



This is Premier League
2016/17

Welcome

Go to premierleague.com/This-is-PL to read more and watch our exclusive videos

Welcome to our season 2016/17 highlights and inspiring stories from across the Premier League. From the fast-paced excitement on the pitch, to the thrill of matchday and the community work delivered with our clubs and partners; we are proud to say, 'This is Premier League'.

The competitive intensity of the Premier League has once again produced compelling football, achievements to celebrate and stories to enjoy.

Chelsea are worthy champions. Antonio Conte put on a coaching masterclass, best illustrated by his team being the first to win 30 matches in a 38 round Premier League season. Eden Hazard and Diego Costa entertained us with flowing football and superb goals, whilst N'Golo Kanté's tackling and work rate saw him quite rightly rewarded as Player of the Season.

Tottenham Hotspur played some fantastic football. Harry Kane deserves special praise for winning the Premier League Golden Boot in consecutive seasons – an amazing achievement from 'one of their own'.

Stadiums were 96.5% full, a new record for the fourth season in a row, with our dedicated fans enjoying plenty of close, high-scoring matches.

Highlights of the community work delivered by our clubs this season included Premier League Kicks celebrating its tenth anniversary and the launch of Premier League Primary Stars – our most ambitious community programme to date.

The interest in the Premier League means we can create structures that enable our clubs to be ambitious on and off the pitch – inspiring and connecting with fans and communities at home and away.

Richard Scudamore
Executive Chairman, Premier League

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The Football

Go to premierleague.com/This-is-PL to read more and watch our exclusive videos

This is exciting football

Our unique style of competitive and compelling football inspires higher levels of performance on the pitch. This drives greater ambition in our next generation of players and coaches.

“For sure, this is my greatest achievement. A top achievement for the coach, the players and the club. To win in England these days is not easy. To win this league is difficult, so we must be proud in our work.”

Antonio Conte
Head Coach, Chelsea FC

Fiercely competitive

To see the Sky Sports highlights video go to premierleague.com/skyvideo

Another intense and entertaining season provided many memorable moments, with tight and compelling matches bringing suspense and excitement week after week.

“For the eighth season on the bounce, the trophy has changed hands. This really does show how fiercely competitive the Premier League is.”

Gary Neville
Sky Sports

“It’s been a season of quality and quantity. The Premier League has the best group of managers in the world and the number of high-class players makes it essential viewing.”

Rio Ferdinand
BT Sport

“After the first few rounds of matches were over, we almost wrote Chelsea off. How wrong were we? They then kicked into a higher gear and never took their foot off the pedal.”

Jamie Carragher
Sky Sports

Goals, goals, goals

Go to premierleague.com/goals to watch the winners of the goal of the month award

With 1,064 goals netted in what became the second-highest goal scoring season in Premier League history, landmarks were reached and skills took centre stage.

Goal of the season

Emre Can won the Carling Goal of the Season with a stunning overhead kick.

25,000th Premier League goal

It was fitting that the 25th season of the Premier League featured the 25,000th goal. Zlatan Ibrahimović scored the milestone.

Scorpion kicks

We saw wonder goals from both Olivier Giroud and Henrikh Mkhitaryan.

Golden Boot

Harry Kane's 29 Premier League goals earned him the Golden Boot award for the second season in a row.

"Sometimes you see a goal of a certain type – but when you see two like that in a matter of a week or so, it's incredible."

Gary Neville

Sky Sports

BBC Sport

Meanwhile at the other end of the pitch... go to premierleague.com/defenders to see Alan Shearer talk about his picks of this season's standout defensive performers.

Rising stars

Go to premierleague.com/football to see our exclusive videos featuring Everton and Bournemouth

This season saw the introduction of Premier League 2, replacing the U21 league and extending the age range to U23. This new structure is designed to bring Academy players as close to the first team experience as possible.

Performance pathway

Everton were crowned champions of the first Premier League 2 season – and manager David Unsworth's side are already making inroads towards the first team. The club's proud tradition of nurturing and developing talent and their commitment to the Premier League's Elite Player Performance Plan is bearing fruit. Unsworth credits his club's expertise as key to this success:

"At Everton we have always had managers that aren't afraid to put a young player in. Every manager that I've ever known has pitched players in when they're ready. Irrespective of their age."

