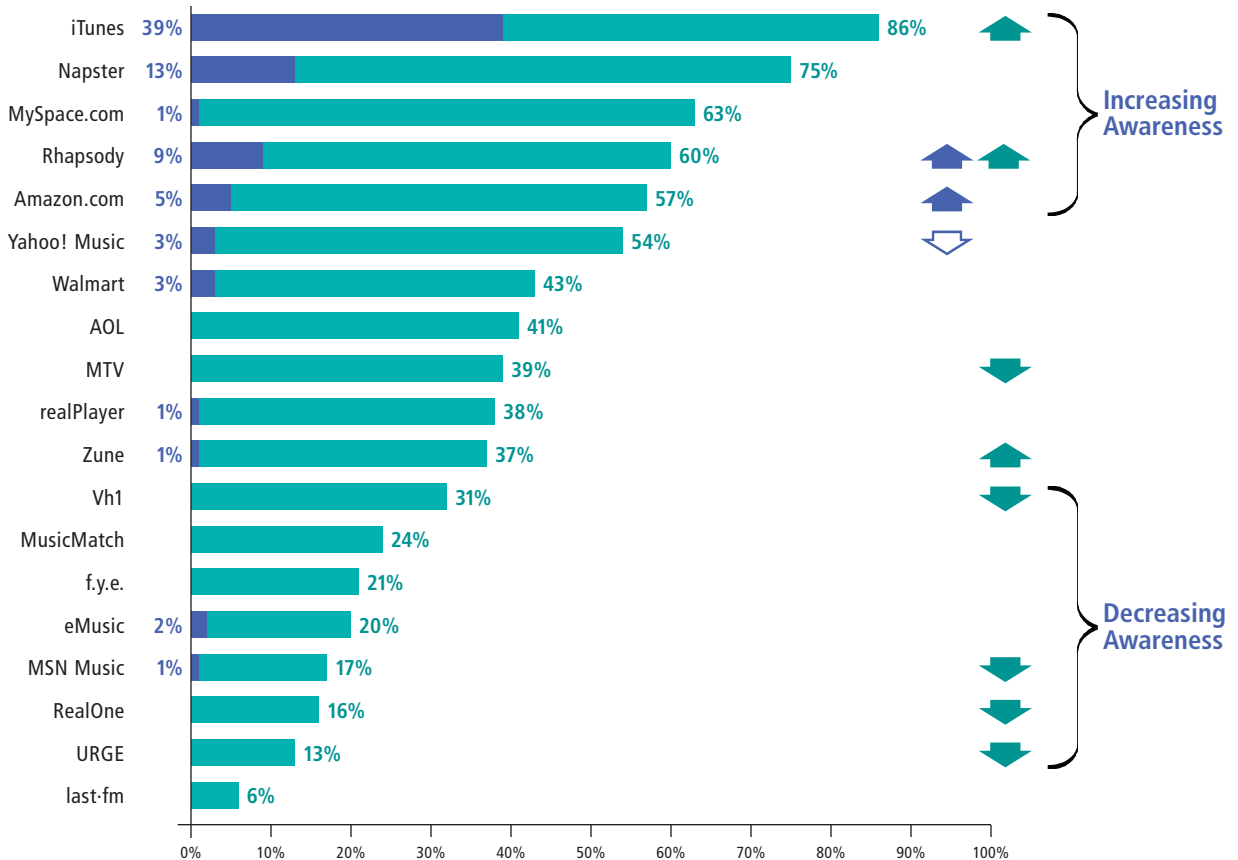


Total Awareness of Fee-based Services



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Base: U.S. Downloaders (n=1,249)

Unaided Awareness Aided Awareness