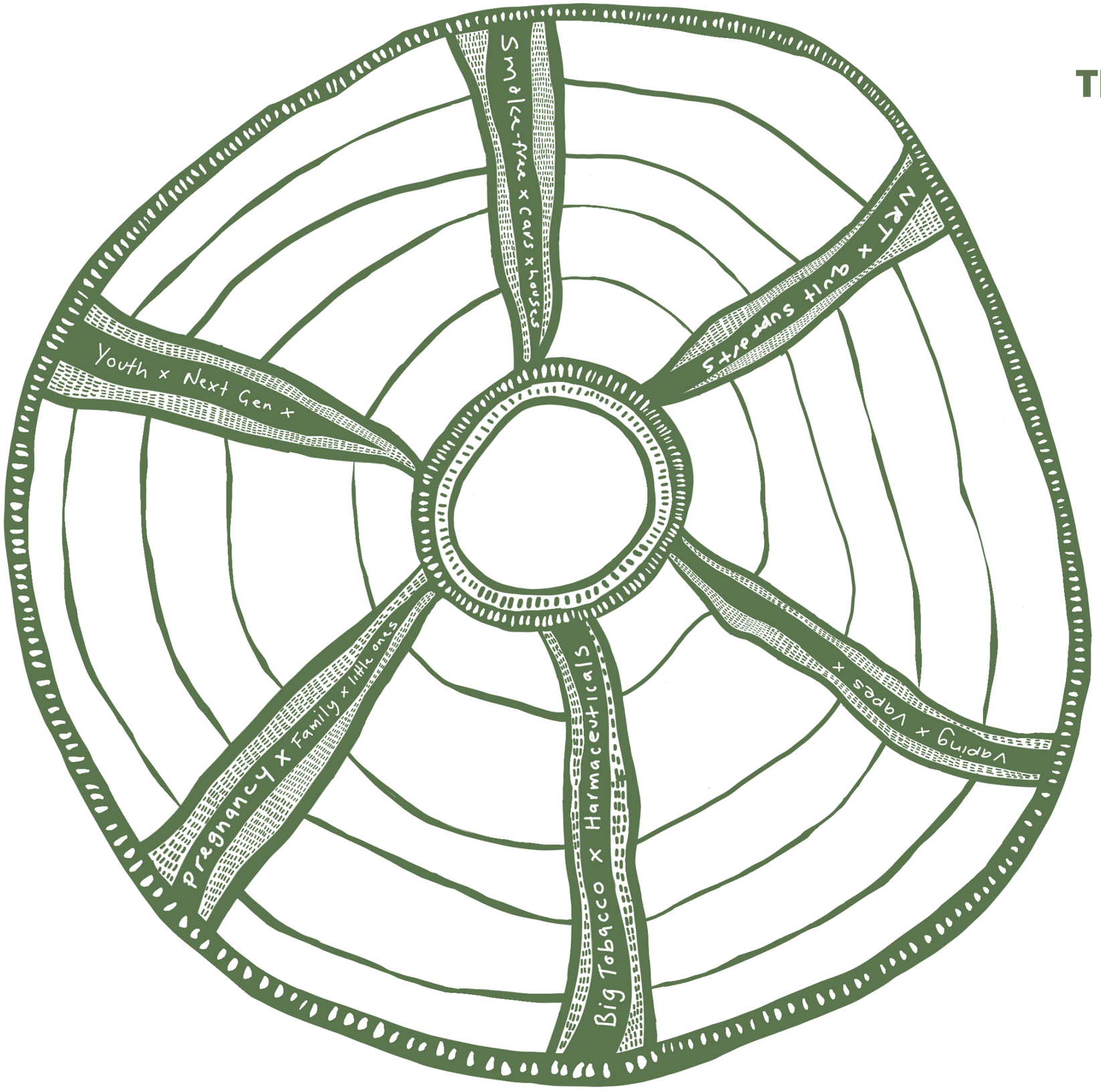TIS Content Ideas Wheel