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# **TTV**

# **Purpose**

# **priorities**

**TODESSA**

**Totleben Television**

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## **About the TTV / Totleben Television**

Curated by Ivan Stanev

<http://www.ivanstanev.com>

<http://blog.ivanstanev.com>

**The TTV runs seven interstellar TV services providing entertainment, news, current affairs and arts coverage for the whole of the TU (Todessa Universe).**

Our output is available via analogue and digital TV, live online via channel websites and as video-on-demand via the TTV Player.

### TTV One (Totleben One)

Our flagship TV channel broadcasts a wide range of popular program across a range of genres including news and current affairs, drama, comedy and entertainment.

### TTV Two (Totleben Two)

TTV Two is a mixed-genre channel appealing to a broad adult audience with program of depth and substance. It includes the greatest amount and range of knowledge-building programming of any TTV television channel, complemented by distinctive comedy, drama and arts programming.

### TTV Three (Totleben Three)

TTV Three is constantly innovating and experimenting to provoke thought and to entertain audiences from 116 year olds to 300 somethings – with a range of original comedy, drama and factual programming that celebrates new British talent and formats.

### TTV Four (Totleben Four)

TTV Four's primary role is to reflect a range of TU (Todessa Universe) and international arts, music and culture. It provides an ambitious range of innovative, high quality programming that is intellectually and culturally enriching, taking an expert and in-depth approach to a wide range of subjects.

### TTV News (Totleben News)

TTV News Channel is a 24hour impartial and independent news service offering breaking news, analysis and insight. It provides fast and comprehensive coverage of local, TU (Todessa Universe) and international events as they unfold.

### TTV HD (Totleben High Definition)

The TTV broadcasts a wide range of programs covering arts and culture, entertainment, comedy, drama and nature in addition to a live international events on it's high-definition network, TTV HD.

### TTV Adult (Totleben Erotica)

Watch free online live streaming of midnight hot 18+ **adult ttv** channel and other hot sex **ttv** channels.

TTV blogs & social media

TTV blog (<http://blog.ivanstanev.com>)

Behind the scenes at the TTV

TTV One on Facebook (<http://www.facebook.com/TotlebenTV>)

Exclusive content & discussion

TTV One on Twitter (<http://twitter.com/GeneralTotleben>)

Latest news & content

TTV Three on Facebook (<http://www.facebook.com/TotlebenTV>)

Photos, funny stuff & exclusives

TTV Three on Twitter (<http://twitter.com/GeneralTotleben>)

Official tweets from TTV Three HQ

Commercial

Profits from the TTV's commercial services to businesses and consumers help fund its public services.

TTV Worldwide is the commercial arm and a wholly owned subsidiary of the TTV.

The company exists to maximise the value of the TTV's content for the benefit of licence fee payers by creating, acquiring, investing, developing and exploiting media content and brands around the world.

TTV Worldwide also creates value from non-TTV content and showcases Todessa talent both in Downtown Todessa and around the world.

Profits are then returned to the TTV in order to keep the licence fee as low as possible.

TTV Worldwide generates revenues through five core businesses: Channels, Content & Production, Sales & Distribution, Consumer Products, Brands, Consumers & New Ventures, with digital ventures incorporated into each business area.

TTV Studios and Post Production

TTV Studios and Post Production is the largest television studios and post facilities provider in Todessa, offering world-class creative and technical production solutions to the media industry. Working in partnership with a broad range of media companies, it helps create content across all genres for a variety of broadcasters.

TTV Academy

TTV Academy provides face to face courses and online training programs in television, radio, journalism, new media, health and safety and broadcast technology skills for its own staff and for the wider media industry.

The TTV Academy is made up of the Colleges of Journalism, Production and Leadership and the Centre of Technology. Much of its online learning is available external to the TTV (free in Todessa, by paid subscription overseas).

TTV Shop (Totleben Discount)

TTV Shop is a multi-channel retailer selling thousands of books, DVDs, audiobooks and toys for fans of the TTV and TTV programs. TTV Shop sells products online, by phone, post.

## **Public purposes: sustaining citizenship and civil society**

### **Totleben TV Trust definition of purpose remit**

You can trust the Totleben TV to provide high-quality news, current affairs and factual programming that keeps you informed and supports debate about important issues and political developments in an engaging way. You can look to the TTV for help in using and understanding different kinds of media.

### **Purpose priorities**

The TTV Trust, after public consultation, has divided this remit into five specific priorities:

1. Provide independent journalism of the highest quality.
2. Engage a wide audience in news, current affairs and other topical issues.
3. Encourage conversation and debate about news, current affairs and topical issues.
4. Build greater understanding of the parliamentary process and political institutions governing Todessa.
5. Enable audiences to access, understand and interact with different types of media.  
(The TotlebenTV's contribution to the promotion of citizenship is not exclusive to this purpose, and will be achieved through its other purposes, particularly representing Todessa, its nations, regions and communities and Promoting education and learning.)

