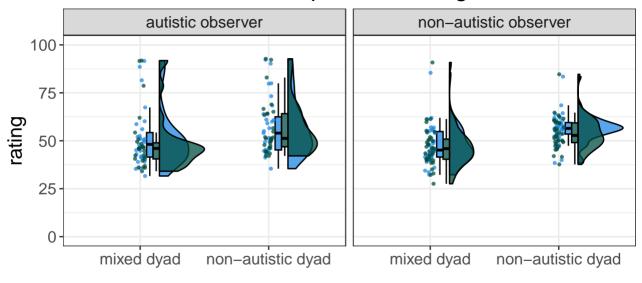Mean impression ratings