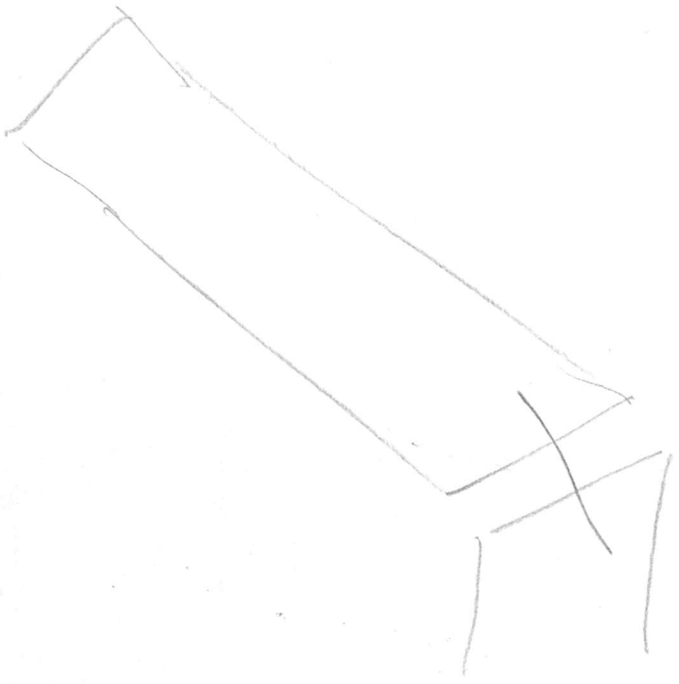Audience