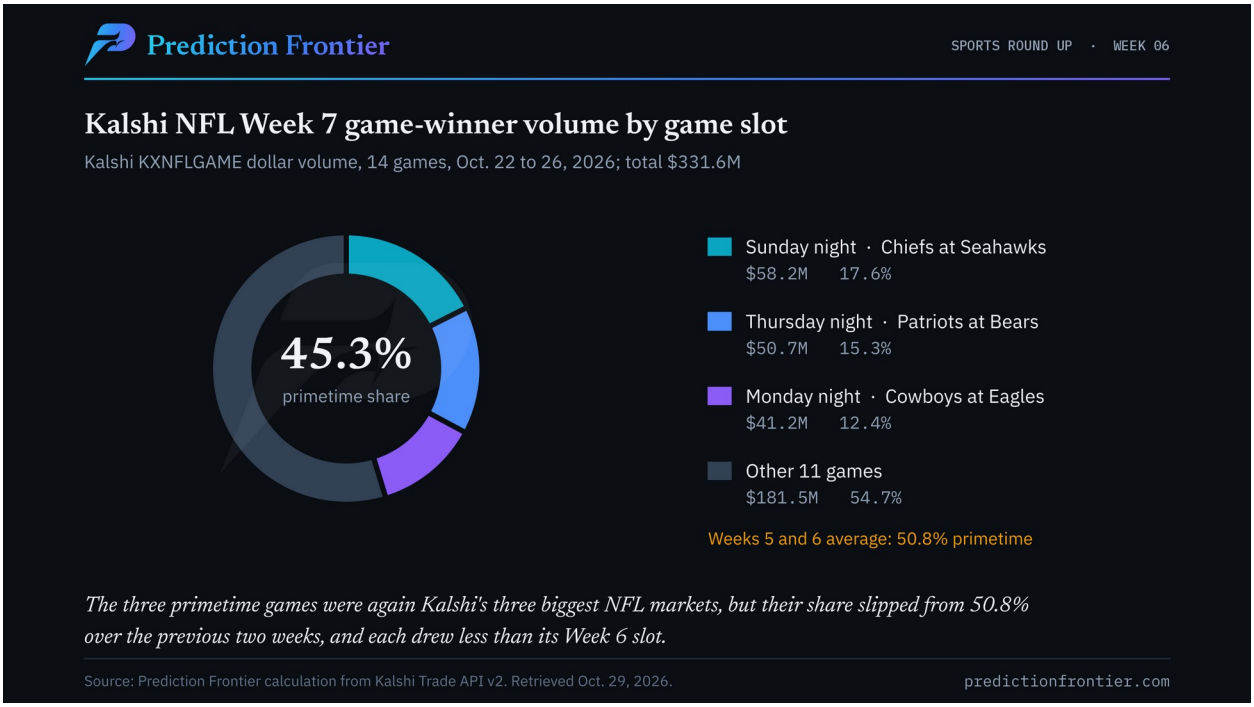

Prediction Frontier
SPORTS ROUND UP · WEEK 06
Top 10 sports game markets by dollar volume, Oct. 22 to 28
Single games across Kalshi game-winner and Polymarket game events; all ten traded on Kalshi
NFL
Soccer
College football
MLB
1. Chiefs at Seahawks
NFL · Sunday night
$58.2M
2. Patriots at Bears
NFL · Thursday night
$50.7M
3. Barcelona v Real Madrid
La Liga · El Clásico
$50.7M
4. Ole Miss at Texas
College football
$43.8M
5. Cowboys at Eagles
NFL · Monday night
$41.2M
6. World Series Game 4
MLB
$37.8M
7. Packers at Lions
NFL · Sunday
$33.5M
8. 49ers at Falcons
NFL · Sunday
$33.2M
9. World Series Game 1
MLB
$26.1M
10. World Series Game 2
MLB
$26.0M
$0M
$10M
$20M
$30M
$40M
$50M
$60M
Polymarket's biggest game, Cavaliers vs. 76ers at $11.2M, would have ranked outside this list. El Clásico was the only game outside American football and baseball to make it, level with Thursday night football.
Source: Prediction Frontier calculation from Kalshi Trade API v2 and Polymarket Gamma API. Retrieved Oct. 29, 2026.
predictionfrontier.com

NFL, SOCCER AND THE NBA

Primetime football, a Clásico with a Ballon d'Or side bet, and the NBA's first week

NFL

Week 7's three primetime games were again Kalshi's three biggest NFL games: Chiefs at Seahawks on Sunday night ($58.2M), Patriots at Bears on Thursday ($50.7M) and Cowboys at Eagles on Monday ($41.2M). Packers at Lions came next at $33.5M. The three took 45.3% of Kalshi's $331.6M in NFL winner volume, down from 50.8% over Weeks 5 and 6, and each drew less than its Week 6 slot. Polymarket's NFL total slipped 3% to $66.3M.

