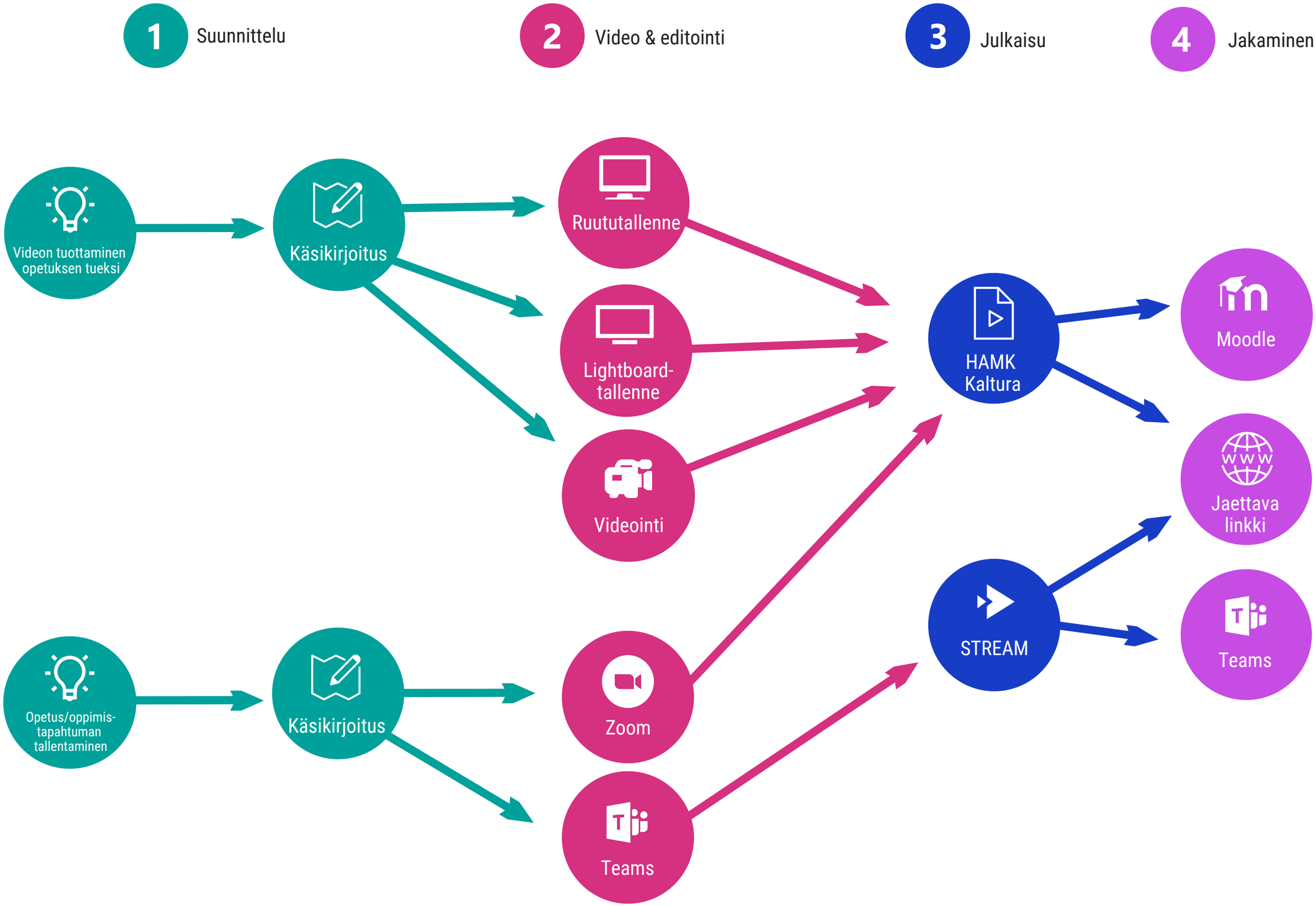Videon tuotantoprosessi