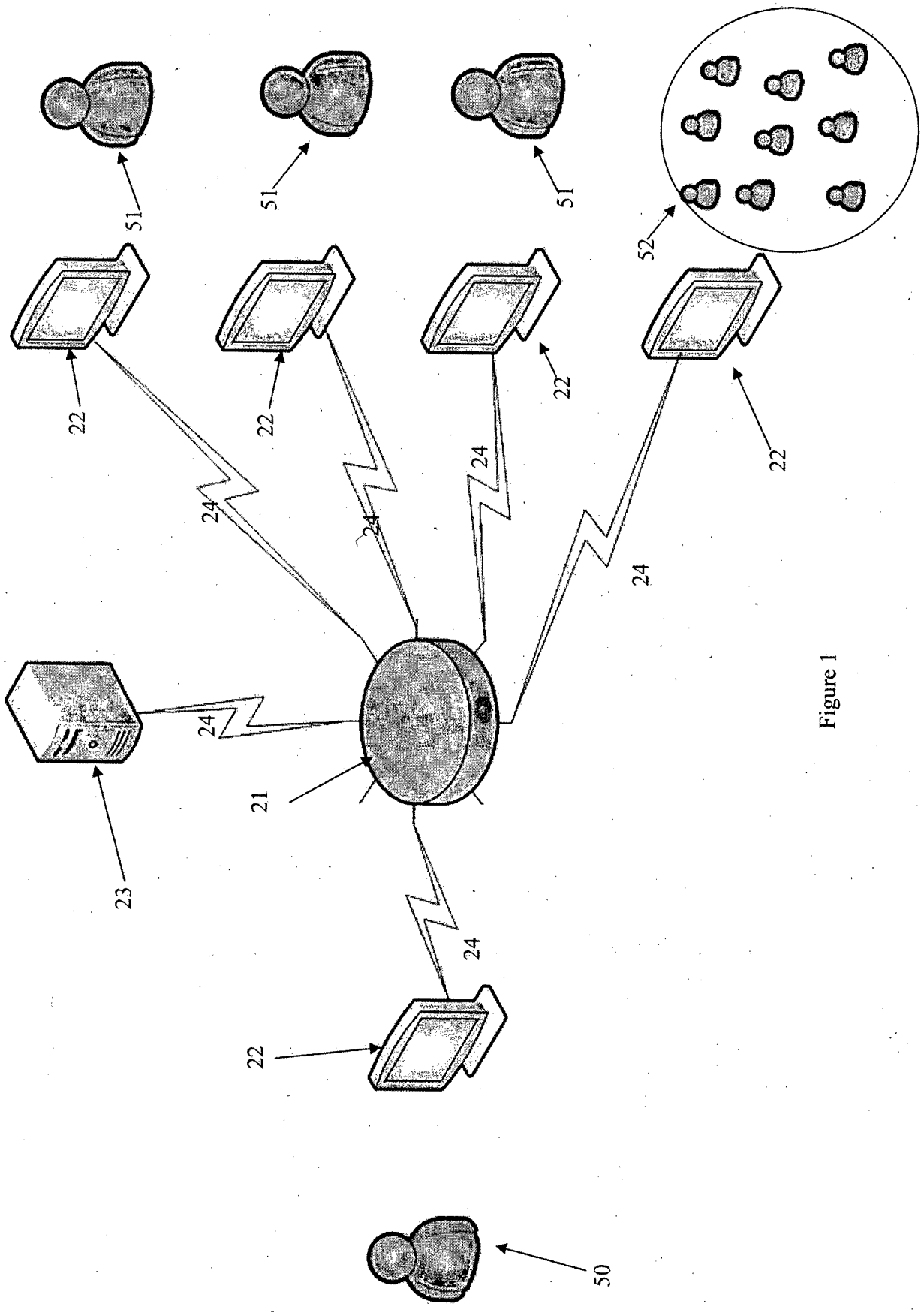


Figure 1

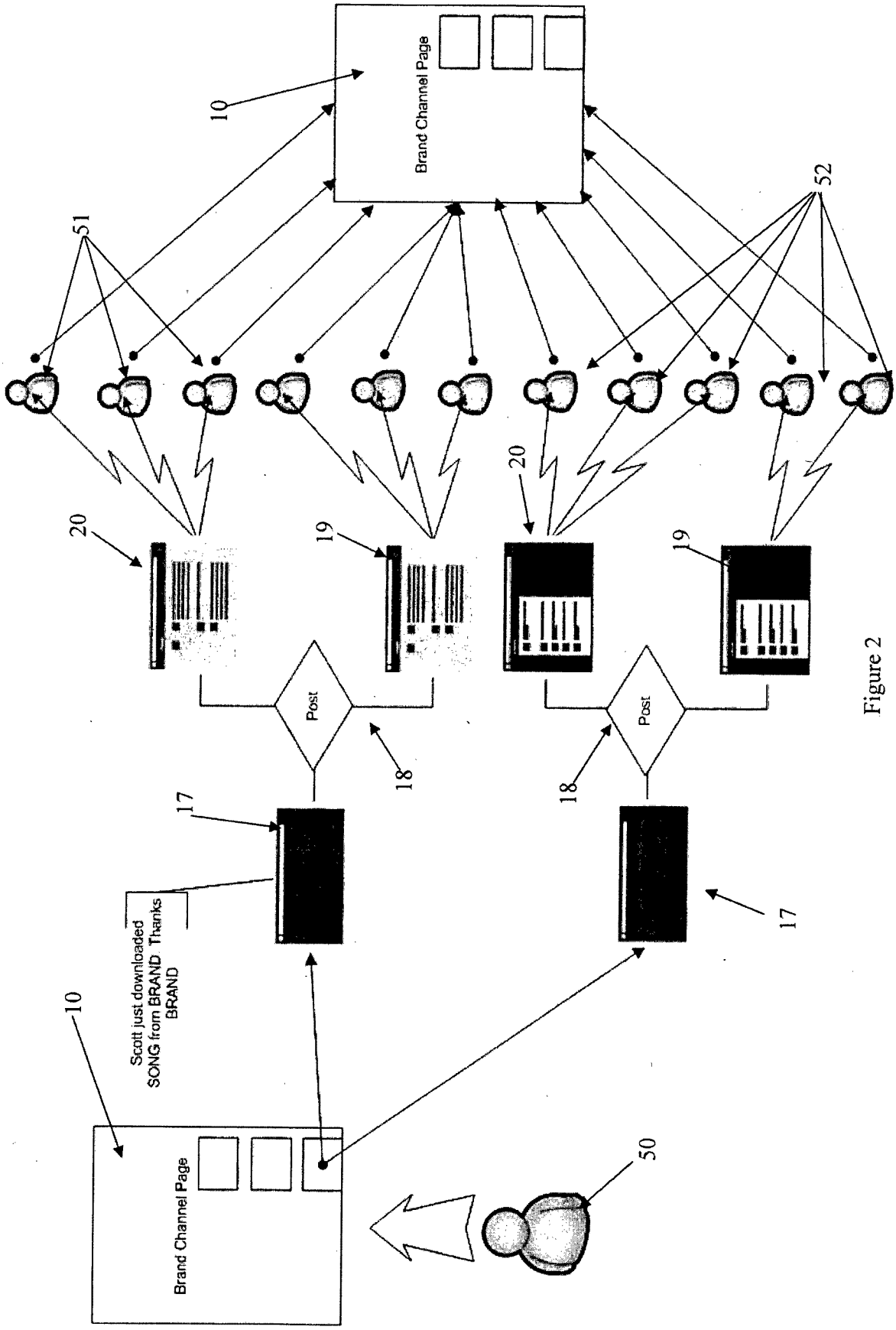

Brand Channel Page
10
51
52
20
19
20
19
Post
Post
18
18
17
17
Scott just downloaded SONG from BRAND Thanks BRAND
10
Brand Channel Page
50

