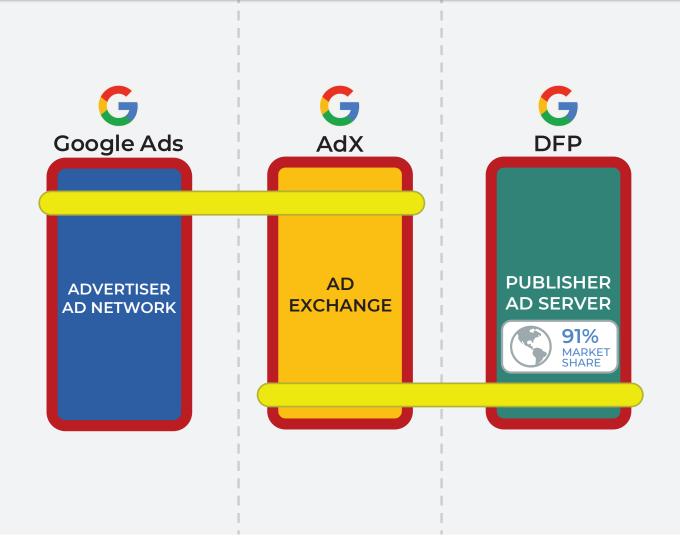
## STEP 1: BUILD MARKET POWER IN THE AD SERVER MARKET



Pls. Demonstrative