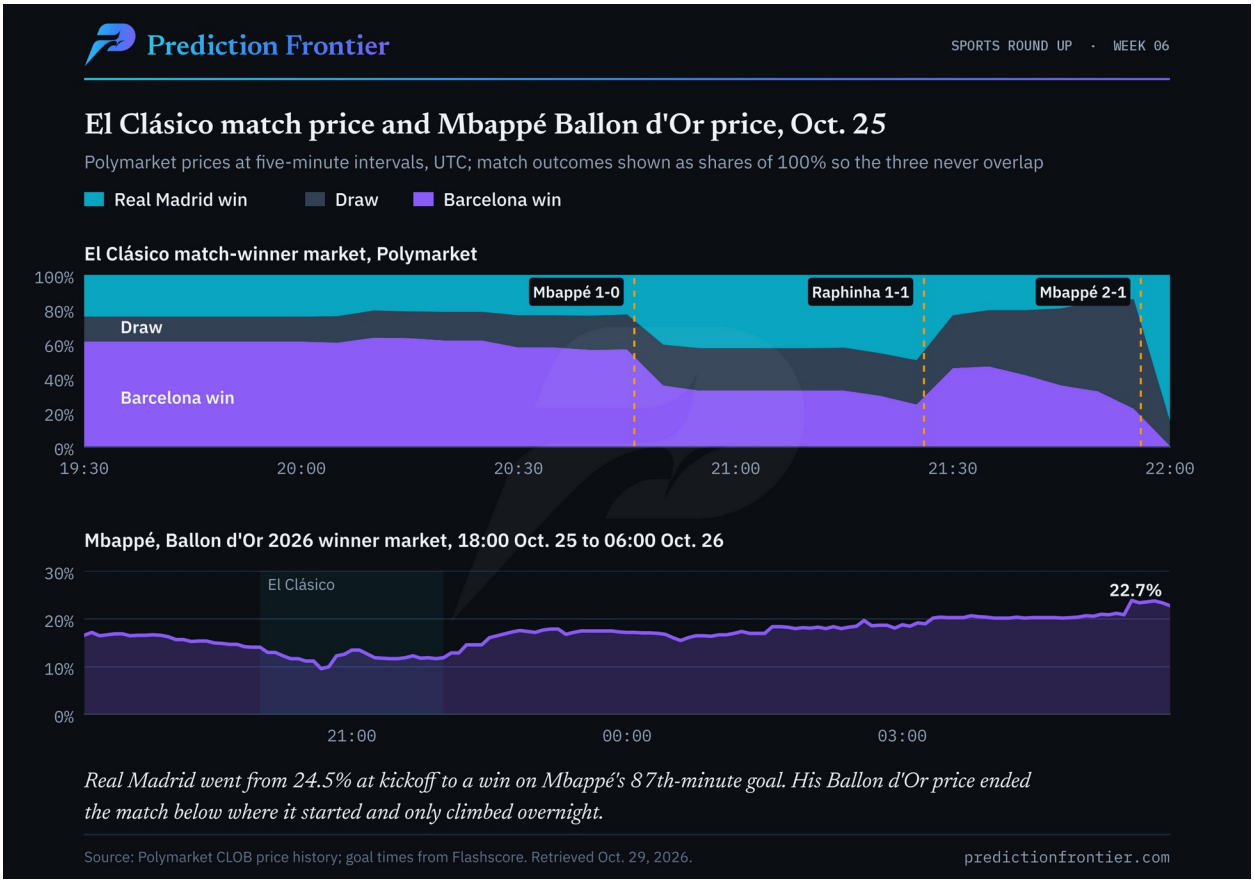


College football's biggest game was Ole Miss at Texas, $43.8M on Kalshi, where $30.9M went on Ole Miss and Texas won.