Midfielder Joe Williams, 20, is highly thought of on Merseyside – Unsworth says that he's, "in a rush to get to the top, which is brilliant" – but the Liverpool-born youngster, who has been at the club since he was seven, has already faced challenges:

"I was injured at the start of the season," he explains. "So I just tried to learn as much as I could off the pitch and take bits from every player around me. I would watch the first team really closely and look to develop that way. But coming back and winning the League has been brilliant, and the lads deserve it. We know we need to take what we've learnt this season and use that experience to push us on."

Unsworth is certainly not resting on his laurels after the win, "You see them making their debut and you're very proud. It's a great moment and it's what the job is all about. But at the same time, you are still thinking, 'Who's next?'"

Harnessing potential

Having had a front row seat to AFC Bournemouth's recent charge up the football league, Lead Youth Development Coach Graham Mills has just finished his first year as part of the Premier League's Elite Coach Apprenticeship Scheme, which he's full of praise for. "As a coach, you're always looking to improve. On most courses, you focus on the tactical and technical detail and often the softer skills are neglected. Having the opportunity to learn about that and to have a mentor to give you feedback is so important."

Graham mainly coaches players aged 12 to 16 – but says there is a clear pathway to Eddie Howe's first team. "We want to develop our own players and provide the platform for them to perform in the Premier League." Graham explains part of Eddie's key to success, "He knows the club inside out and he's still developing young players, which is a huge credit to him and his support staff."

"The quality's been better, the standard's been better. The results have been close and tight and it's been a great season."

David Unsworth
Everton U23 manager

49

home-grown player
Premier League
debut in 2016/17

687

minutes played
on average by
home-grown
player debutants

The Fans

This is for everyone

Committed and engaged fans are vital to our clubs and the competition. Whoever they are and wherever they are from, everyone is welcome.

“We have made an incredible amount of progress by working with our disabled fans to listen and understand the areas that need improvement.”

Andrew Parkinson
Operations Director, Liverpool FC

Full and vibrant stadiums

Our fans create an atmosphere that sets us apart from other leagues and competitions. Their unwavering support means Premier League stadiums have achieved record occupancy levels, as people from all walks of life share the excitement.

Family entertainment

"Going to the game has always been part of my life," explains Manchester City supporter Trevor, as his team finish the season securing third place.

"Growing up near Manchester, our parents didn't take us to the games – as they were so busy bringing us up, so we were left to find our own way with football. So when my older brother went to a City match one weekend with his mates and came back as a committed blue, we followed his lead.

"As their younger brother, I was captured by tales and images of Bell, Lee and Summerbee. Right then my lifelong support of City began. One of my earliest vivid memories is going to a game with my big brother and sitting on the wall at the front of the Kippax stand. I remember the smells, the crowd and the noises – the whole experience was so exciting.

"Then, as we got older, we used to go with our mates for our Saturday 'football fix' before a night out. I've always felt that the atmosphere and sense of occasion you get going to a live football match is second to none."

Things have now come full circle for Trevor, who has season tickets for himself and his sons Sam, aged nine, and four-year-old Toby: "Once the boys were old enough, I couldn't wait to bring them to City. I think it's really good for them to experience the sense of belonging that you get from supporting a club like Manchester City. It probably won't be long until my boys want to start going without me!"

"Our season tickets are great value. With the world-class talent on show, the brilliant football Pep has brought to us this season, seeing amazing Premier League teams each week and the facilities on hand, it's a great way to entertain the family."

Away support

The atmosphere in our stadiums is always enhanced by visiting fans. To recognise this, Premier League clubs collectively agreed that no away supporter would pay more than £30 to go to any match for three seasons from 2016/17. This initiative recognises away supporters' loyalty and acknowledges that there are extra costs involved in supporting their team on the road.

In season 2016/17 stadiums were:

96.5%

full

with

43%

of fans under 35

and a

£31

average ticket price

Everyone is welcome

To read Joe's full story go to premierleague.com/accessibility

To see the video of Manchester United's accessibility plans and Christian interviewing Zlatan, go to premierleague.com/accessibility

In September 2015, Premier League clubs unanimously agreed to improve access and facilities for disabled fans. All clubs began a programme of work and substantial progress has been made across the League.

