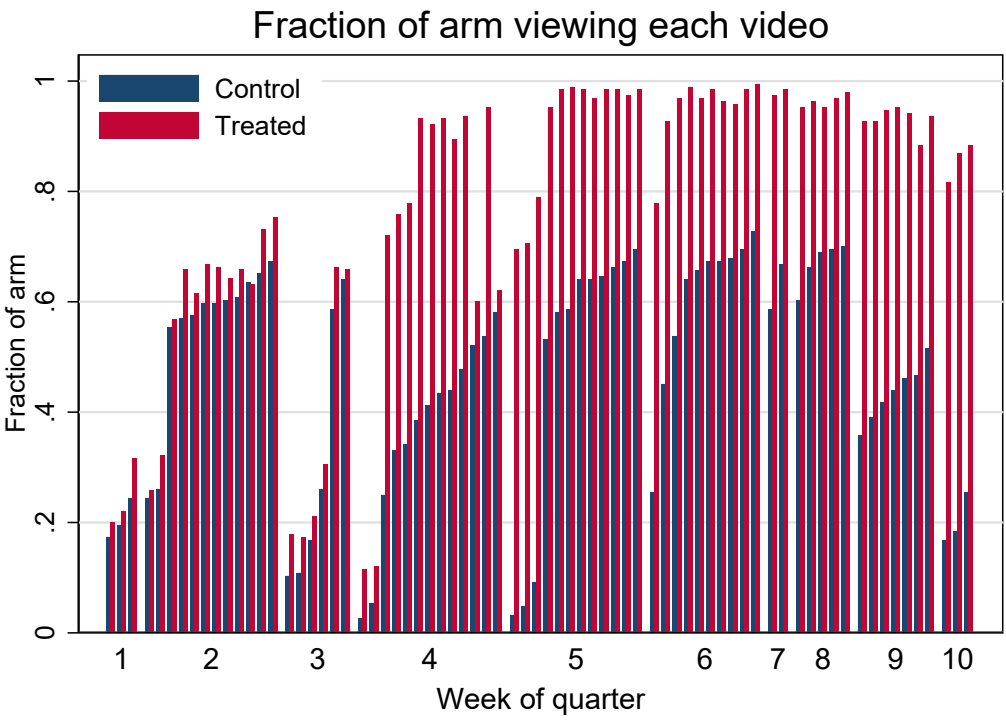
Fraction of arm viewing each video
Control
Treated
Fraction of arm
0
.2
.4
.6
.8
1
1
2
3
4
5
6
7
8
9
10
Week of quarter