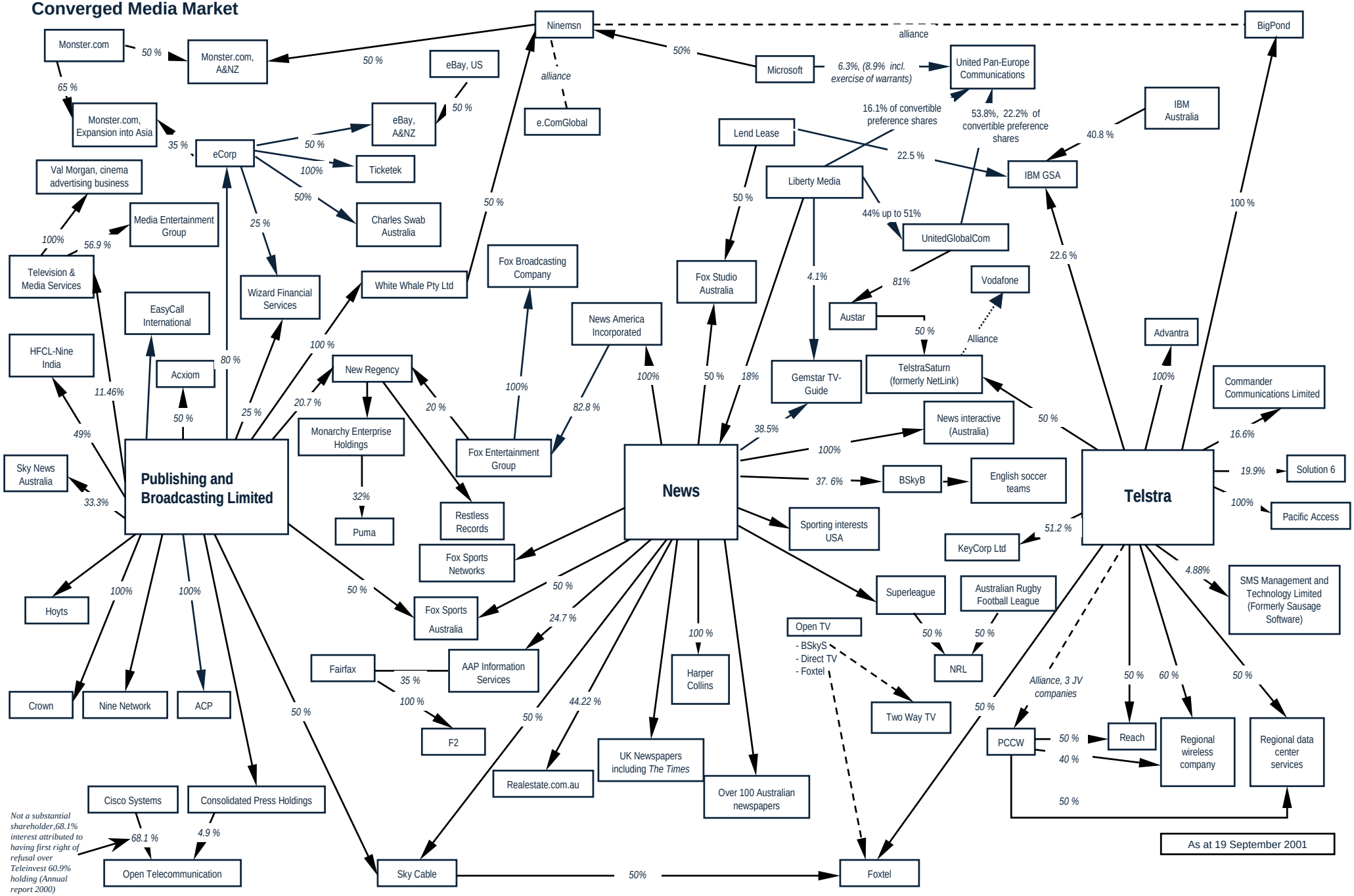Converged Media Market