Soccer

El Clásico was the one game that traded on two markets at once. Barcelona opened as 61.5% favorites on Polymarket. Mbappé's deflected goal before half-time moved Real Madrid from

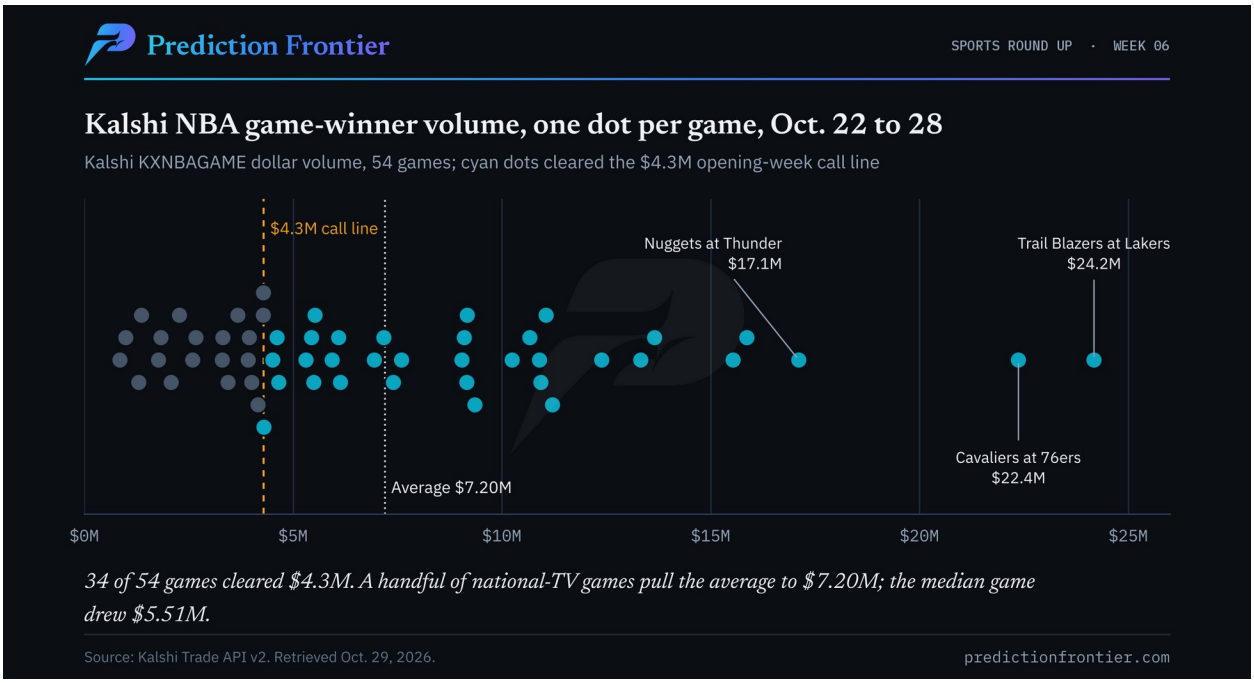
23.5% to 40.5%, Raphinha's equalizer pushed them back to 23.5%, and the draw was at 64.5% when Mbappé scored the winner from Eduardo Camavinga's pass three minutes from time. The match drew $50.7M on Kalshi, level with Thursday night football, and $10.8M on Polymarket's match-winner market.



Soccer as a whole fell to $482.6M across the two venues, from $564.8M, because the previous week included a Champions League matchday worth $96.6M on Kalshi alone. La Liga rose to $71.9M on Kalshi, and the Clásico made up 71% of it.

NBA

Kalshi averaged $7.61M a game across the 52 games of opening week, Oct. 20 to 26, which settled our $4.3M call with room to spare. For Oct. 22 to 28 the average was $7.20M across 54 games, and 34 of them cleared $4.3M. Trail Blazers at Lakers led at $24.2M. Polymarket's NBA volume quadrupled to $238M.