Sensory Room success

Joe's story

As a family of Watford FC supporters with an autistic son, Joe's parents are used to planning match attendance with military precision. "As well as the sensory overload that Joe gets from a football match with all the noise, the smells and the crowds, we worry about losing him," explains Joe's mother Christine. "It would only take one second of him being distracted and he could wander off into the crowd. And if he did get lost, there is certainly no guarantee that he would hear his name over the tannoy – or go to the information desk."

This season, Joe and his mother Christine were able to have a far less stressful match experience at the newly opened Sensory room at Watford FC. The room has an adjustable crowd noise filter, a match viewing area, the sensory area itself and specially trained staff on hand. Spearheaded by the club's Supporter Liaison Officer Dave Messenger, the initiative follows the hugely successful first Sensory Room that opened at Sunderland AFC last season. Christine is delighted with the impact the room has had, "To be able to come to the Sensory Room and know that Joe is safe and we can all enjoy the football makes a huge difference."

Home For All Reds

Christian's story

When he was nine, Christian Boyd was diagnosed with a condition called Sensory Motor Neuropathy – a disease of the nerves that causes extreme pain and fatigue in the legs and arms. This season at a training session for Manchester United Foundation's Ability Counts Football Team, Christian was given the opportunity of a lifetime when he was surprised with the chance to interview Zlatan Ibrahimović as part of Manchester United's Home For All Reds stadium accessibility project.

Christian is certainly impressed with the steps Manchester United are taking to ensure the accessibility of Old Trafford, which include the Ability Suite, Changing Places facility and family and friends seating in disabled areas.

"I think it's a brilliant idea. For me, the main difference it will make is the day will run more smoothly and be more enjoyable."

Broadcast at home and away

To see the exclusive video go to premierleague.com/TV2

For many Premier League fans, getting to the match is not always possible. Our broadcast partners in the UK and around the world are committed to ensuring that the atmosphere of Premier League matches is brought to life in quality productions throughout the season.

Football gathering

Patrick and Emma Nottage are passionate Tottenham Hotspur supporters who live in Manchester with their young family. Given their location, finding other Spurs supporters to share the experience with was not always easy. After forming a Facebook group, the idea of creating an official 'North West Spurs Supporters' Club' was born.

The Nottages marked the emotional last game at White Hart Lane this season by hosting a gathering for the members of their supporters' club to watch the live broadcast. "We have Sky Sports and BT Sport, so that we can watch matches that we can't get to. We all follow the team in different ways during the week – the kids use the laptop and mobile apps to keep up to date. But getting together in front of the game on TV is always a great shared experience," says Emma.

"If you go to English football matches there are a lot of Norwegians. When we can't go, we do like the TV2 broadcasts and of course Erik Thorstvedt and Brede Hangeland are great names in Norway."

Aase Huesboe

Norway's North Sea broadcast

The middle of the North Sea is not necessarily where you would expect to find a group of dedicated Premier League fans.

But thanks to TV2 Norway, this season the Premier League reached uncharted waters, with a live broadcast of Liverpool v Hull City from a gas rig in the North Sea. Aase Huesboe is one of many Norwegian Liverpool FC fans working on the rig. "We have a relationship with Liverpool because a lot of Norwegian sailors were based in Liverpool during the war." In fact, the word 'Scouser' comes from a Norwegian food called 'lobscouse' – a stew eaten by Norwegian sailors that the Liverpoolians also developed a taste for.

"I became a Liverpool fan when I was a young girl. They were the best team in those days, with great players like Kenny Dalglish. We look forward to the start of the Premier League and we travel a lot to England. If you go to English football matches there are a lot of Norwegians. When we can't go, we do like the TV2 broadcasts and of course Erik Thorstvedt and Brede Hangeland are great names in Norway."

In season 2016/17 the Premier League was broadcast to:

1bn
homes

188
countries

This is a force for good

Our clubs continue to connect with and inspire people in their communities. Through football we create opportunities to learn new life skills and to experience the love of playing sport.

"The people on our disability programmes become friends, which is really important. In ten years, we've gone from four participants to engaging almost 1,500 every week."

