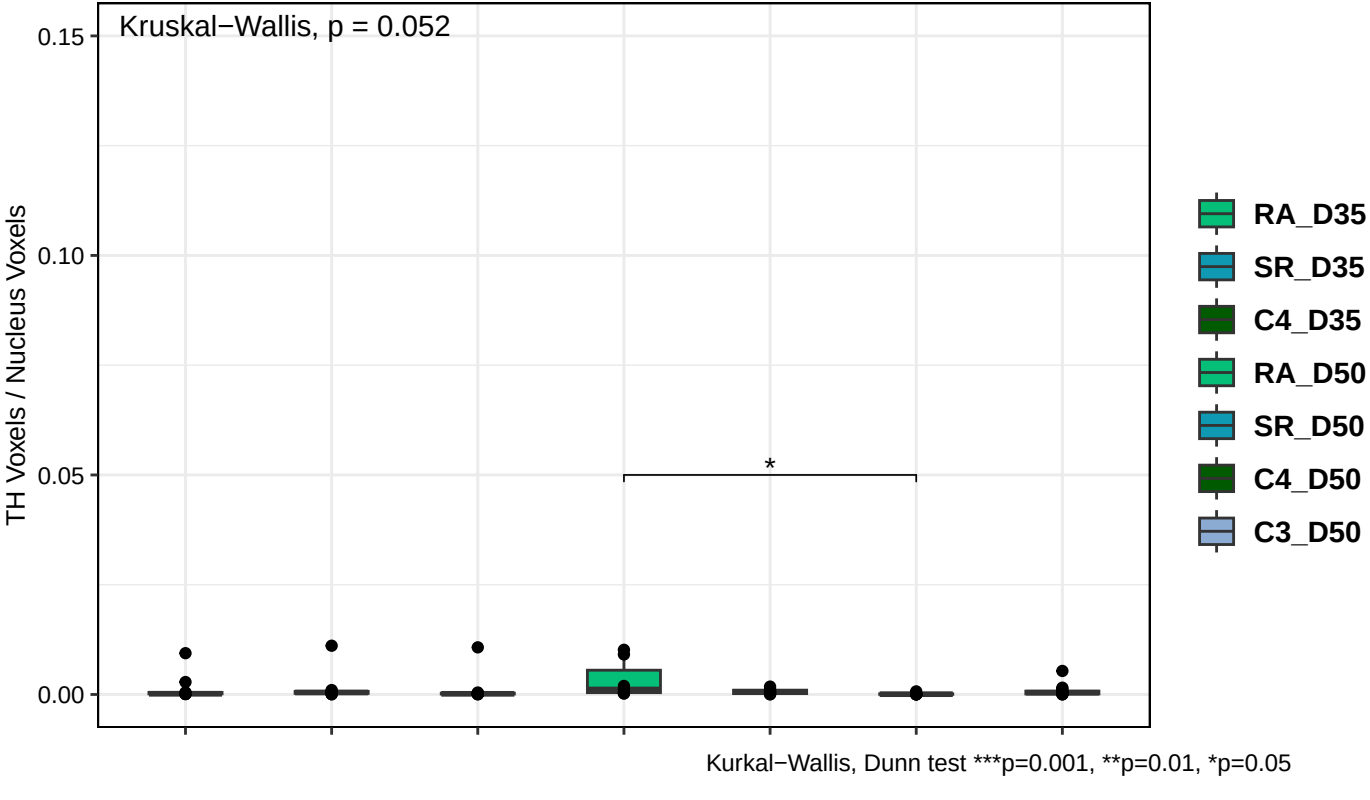TH total − NMplus Media