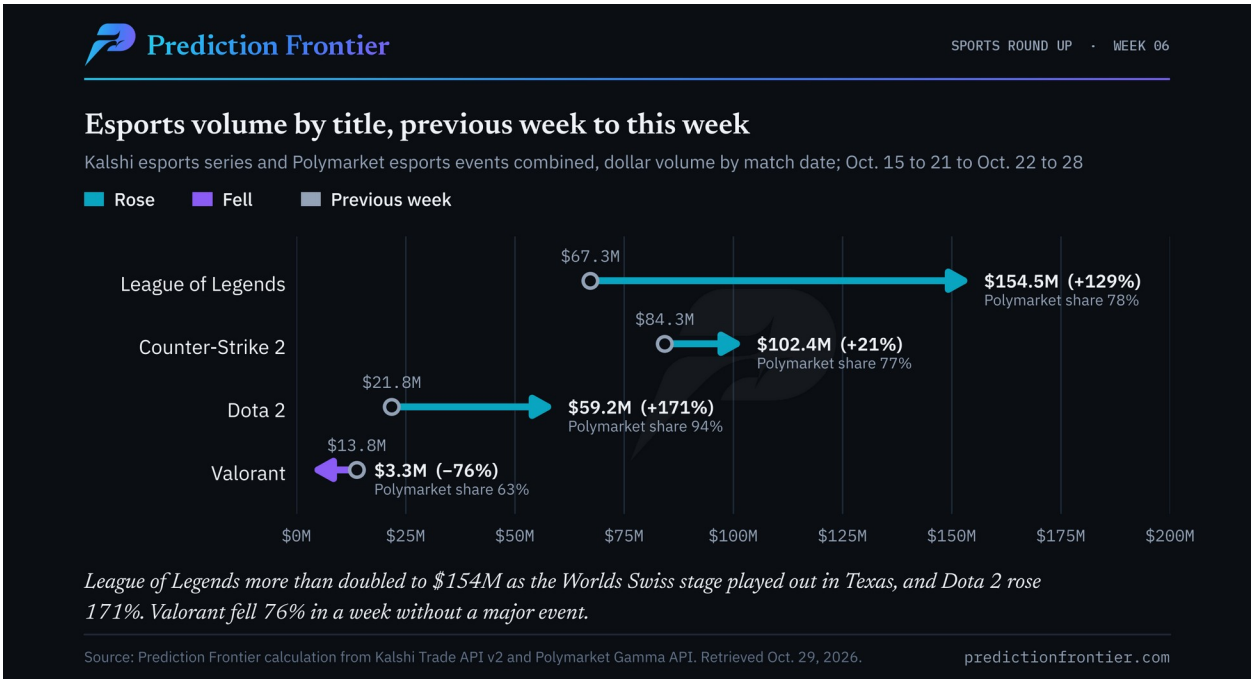

Prediction Frontier
SPORTS ROUND UP · WEEK 06
Kalshi NBA game-winner volume, one dot per game, Oct. 22 to 28
Kalshi KXNBAGAME dollar volume, 54 games; cyan dots cleared the $4.3M opening-week call line
$4.3M call line
Average $7.20M
Nuggets at Thunder
$17.1M
Trail Blazers at Lakers
$24.2M
Cavaliers at 76ers
$22.4M
$0M
$5M
$10M
$15M
$20M
$25M
34 of 54 games cleared $4.3M. A handful of national-TV games pull the average to $7.20M; the median game drew $5.51M.
Source: Kalshi Trade API v2. Retrieved Oct. 29, 2026.
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ESPORTS

