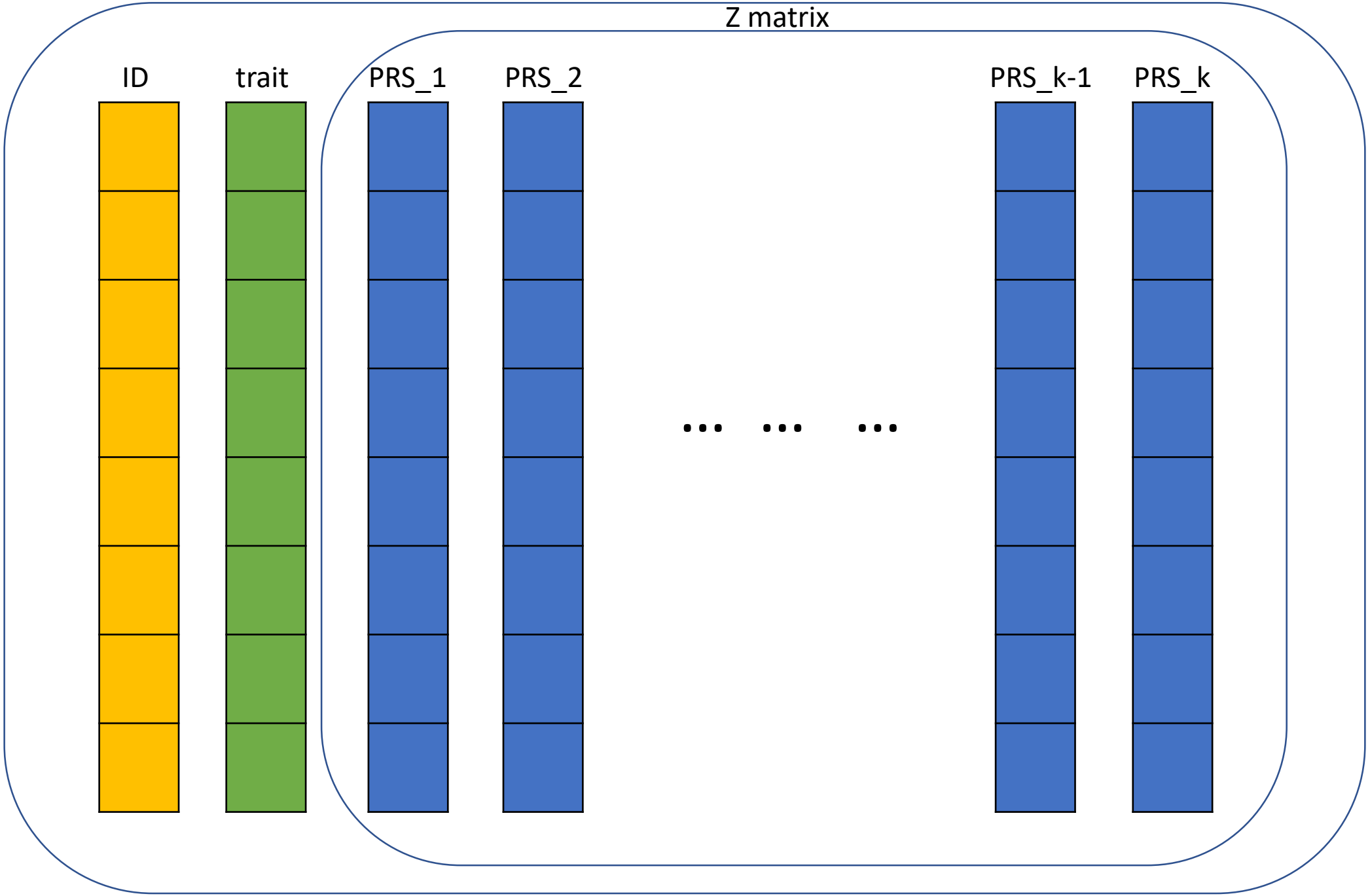The required format of the data.