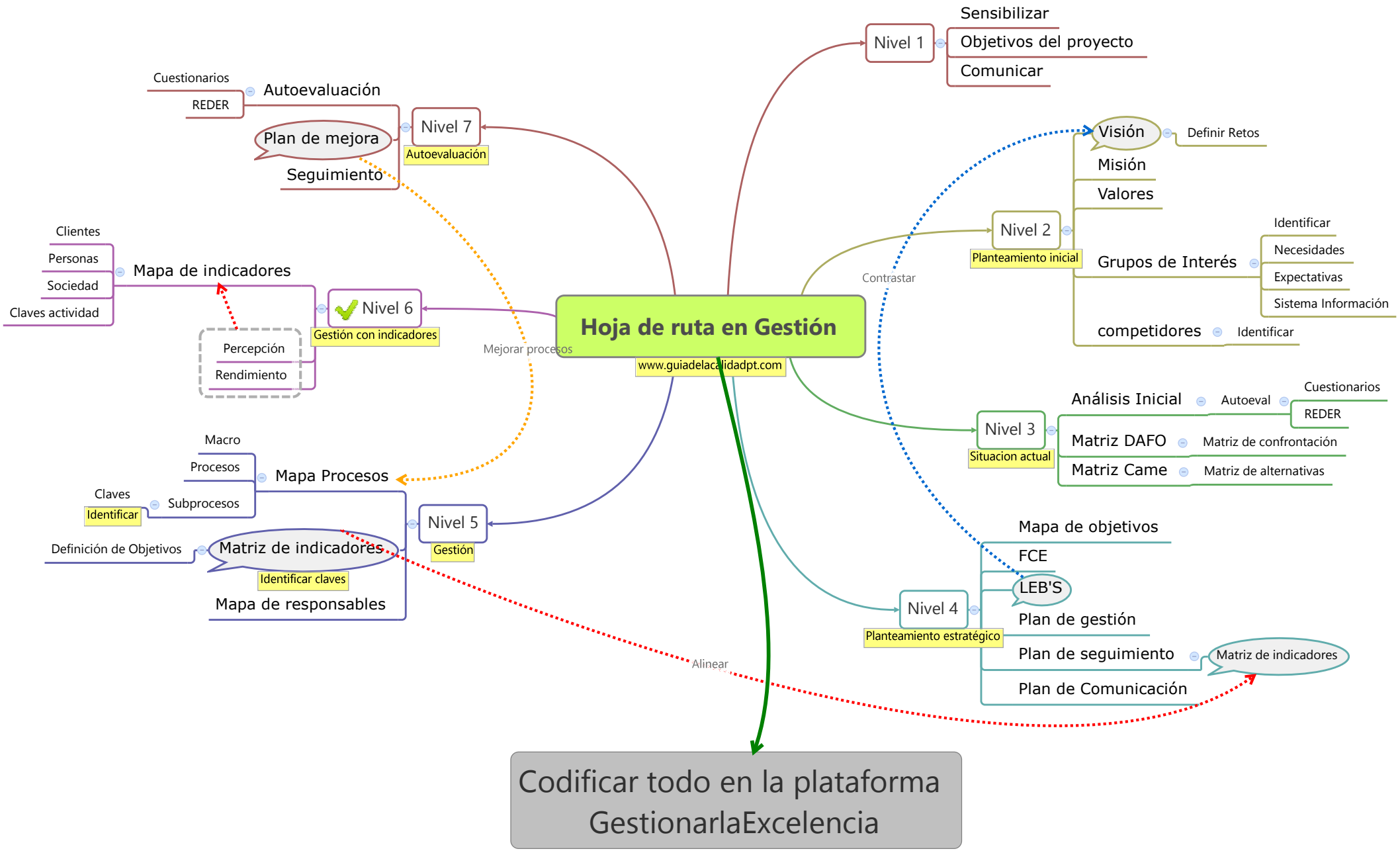Alineacion con plataformas online