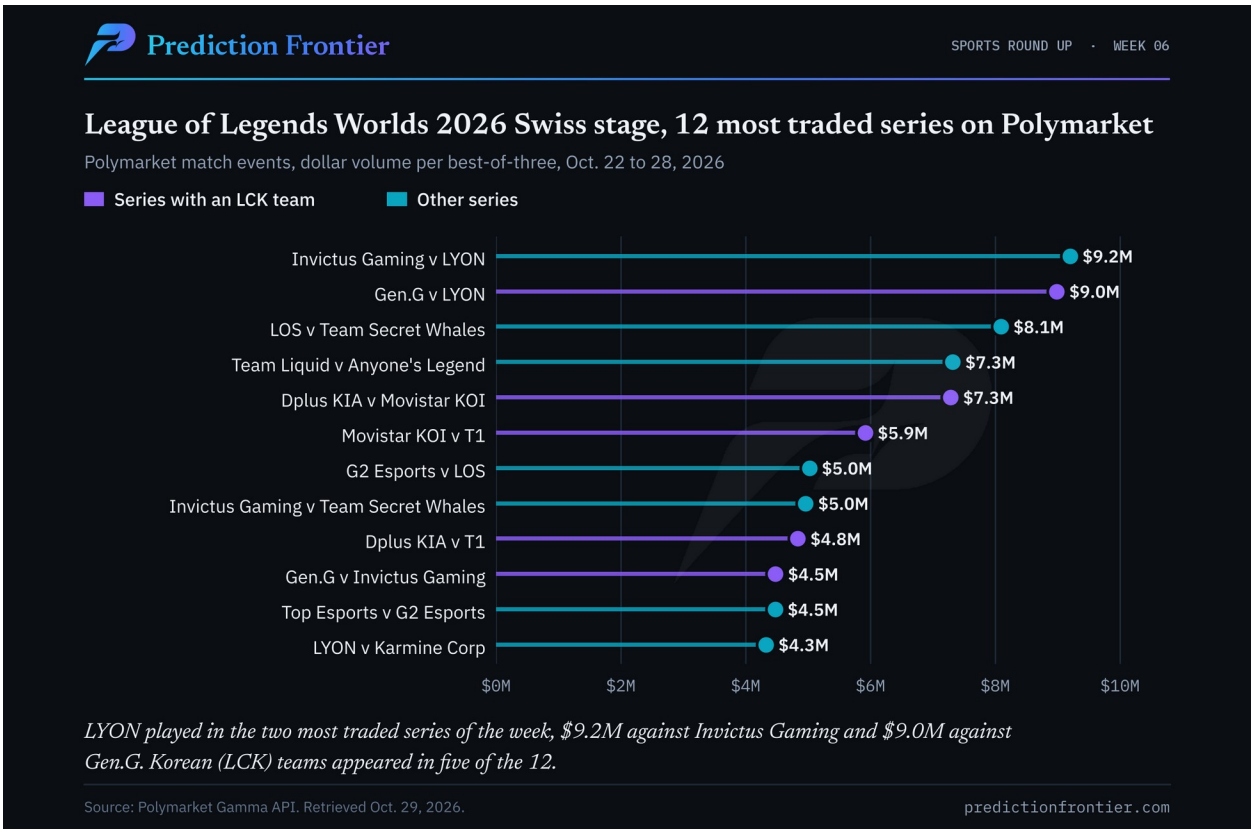
Esports volume against last week, and the stories that moved it

Esports traded $319.5M across Kalshi and Polymarket between Oct. 22 and 28, up 70% on the previous seven days, with Polymarket carrying 81% of it. For the Oct. 20 to 26 window we called, Polymarket did $217.0M against a $150M threshold.

League of Legends drove the rise, more than doubling to $154.5M as the Worlds Swiss stage played out in Allen, Texas. Dota 2 rose 171% to $59.2M and Counter-Strike 2 rose 21% to $102.4M. Valorant fell 76% to $3.3M between events.



At Worlds, Gen.G and Dplus KIA both reached the quarterfinals with 3-0 records on Oct. 26, Gen.G after dropping the first game to LYON, and Dplus KIA's Smash recorded the tournament's first pentakill. Hanwha Life lost to Invictus Gaming the same day and fell to 1-2. LYON played in the two most traded series on Polymarket: $9.2M against Invictus Gaming on Oct. 28 and $9.0M against Gen.G. Kalshi's biggest League of Legends series was also LYON against Gen.G, at $2.6M.



Esports keeps behaving differently from sport on these venues. In Week 5 the median esports game's price travelled $3.06 per $1 contract during play, against $2.96 for the NFL. Polymarket also hosts roughly four of every five esports dollars, the reverse of every major US league.

