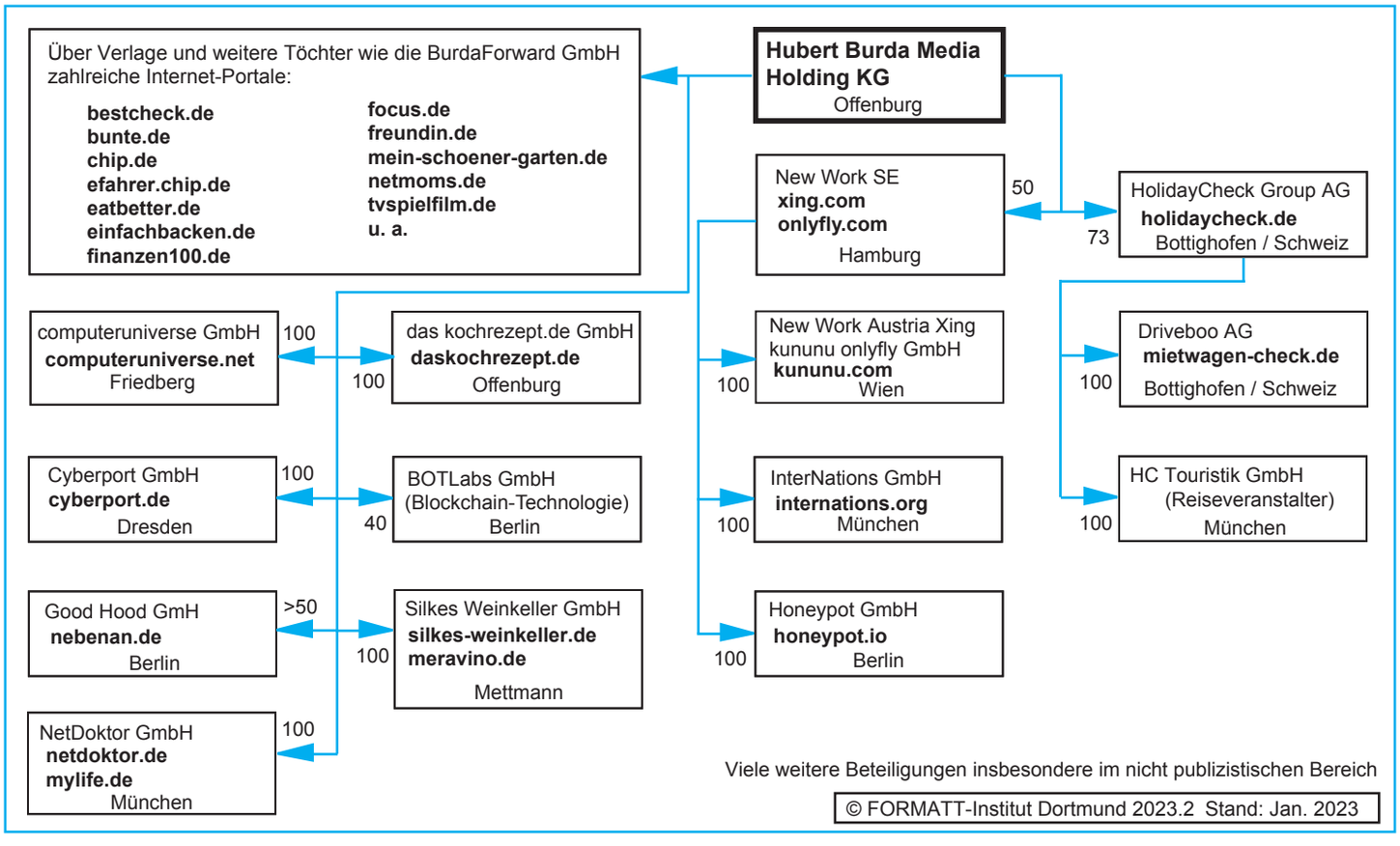Burda-Konzern: Digitale Angebote