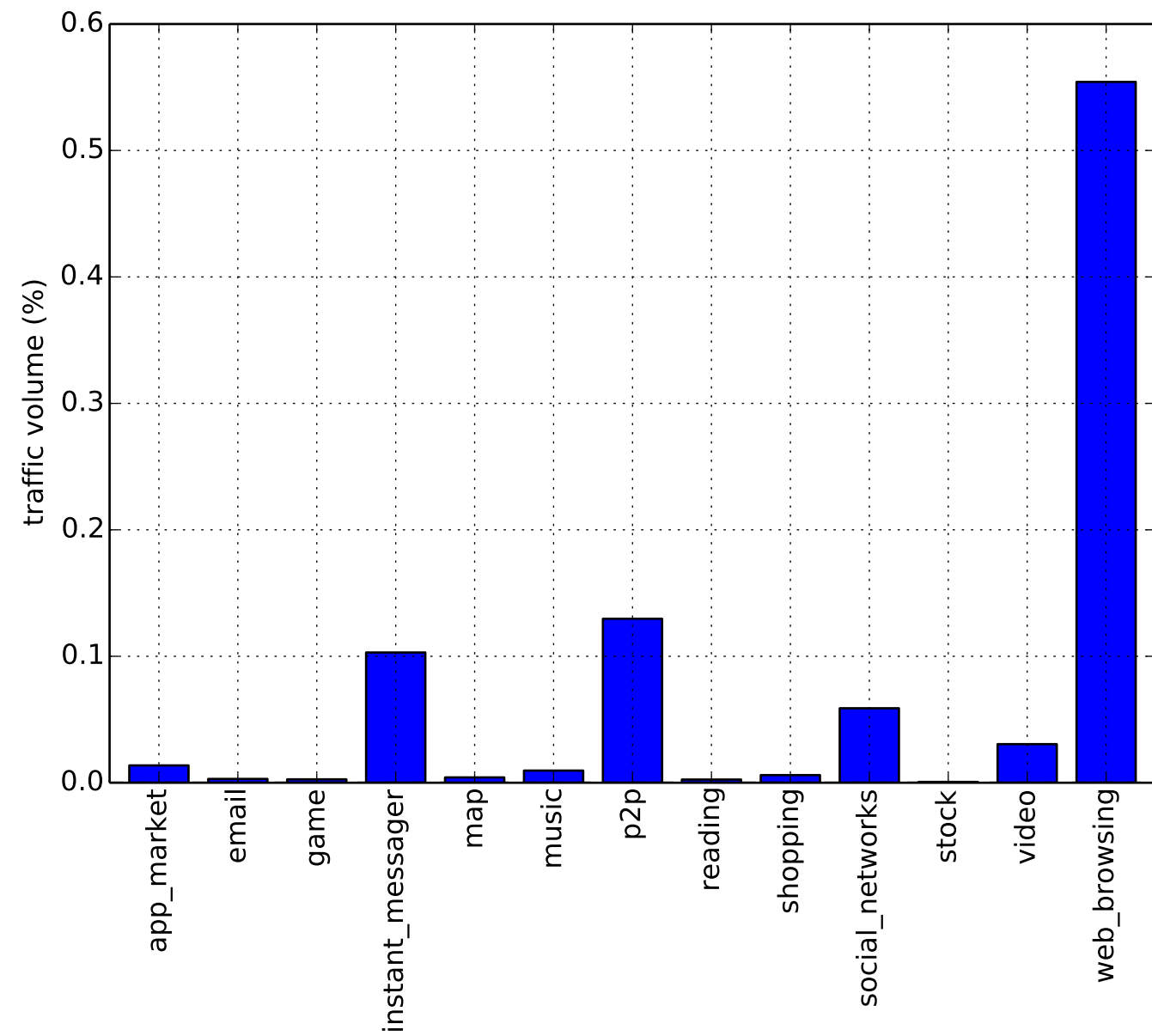


a. # unique users of app categories



b. normalized traffic volume of app categories