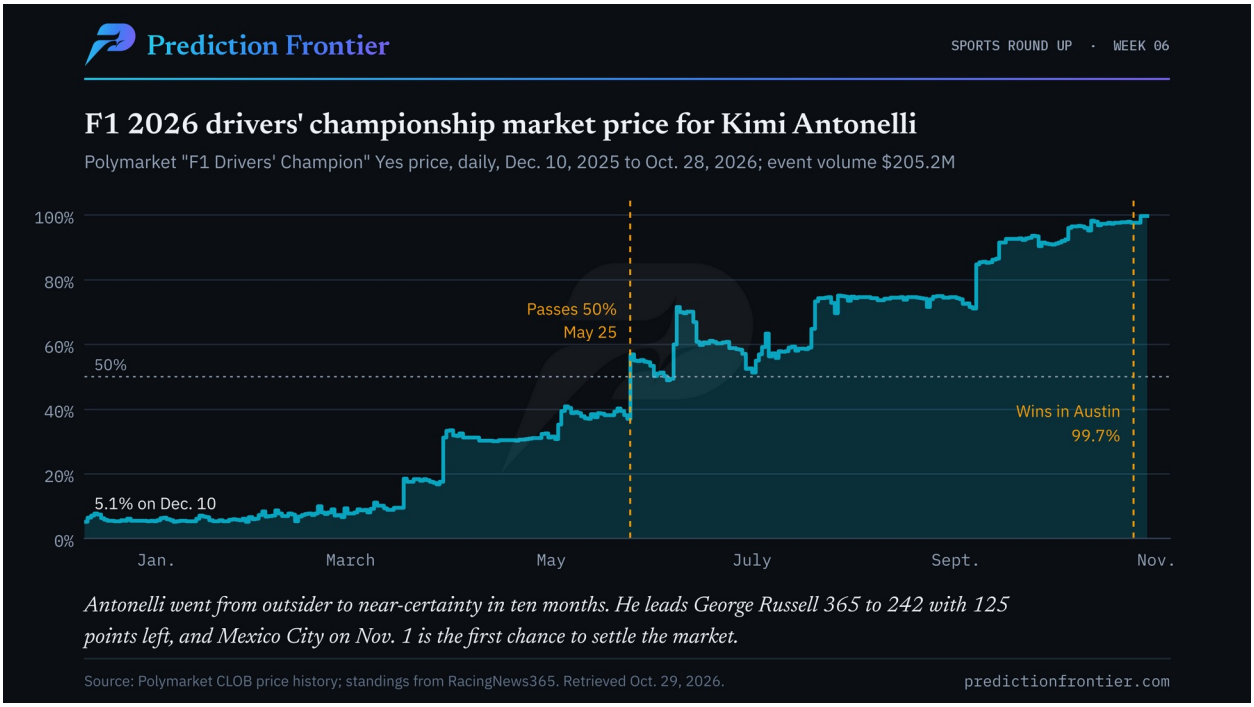
F1, TENNIS, NHL AND UFC

Antonelli on the brink, and the week in tennis, hockey and the octagon

F1

Kimi Antonelli won the United States Grand Prix in Austin on Oct. 25, his ninth win of the season. He leads George Russell 365 to 242 with 125 points left, so he can clinch in Mexico City on Nov. 1 if anyone other than Russell or Lewis Hamilton wins. Polymarket's drivers' title market, $205.2M in lifetime volume, had him at 97.7% before Austin and 99.7% after.

Its most traded contracts are not the contenders. Oliver Bearman ($12.9M), Franco Colapinto ($12.2M) and Valtteri Bottas ($12.2M) each traded more than twice Antonelli's $5.3M. Kalshi's Austin winner market drew $2.39M, two-thirds more than Singapore's $1.44M, which settles our call. Polymarket's drew $678K.



