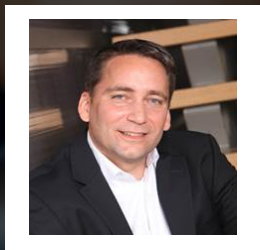


**It's not so much that data has changed the experience, but we have seen a rise in channel proliferation.**



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