Figure 2

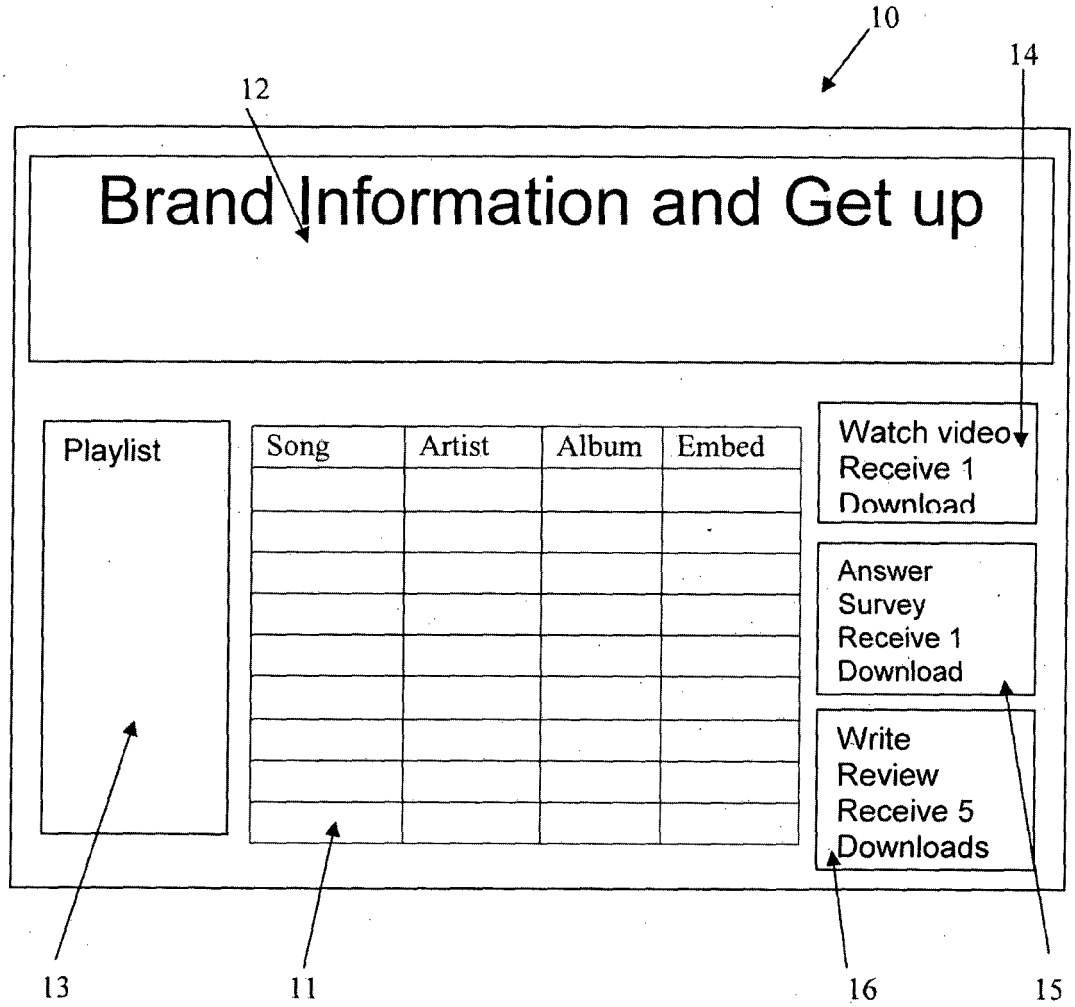

10
14
12
Brand Information and Get up
Playlist
Song
Artist
Album
Embed
Watch video
Receive 1
Download
Answer
Survey
Receive 1
Download
Write
Review
Receive 5
Downloads
13
11
16
15

Figure 3