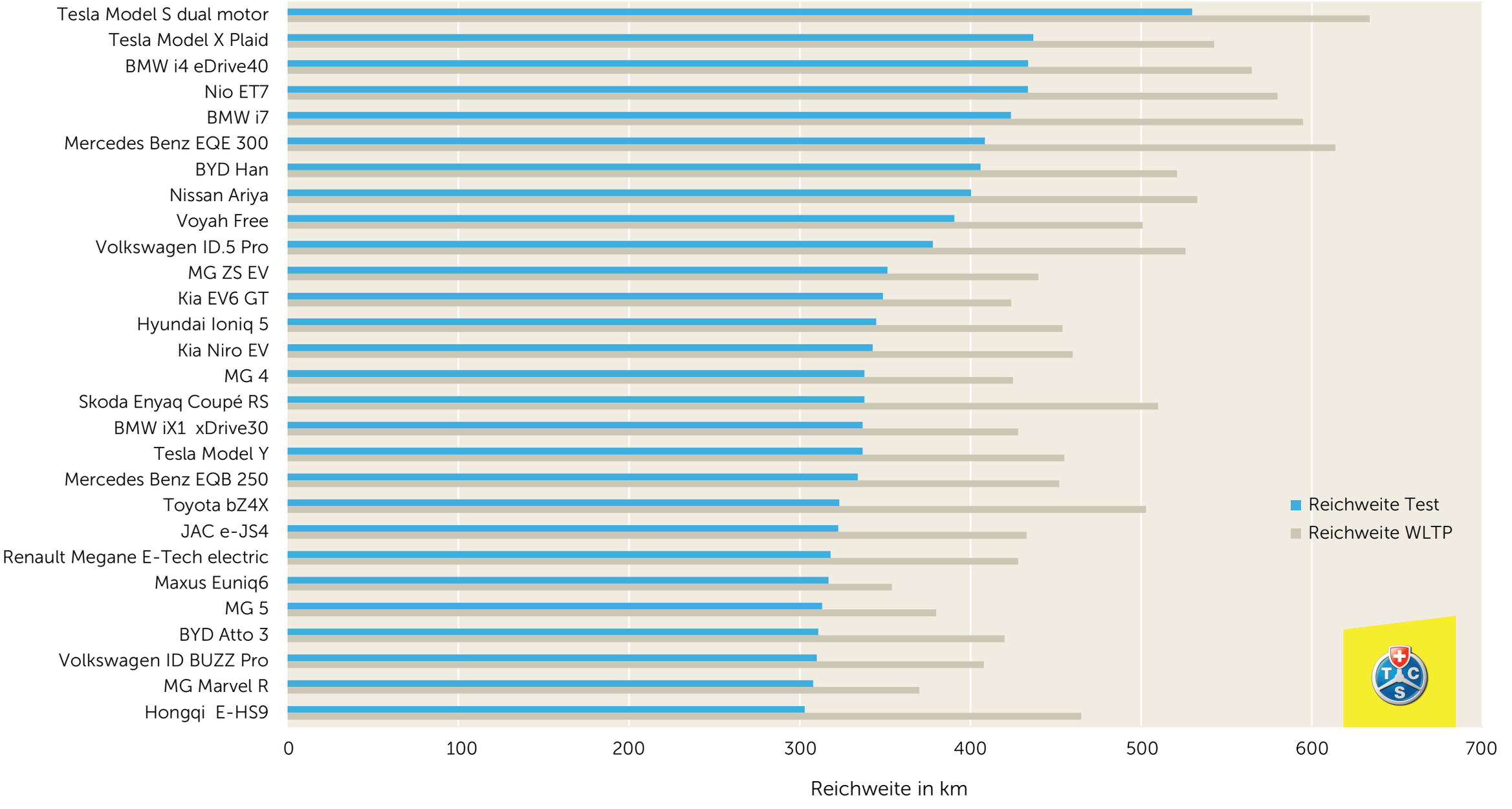Reichweiten Test und WLTP