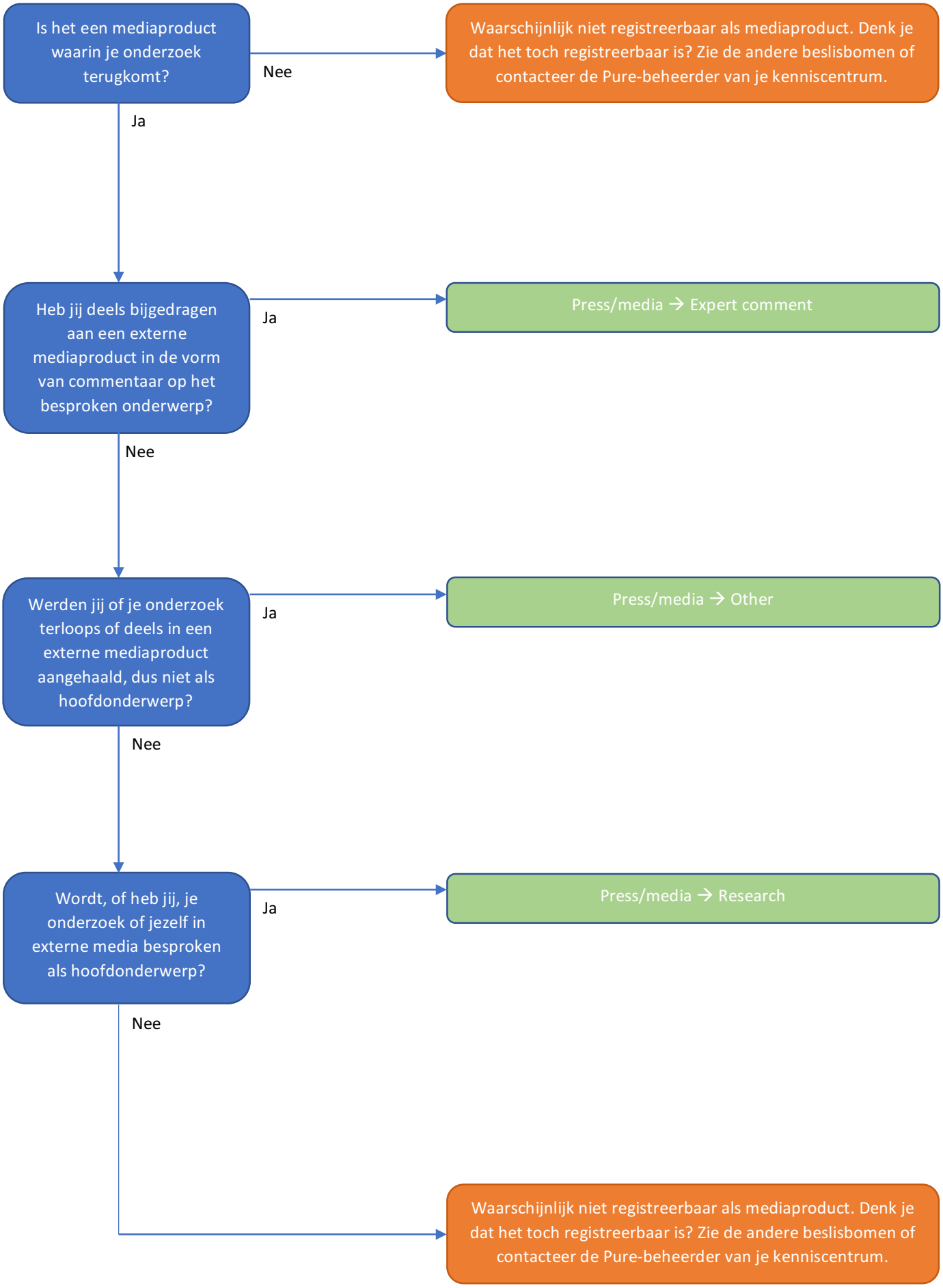Beslisboom mediaproducten