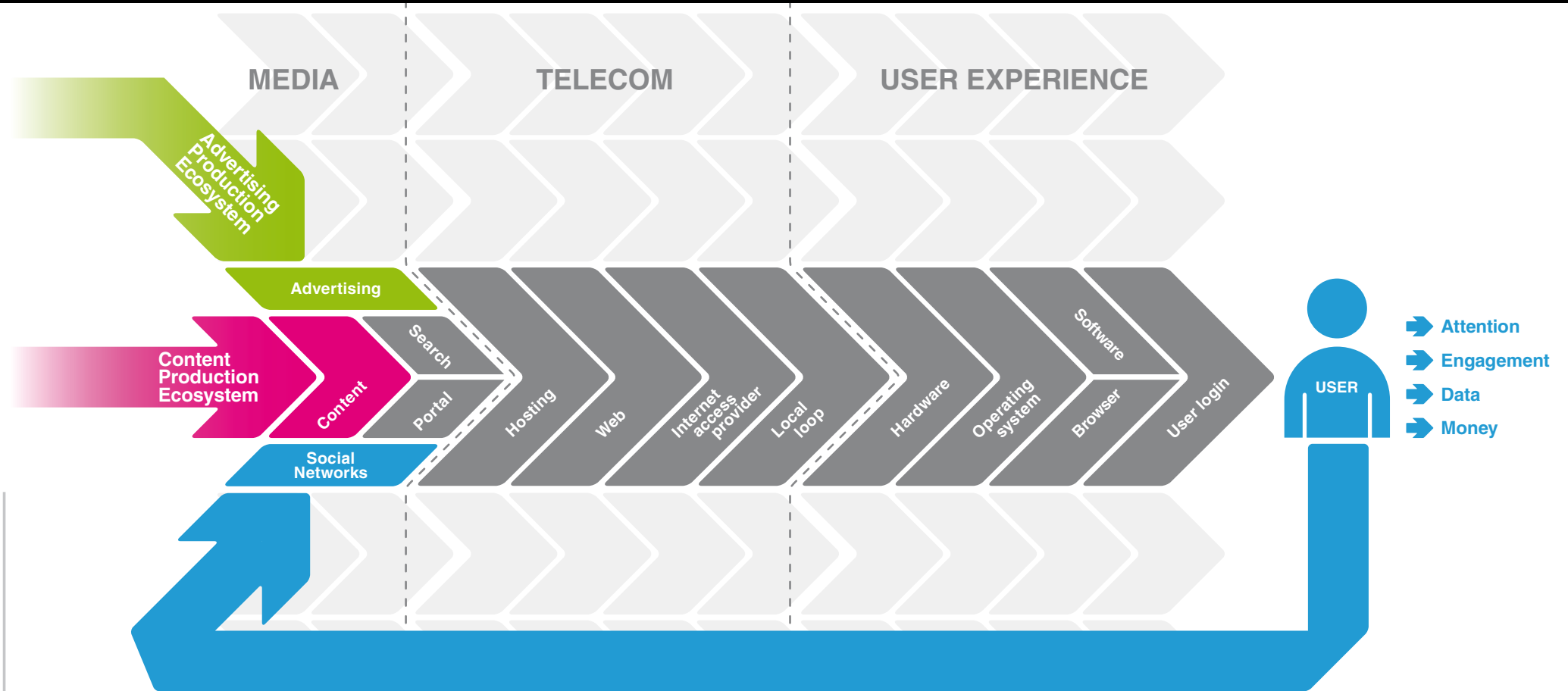


DiCoDE model

Digital content distribution ecosystem model

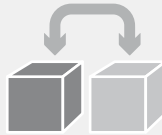


Key concepts

Standard



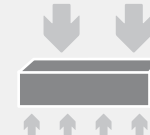
Substitution



Winner-take-all



Platform logic



Platform utility



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