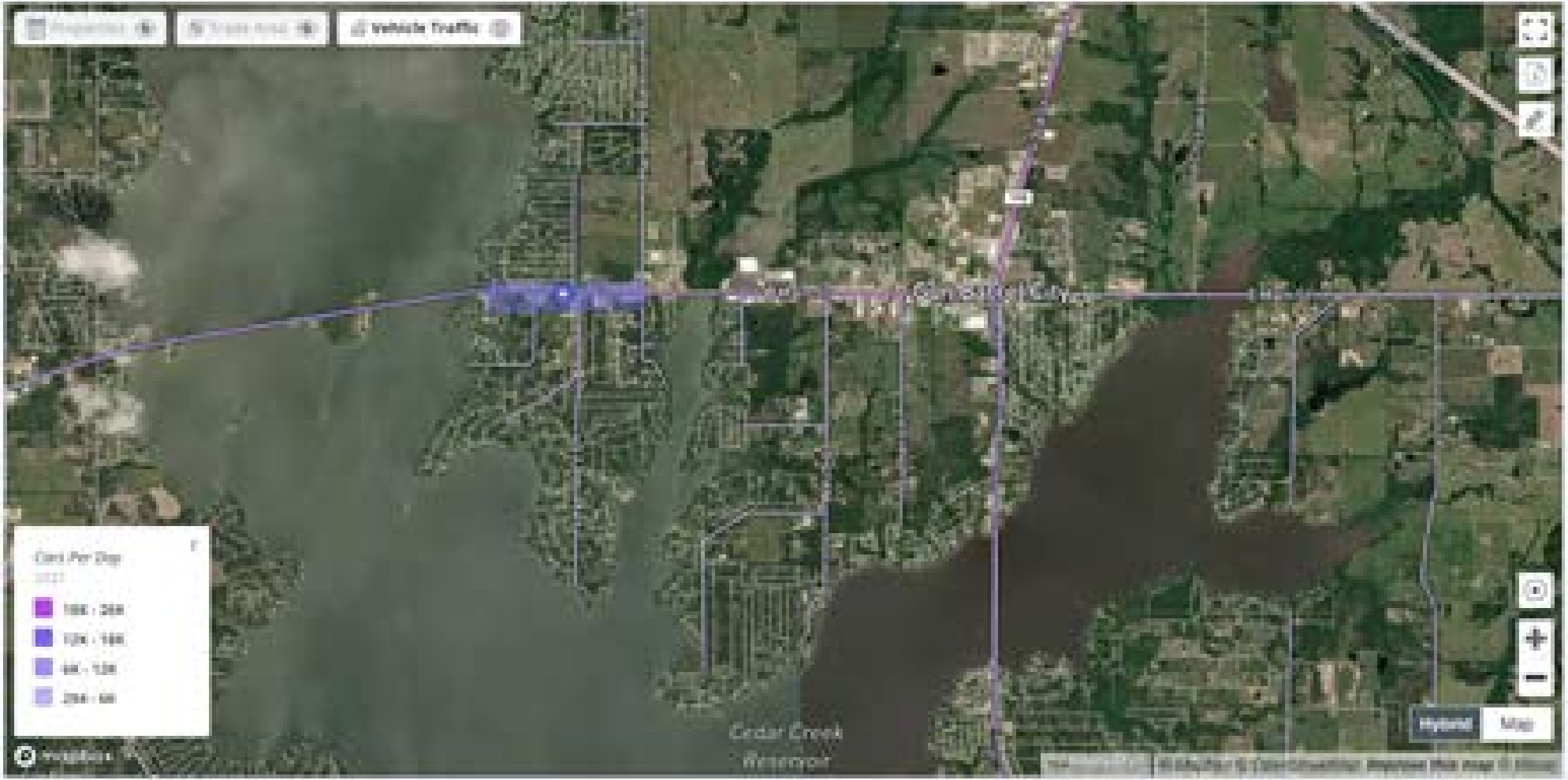Market Landscape