Paul Hunt

Senior Disability Development Officer,
The Albion Foundation

Premier League Primary Stars

To find out more go to
premierleague.com/PLPS
Free resources for schools are
available at PLPrimaryStars.com

This season we launched our biggest and most ambitious community programme to date. Using the appeal of the Premier League and professional football clubs, Premier League Primary Stars is inspiring children to learn, be active and develop important life skills.

Premier League Primary Stars

Premier League Primary Stars builds on the great work delivered in schools by clubs and was backed by our first ever national TV and cinema advertising campaign. Available to every Primary School in England and Wales, free digital resources cover subjects from maths and English to teamwork and sport. Competitions range from football tournaments to reading challenges and club delivery includes support to improve teachers' confidence in delivering PE. Premier League values underpin everything on offer, encouraging children to be ambitious, inspiring, connected and fair.

Feedback from teachers, parents and children has been overwhelmingly positive and Dylan, pictured below, is one child of many already inspired to love learning and sport. When Ed Kilby from Southampton FC's Saints Foundation began to help deliver lessons in his school as part of the new initiative, it marked the start of a huge turnaround for Dylan.

88

Premier League and English
Football League clubs deliver
Premier League Primary Stars

“He is really trying now, in all of his lessons. He has got an incentive and knows that people believe in him.”

Naomi Killick Teacher at Bassett Green Primary School

A place to play

Go to premierleague.com/Beckton
for full story and video

We use the appeal and success of the Premier League to inspire and connect with communities. Funding high-class facilities to give more opportunity to play is a vital part of what we do.

First-class facilities Chandra's story

It has been a long time since 65-year-old Chandra Bouri exercised. "The last physical activity I did was about 20 years ago," he says. That inactivity was starting to impact Chandra's health and he was given a stark wake-up call. "My doctor said, 'You don't want an early grave, do you?' and he told me about a programme that helps you to be more active – so I joined up." The programme is the Newham Community Prescription (NCP) initiative, which is backed by the West Ham United Foundation and encourages people to adopt a healthy lifestyle.

Walking football is just one of the many activities provided by the West Ham Foundation at their new state-of-the-art facility in Beckton, East London. "When I turned up to my first session, I was thinking, 'what have I let myself in for?'" said Chandra. "I had seen elderly gentlemen like me playing it on TV but I did not know the rules."

Those early doubts have been dispelled, however, as Chandra is now a regular walking football participant and his health and social life has seen the benefits. "This programme has worked wonders for me. The doctor is happy with me and he wants me to continue." The benefits of a regular get together on the pitch for older members of society are not restricted to health – as the social side of playing walking football can be just as important. "It's a social gathering and I have made a lot of friends," Chandra says.

The new Beckton artificial grass pitch is one of 689 supported by the Premier League to date. It is projected to increase overall sports participation in the area by 78% and lead to the creation of 17 new teams. It was built with a grant from the Premier League & The FA Facilities Fund, which is delivered by The Football Foundation.

689

artificial grass pitches supported by the Premier League to date

78%

projected increase in overall sports participation in the area

Premier League Kicks

Go to premierleague.com/motd/marriam to see her MOTD video

Using the power of football and the value of sports participation, Premier League Kicks connects with young people in high-need areas.

This season, to celebrate ten years of Premier League Kicks, we asked football clubs running the social inclusion programme to nominate their 'Kicks Hero'; someone who has inspired others through their dedication, work ethic and own personal development. Each Premier League Kicks Hero had their story turned into a comic strip by Marvel artist John McCrea and was presented with a framed copy to recognise their efforts.

Sports Minister Tracey Crouch, who was at the launch of the initiative at Ferry Lane in Tottenham said: "Over the past decade, Premier League Kicks has made an invaluable contribution to the lives of tens of thousands of young people across the country, encouraging them to get into the game in a safe and secure environment that has brought communities together."

One of many inspirational stories to emerge from the programme, which is part of a successful partnership with Sport England, is that of 14-year-old Marriam. After her father tragically passed away, Marriam became withdrawn and lost her love of football. Deciding to give football another chance at a Premier League Kicks session run by Leicester City FC was a turning point for

Marriam. She enjoyed it so much that she went on to organise a Youth Forum and inspired so many other girls to join Premier League Kicks that Leicester City now run a regular all-girls session. Marriam's own skills soon developed and impressed her coaches enough to get her a trial with Leicester City FC women's Under-16 team, who she now plays for, whilst continuing to attend Kicks sessions and inspire other girls.

