



If we're sitting somewhere between 26 million and 30 million, pick your own number about how many subscribers, there's 70-million-plus cars on the road which we can either provide free content to, some amount of content to, use as a barker channel, figure out a way to monetize and some way or other provide valuable services to them because we already have a relationship through the radio but we don't have a relationship that generates any value for them or us

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