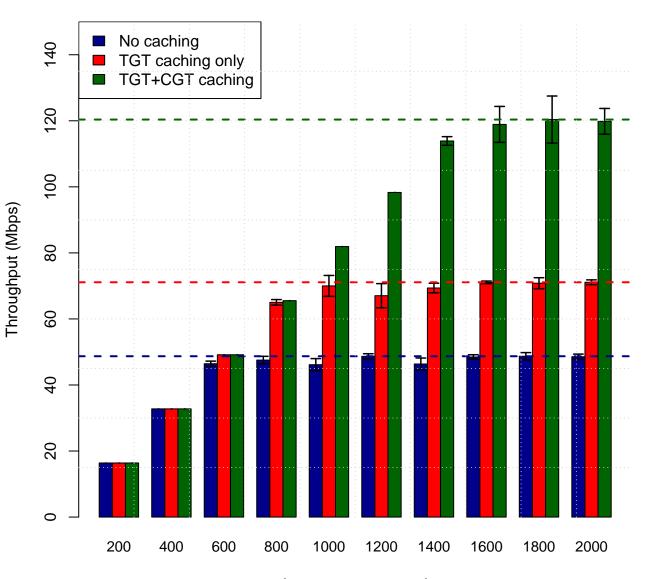Client perceived content throughput