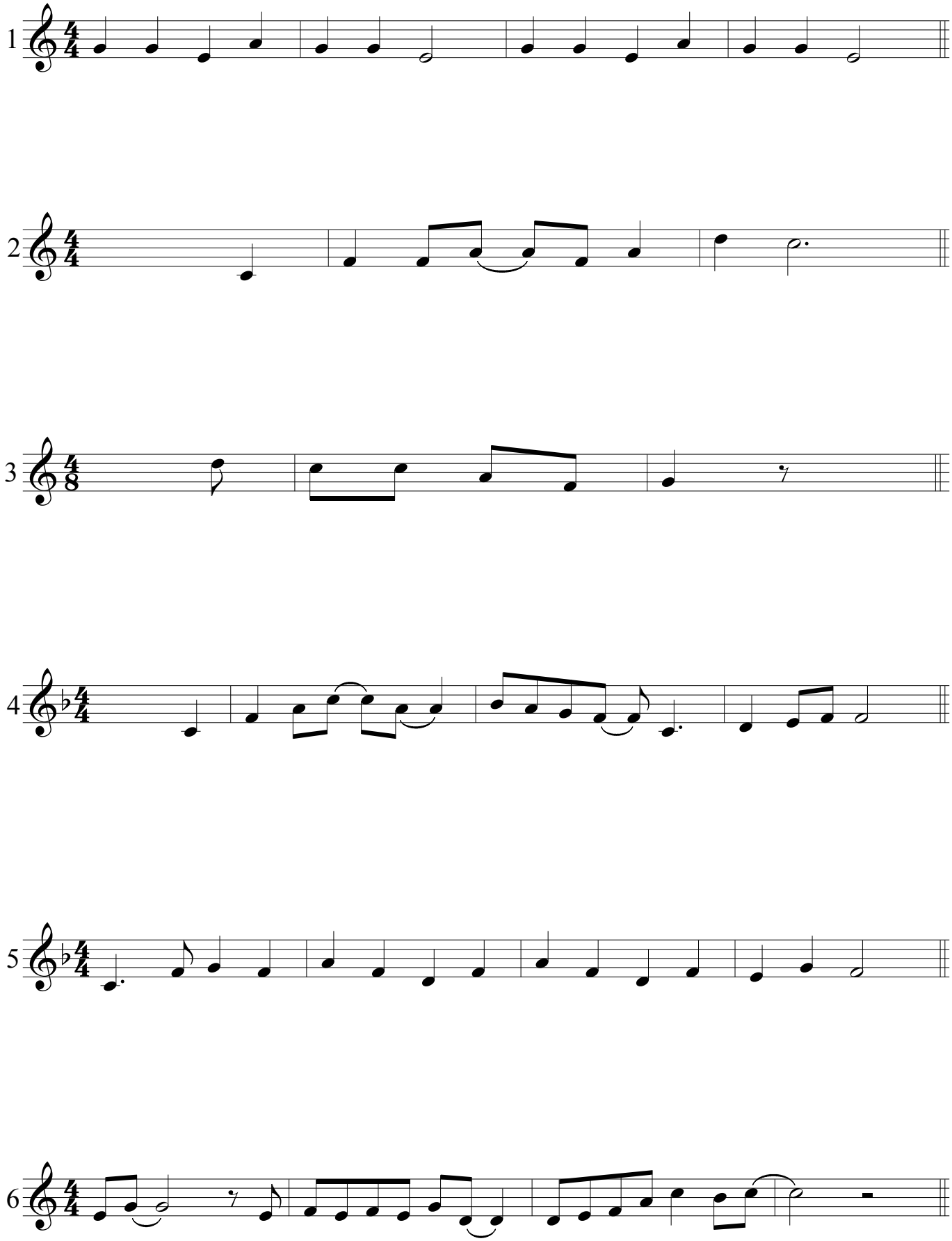Werbemusik (Jingles)