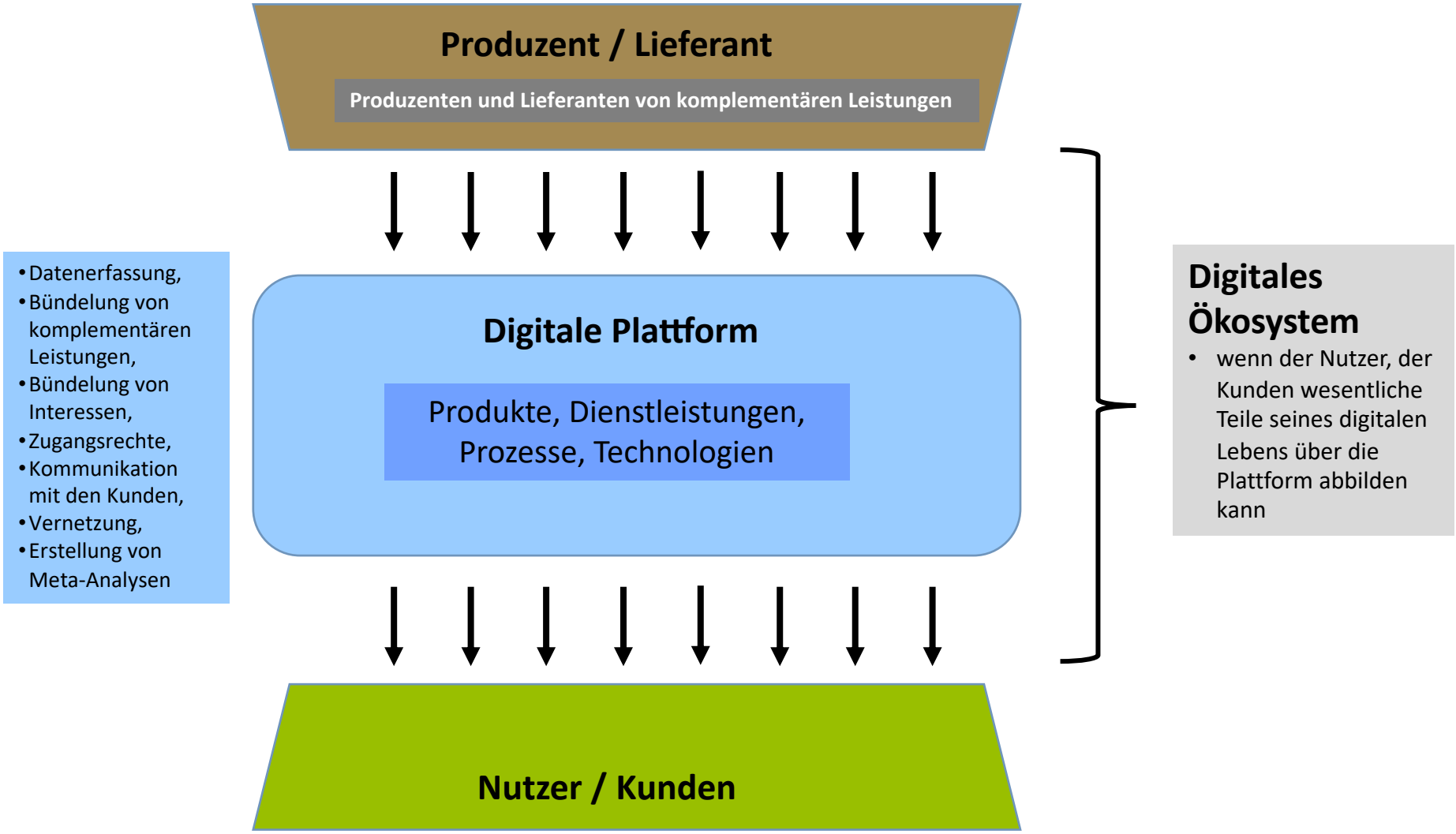Digitale Plattformen und digitale Ökosysteme