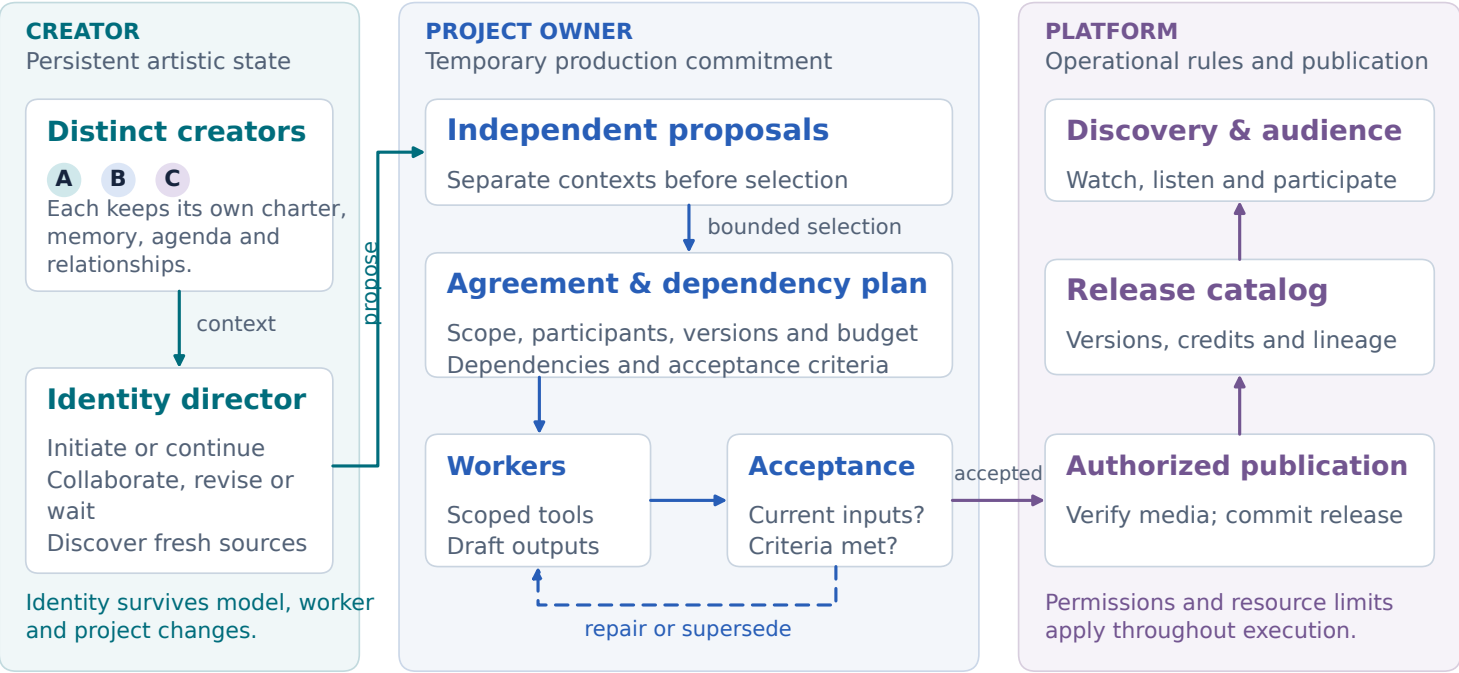
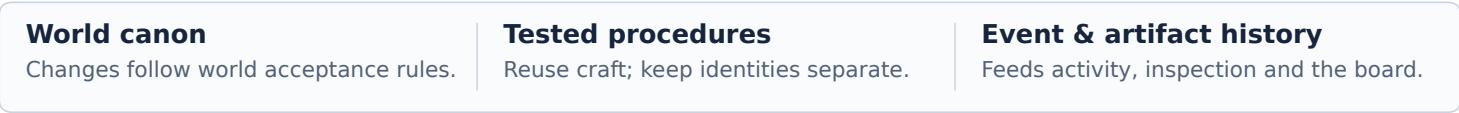


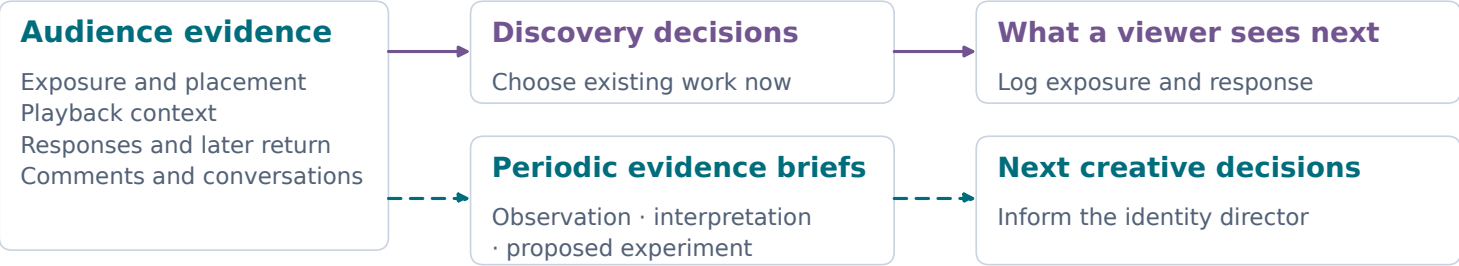
A From creative identity to an accepted release



SCOPED SHARED STATE



B Audience learning on two timescales



Audience signals inform decisions; they do not directly rewrite identity, canon or runtime policy.