Tennis

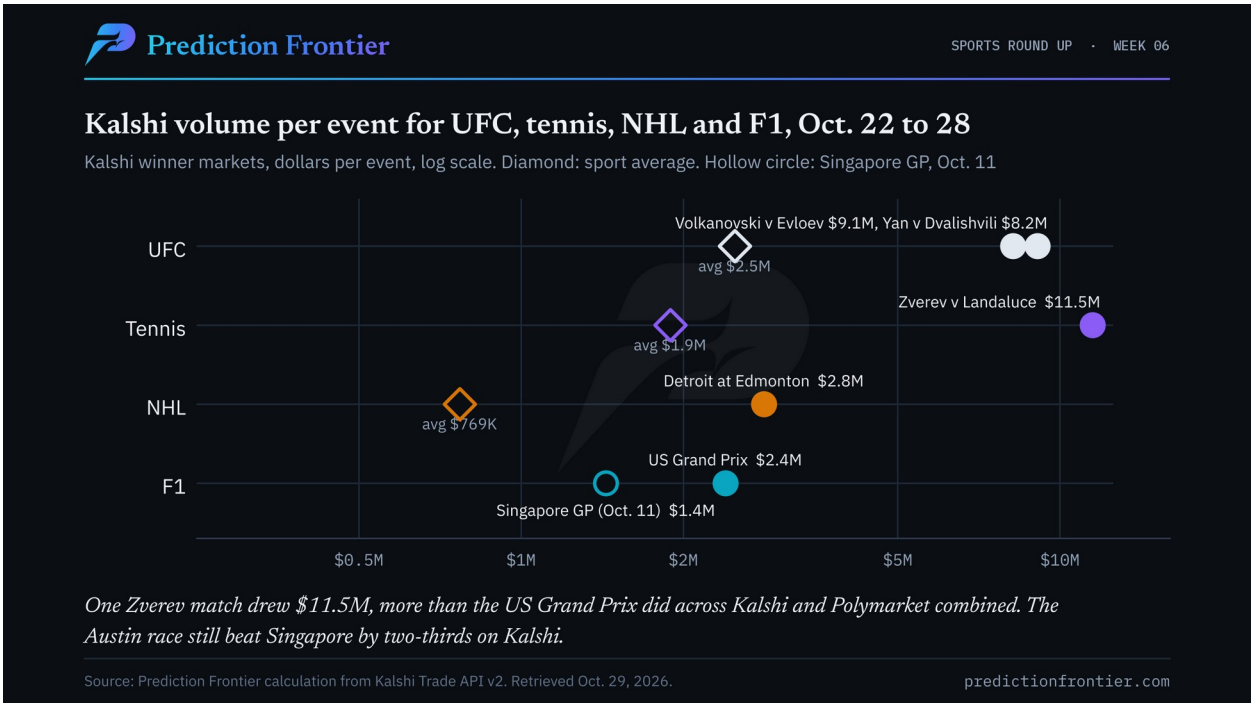
Kalshi tennis rose 42% to $430.9M across 228 matches. Alexander Zverev's win over Martin Landaluce on Oct. 25 was the week's largest, at $11.5M, more than the Austin Grand Prix drew across both venues. Polymarket listed 2,472 tennis events, most at lower tiers, for $104.6M, an average of $42K each.

NHL

Volume was flat. Across the two venues hockey traded $49.7M, and Polymarket averaged $245K a game, below the $284K it managed in Week 4. Detroit's win at Edmonton on Oct. 26 was the biggest game, $2.8M on Kalshi.

UFC

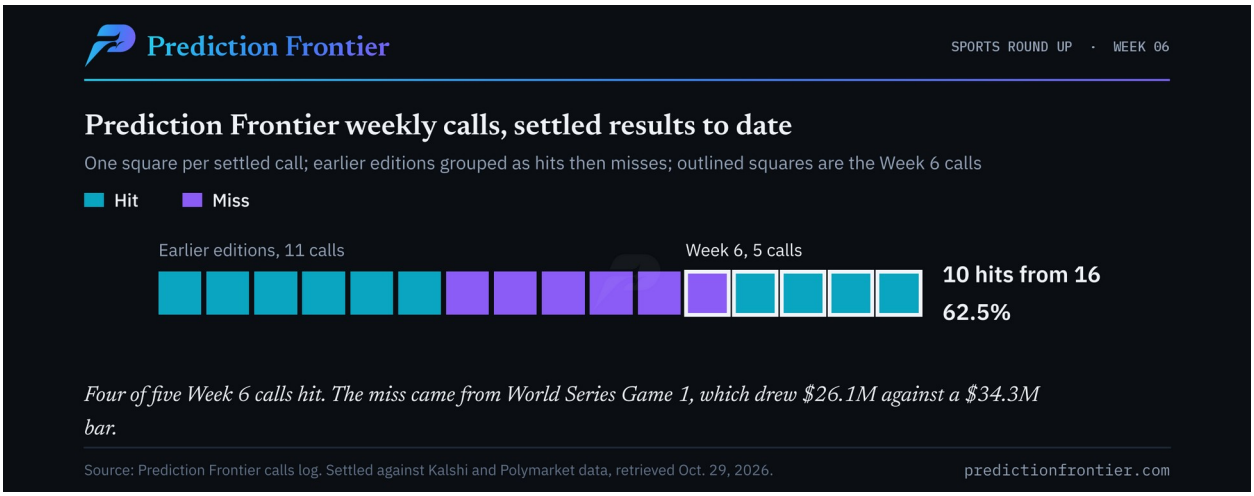
The Oct. 24 card doubled UFC volume to $44.4M. Alexander Volkanovski beat Movsar Evloev ($9.1M on Kalshi) and Petr Yan beat Merab Dvalishvili ($8.2M). In the Yan fight more Kalshi money sat on Dvalishvili's side, $4.2M against $4.0M.



