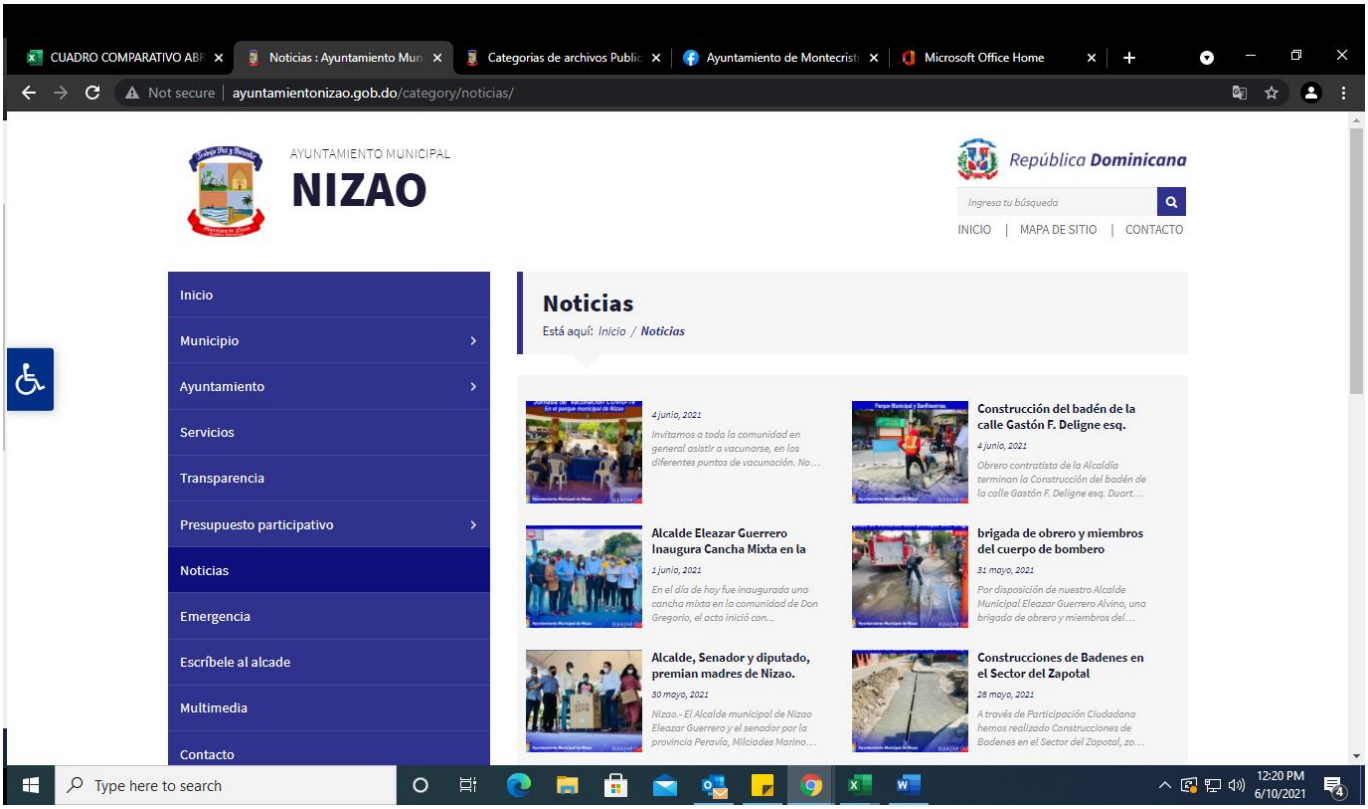DIFUSION EN PAG WEB