205,650

young people have engaged in Premier League Kicks to date

Premier Skills

Ten years of Premier Skills

Premier Skills is our flagship international community programme that trains coaches and referees around the world in partnership with the British Council. Kuntala is a Premier Skills coach in India who says she is 'married to football'. Growing up in Kolkata and wanting to progress as a professional footballer, she had to overcome significant challenges around social acceptance and lack of quality coaching.

"I have always loved football. We didn't have any proper playing facilities, coaching or any girls' teams – so I played with the local boys' team. We didn't have many female role models but I was lucky to have a family who backed me."

Through her hard work and determination, Kuntala went on to represent West Bengal and then to captain India in the World Cup.

"When I was introduced to Premier Skills I was very happy, as it was my chance to do something for my community through football." Jhuma is one of the girls she has coached who has really benefited from Kuntala's experience, becoming a skilled footballer and broadening her horizons. "Jhuma has really grown in confidence through Premier Skills. She has made fantastic progress in her football, even travelling to Belgium to take part in the Premier League Truce Tournament."

"The Premier Skills programme is ten years old and we could not be more proud of what it has achieved. Premier Skills combines the Premier League's massive global appeal and the British Council's expertise in delivering projects which have tremendous impact."

Sir Ciarán Devane

Chief Executive of the British Council

Premier Skills has now trained

17,715

coaches and referees

This is Premier League

Our league provides the opportunity for all clubs to succeed. Clubs are inspiring fans, communities and partners alike to invigorate lives across the globe.

“Highly competitive football played in stadiums full of passionate fans creates a unique level of interest. This in turn generates huge opportunity and a positive impact locally and globally.”

Steve Parish
Chairman, Crystal Palace FC

This is Premier League

Exciting football

“Antonio Conte, his coaching staff and, of course, our players deserve a huge amount of credit for the high quality of football produced during the 2016/17 season. It has been a pleasure to watch the team, and to witness the support from our committed fans, in what has been another competitive and compelling Premier League campaign.”

Bruce Buck
Chairman,
Chelsea FC

Inclusive experience

“We are proud of the fact that, in a season of sold-out fixtures at Goodison, one in four of our season ticket holders are young fans, under the age of 22, securing a new generation of Evertonians. This is important as we move forward as a club, building not only the kind of support and environment which will help our manager, Ronald Koeman, and the team, but also paving a path towards long-term, sustained success.”

Robert Elstone
Chief Executive Officer,
Everton FC

Force for good

“At Leicester City, we are committed to using the interest in our club and the power and popularity of Premier League football, as a force for good in our city and beyond.

The Foxes Foundation raises funds for local charities and our Community Trust inspires young people from every background to have fun, play sport, make good choices for their future and improve their health and education.”

Susan Whelan
Chief Executive Officer,
Leicester City FC

Global appeal

“The football played by Jürgen Klopp and the team, the heritage of the Club, combined with the passionate atmosphere created by our fantastic fans at Anfield, is what creates interest in the club globally and excites our fans all over the world. Meeting our international fans at events like the Premier League Asia Trophy is always a pleasure.”

Billy Hogan
Managing Director and
Chief Commercial Officer,
Liverpool FC

Inspiring success

A strong impact

Stoke City FC will enter its tenth consecutive Premier League season in 2017/18. The success of the Staffordshire club on the pitch has led to impressive economic and social benefits off the pitch, with a new report by Ernst & Young (EY) finding that the club contributed £132 million (Gross Value Added) to the economy, and directly contributed £61 million of tax to public finances in 2015/16.

The club's ongoing achievements have enabled it to attract record signings such as Swiss international Xherdan Shaqiri – and meant that Stoke City has continued to grow its fan base and draw more visitors to the area. The EY report highlights that the region was hit especially hard by the financial crisis of 2008. However, this was the same year that the club was promoted to the Premier League and Stoke City's success has since been described as a 'beacon of hope'.

Filling the stadium each week has also enabled the club to make continued investments in local infrastructure and to expand its Community Trust, which now works with 11,000 local people each year. State-of-the-art Academy and training facilities have been built and ongoing development of the stadium includes improved facilities for disabled supporters, as well as filling in corners to increase capacity to beyond 30,000.