SCORECARD AND WEEK 7 CALLS

How our Week 6 calls landed, and five calls for Week 7

Four of five Week 6 calls hit. The NBA, NFL, F1 and esports calls cleared their thresholds, and the World Series Game 1 call missed by $8.2M. The running record is now 10 hits from 16 settled calls, or 62.5%.



Week 6 calls and results

Sport	Call	Baseline	Settled at	Result
MLB	World Series Game 1 tops $34.3M on Kalshi	NLCS Game 3, $34.3M	$26.1M	Miss
NBA	Kalshi NBA averages $4.3M or more a game in opening week	Preseason, $2.14M	$7.61M (52 games)	Hit
NFL	Week 7 primetime games are Kalshi's three biggest	Held in Weeks 5 and 6	SNF, TNF and MNF top three	Hit
F1	Kalshi US GP winner market tops Singapore	Singapore, $1.44M	$2.39M	Hit
Esports	Polymarket esports tops $150M	Week 5, $175.5M	$217.0M	Hit

Week 7 calls, Oct. 29 to Nov. 4

Each call forecasts how a market will trade and names the data that will settle it. None says which side to take.

Sport	Call	Baseline	Settles on
F1	Kalshi Mexico City GP winner market tops Austin	US GP, $2.39M	Kalshi KXF1RACE
Esports	Top Worlds quarterfinal series tops $9.2M on Polymarket	Swiss-stage high, IG v LYON	Polymarket event volume
NFL	Primetime share of Kalshi NFL dollars is 45% or more	Week 7, 45.3%	Kalshi KXNFLGAME
NBA	Kalshi NBA averages $6.5M or more a game	This week, $7.20M	Kalshi KXNBAGAME
Soccer	Polymarket soccer tops this week's total	$255.7M	Polymarket soccer events

CONCLUSION

What Week 6 changed

Volume moved from football to basketball. The NBA's first full week added $404M across Kalshi and Polymarket, while the NFL and college football gave back $223M between them. Polymarket grew four times as fast as Kalshi on the back of the NBA and League of Legends. Novig's $845M, nearly half of it parlays, now sits close to Polymarket's sports total.

The Ballon d'Or market is the bigger lesson. It had the winner priced as favorite for most of the last 14 weeks, and on the morning of the vote it had the membership of the top three, top five and top 10 right on every contract we checked. It was also jumpy. Most of its largest daily moves came in one tournament week, and a single afternoon took 17 points off the favorite before any news appeared. When three contradictory leaks landed on the official site, the price had already recovered most of the way and moved about five more points. Award markets reward people who watch the tape as closely as the pitch.

What to watch, Oct. 29 to Nov. 4

- Mexico City on Nov. 1, where Antonelli can settle a $205M title market.
- The Worlds quarterfinals, where one series needs $9.2M on Polymarket to beat the Swiss stage.
- NFL Week 8, and whether primetime's share keeps slipping below the 45% it held this week.

Prediction Frontier Sports is published every week on LinkedIn, Substack, Medium, X and predictionfrontier.com. Subscribe there for the newsletter, the weekly data brief and past editions of the Sports Round Up.

Methods and sources

Window: Oct. 22 to 28, 2026, by game date in US Eastern time, compared with Oct. 15 to 21 cut the same way.

Kalshi: Trade API v2 game-winner series for NFL, college football, NBA, NHL, MLB, ATP, WTA, eight soccer competitions, F1, UFC and four esports titles; volume_fp summed at $1 per contract.

Polymarket: Gamma API events tagged by sport with a start time inside the window, event volume in dollars. Ballon d'Or and F1 prices from CLOB price history. Ceremony-day trades from the Data API (taker fills of $100 or more), with wallet first-activity dates from the activity endpoint.

Novig: data.novig.com daily totals, each trade counted once on the taker side. Polymarket US: game-level data not available this week.

Other sources: Ballon d'Or ranking from Depor; leak timing from ESPN, AP and 101 Great Goals; match results from AP, Al Jazeera, Flashscore and RacingNews365; 2024 Vinícius figures from Vultax's archive of Polymarket fills. Daily prices are 00:00 UTC readings.

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