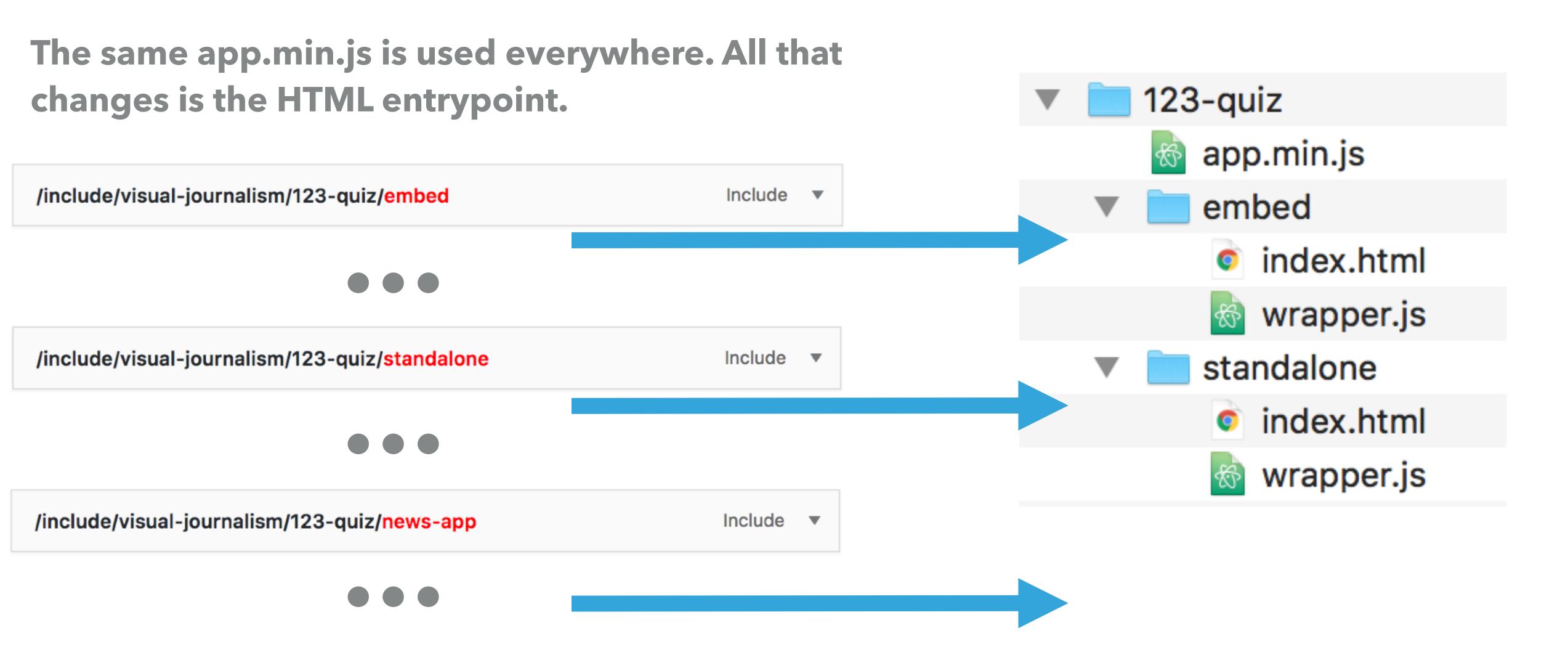
THE SAME PRINCIPLE APPLIES FOR EVERY PLATFORM



WE'RE BASICALLY A PIZZA PLACE

- It's up to the consumer which 'flavour' of content it wants
- They all have largely the same ingredients, but are all spruced up in slightly different ways

SINGLE SAUCE SOURCE OF TRUTH MULTIPLE 'FLAVOURS' OF OUTPUT