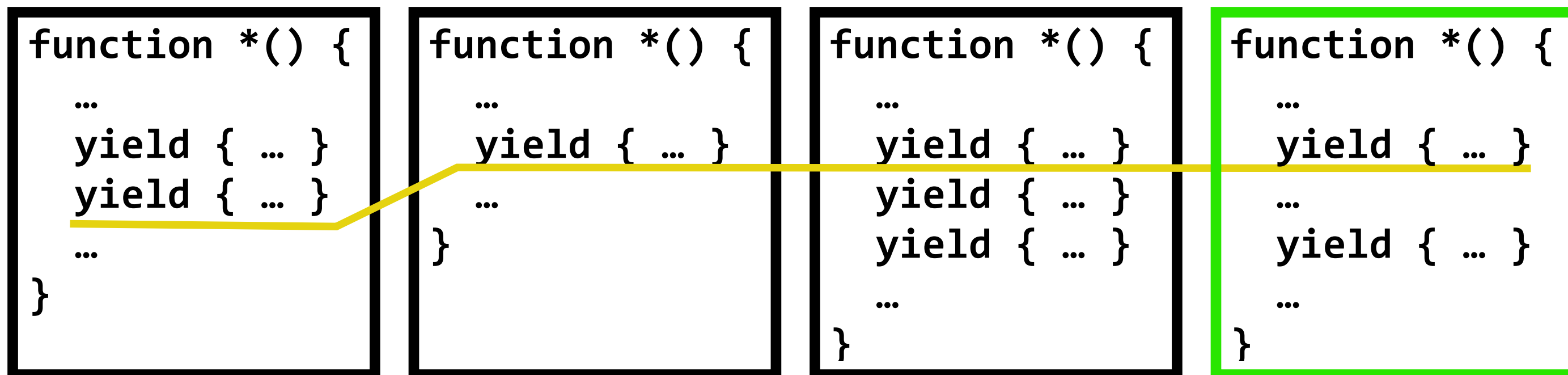
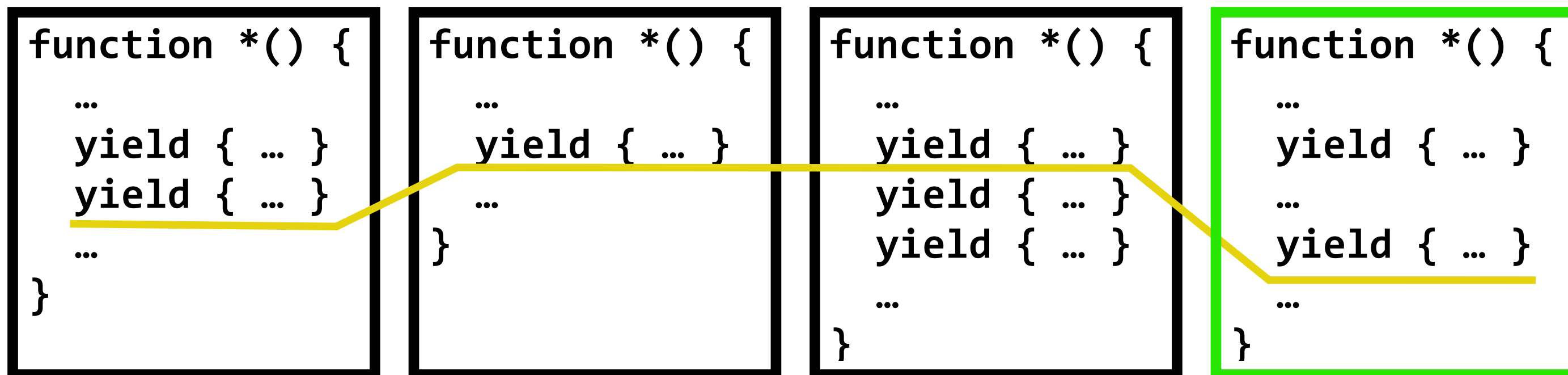


Positive and negative incrementality



CANCEL_REQUEST

Positive and negative incrementality



CANCEL_REQUEST
FETCH_MOVIES