Stoke City FC in 2015/16:

2,200

jobs supported

£61m

tax contribution to public finances

£14.4m

social impact

Global interest

A 79-year-old grandmother was named the winner of a VisitBritain competition to find China's biggest Premier League fan this season. Passionate Arsenal fan Hong Wen Liu, known as 'Granny Liu', was delighted to win a football-themed trip to the UK. The trip from her home in Shanghai included VIP seats to an Arsenal match at the Emirates, meeting players and a tour of the training ground.

Despite it being a less established sport in the country, there are an estimated 307 million people in China who are interested in football – and over half are interested in the Premier League.

Fans in China categorise the Premier League as a fast-paced, exciting and passionate league, which above all is competitive throughout the season and between all clubs. At least two matches a week are available on free-to-air television and all 380 are available online.

With football being the number one sporting draw for tourists to Britain and Chinese visitors spending £586 million in 2015, Granny Liu is certainly part of that growing appeal.

“Our Premier League status has allowed continued investment in the club's future and the region. Stoke City supporters play a key role in our success and we prioritise our work in local communities. We are proud to be freezing season ticket prices for the tenth consecutive season.”

Tony Scholes

Chief Executive Officer, Stoke City FC

The final standings

Go to premierleague.com/2017results
to see full table

Our distribution of broadcast and central income to clubs supports them in their efforts to develop and acquire talented players, build and improve facilities and support communities. This season's ratio between the highest and lowest earning club is 1.61:1 – the lowest and most equitable of Europe's major leagues.

Arsenal's Academy redevelopment

This is now a spectacular facility which has been built on the shoulders of the people who worked so hard to establish the Arsenal Academy. Our challenge now is to continue to take it forward and create a pipeline of players who have the attributes to play for our first team.

Ivan Gazidis
Chief Executive, Arsenal FC

Burnley's community mission is strengthened

This purpose-built office space at the stadium has given us an incredible base from which to work as a charity. With the space to house both office and delivery staff, the room is also big enough to accommodate our rapid growth as we continue on our mission to inspire, support and deliver change in our community.

Neil Hart
Chief Executive Officer,
Burnley FC in the Community

The Power of Palace

Although the name is new, we've been working with young people in our area for over 25 years. The launch of the Palace for Life Foundation has been incredibly well received by fans and local people alike. At our heart, we believe in helping young south Londoners grow through sport using the 'Power of Palace' and aim to reinforce our position as the charity of choice for Palace fans.

Mike Summers
Chief Executive Officer,
Palace for Life Foundation

Pos	Club	W	D	L	GD	Pts	Total payment
1	Chelsea	30	3	5	+52	93	£150.8m
2	Tottenham Hotspur	26	8	4	+60	86	£145.5m
3	Manchester City	23	9	6	+41	78	£146.9m
4	Liverpool	22	10	6	+36	76	£146.1m
5	Arsenal	23	6	9	+33	75	£139.6m
6	Manchester United	18	15	5	+25	69	£141.1m
7	Everton	17	10	11	+18	61	£127.8m
8	Southampton	12	10	16	-7	46	£122.5m
9	AFC Bournemouth	12	10	16	-12	46	£118.2m
10	West Bromwich Albion	12	9	17	-8	45	£114.0m
11	West Ham United	12	9	17	-17	45	£116.6m
12	Leicester City	12	8	18	-15	44	£115.8m
13	Stoke City	11	11	16	-15	44	£107.1m
14	Crystal Palace	12	5	21	-13	41	£109.7m
15	Swansea City	12	5	21	-25	41	£103.2m
16	Burnley	11	7	20	-16	40	£101.2m
17	Watford	11	7	20	-28	40	£102.7m
18	Hull City	9	7	22	-43	34	£97.4m
19	Middlesbrough	5	13	20	-26	28	£98.8m
20	Sunderland	6	6	26	-40	24	£93.5m

Premier League clubs Season 2016/17

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AFC Bournemouth
Arsenal
Burnley
Chelsea
Crystal Palace
Everton
Hull City
Leicester City
Liverpool
Manchester City
Manchester United
Middlesbrough
Southampton
Stoke City
Sunderland
Swansea City
Tottenham Hotspur
Watford
West Bromwich Albion
West Ham United

UK broadcast partners

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5 Live
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