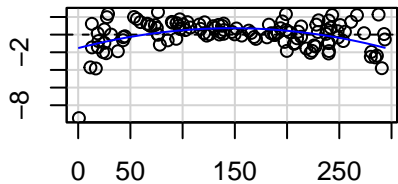
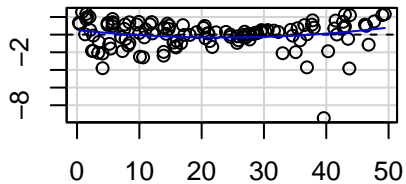


Pearson residual



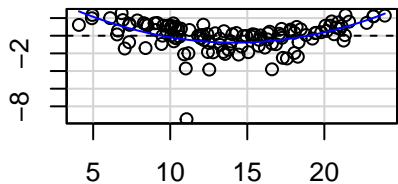
TV

Pearson residual



Radio

Pearson residual



Fitted values