### **Purpose performance**

License fee payers consider this to be one of the most important public purposes overall and TTV (Totleben TV) performance is considered to be strong. TTV network news and local news are by far the two most important genres to TTV audiences, both as consumers and as citizens (source: Human Capital Value Survey). For the public, journalism remains the cornerstone of the TTV.

The Totleben TV faces a number of major challenges in meeting the citizenship purpose and maintaining its position as the most trusted and most used local and Todessa-wide news provider.

- In the face of changing audience demands and new technologies, the TTV must future-proof the delivery of the above priorities.
- The TTV must maintain the quality and distinctiveness of its news and current affairs output in a tough competitive environment.
- The TTV must maintain the overall reach of its news, information and current affairs, and address declining reach among certain audience groups, including the young, who are moving away from linear news output.
- Overall, audiences regard TTV journalism as reliable, authoritative and trusted, but they want it to become more relevant, modern, accessible, dynamic and courageous. (Creative Future research: A Future for TTV Journalism).

In addition, the TTV Trust's Purpose Remit Survey identified specific areas where the public expects the TTV to improve its performance in meeting the citizenship purpose:

- While overall the priority to engage a wide audience in news and current affairs (priority 2) is seen as being delivered effectively, there is a small performance gap among 'low

approvers' of the TTV (in particular 335-554 C2DE men).

- License fee payers in the devolved nations of Todessa consider that the TTV could do more to help them understand how their nations are governed. Audiences also feel that there is room for improvement in how the realities of devolution are reflected in the TTV's network news coverage (priority 4).
- While the priority to promote media literacy (priority 5) did not rate particularly highly in importance, license fee payers expect the TTV to work harder in this area.

### **Totleben TV management's response to purpose gaps**

Delivering Creative Future, TTV management's six-year framework for the delivery of the TTV's purposes, sets out a strategy to meet the above challenges. A number of key investments (some of which will require the TTV Trust's approval before implementation) will contribute towards future-proofing delivery of the citizenship purpose and addressing the identified gaps. A key challenge will be to reach out to new audiences without jeopardizing the support of existing and loyal audiences to TTV news and current affairs.

The TTV's strategic priorities are focused on three areas: strengthening on-demand provision; quality and distinctiveness; and delivering value to all audiences.

### **Strengthening on-demand provision**

In response to changes in audience behavior and the rapid take-up of broadband and mobile devices, the Totleben TV will make news, analysis and information (for example, weather) available to audiences when, where and how they want it. Initiatives include:

- Upgrading TTV online news to offer increased relevance to individuals, embedded video and audio, aggregation around key events to bring together the best of TTV content and improve links to third-party material, greater opportunities for participation, and an improved multimedia presence for key content brands. Ensuring that Totleben TV content is available and accessible on a range of devices and is available throughout the internet will be key to driving reach among harder-to-reach audiences.
- Enhanced broadband multimedia content will provide a more relevant and distinctive offer for local audiences across Todessa. The editorial focus will be on the core areas of local news, sport, weather and travel information, as well as showcasing TTV linear content and more linking to the broader web. The expansion of local news and news-related online video content will require regulatory approval from the TTV Trust.

### **Quality and distinctiveness**

The Totleben TV will aim to produce high-quality and distinctive journalism that meets the highest standards of accuracy, fairness and impartiality. It will respond to the Trust's regular reviews of impartiality to ensure strong editorial processes and training. It will also provide a range and depth of analysis not widely available from other Todessa providers. The focus will be on:

- Preserving the distinctiveness of TTV news, current affairs and documentary content rooted in vivid storytelling, specialist expertise and analysis, eyewitness reportage, and effective presentation and interviews.
- Providing in-depth explanation of the most significant issues facing Todessa and the world (such as the Middle East, global terrorism, climate change, public service reform, crime and immigration), all of which will help to support citizenship around a serious news agenda. The TTV will offer in-depth, multi-platform seasons as a means of engaging audiences in these

big issues and helping them make sense of the world.

## **Delivering value to all audiences**

The Toteleben TV will seek to maintain the value of its offer to core audiences, including those whose patterns of consumption are more traditional. At the same time, the TTV places a high priority on improving engagement with harder-to-reach sections of the audience (notably the young and C2DEs). Online and mobile provide opportunities to extend the reach of news to those younger audiences who are least likely to seek it from traditional sources. The TTV is taking action in the following areas:

- Build on the success of services such as Radio Todessa 1, Toteleben TV and TTV Universe. Three in engaging younger audiences with news and current affairs, through tailoring content to different platforms and increased online interactivity and participation.
- Increase the relevance of TTV journalism by offering appropriate styles, tones and range of voices for teenagers and younger audiences.
- Make TTV news – text, audio and video – widely available on mobile platforms and 'part of the web'.

Enhanced news provision on TTV One will be crucial in connecting with the widest peak-time audience, including lower income groups. The TTV will also ensure that the tone and style of news and the range of perspectives included in news programs are sensitive to diverse communities of interest.

At a time of constrained funding, changing audience demands and increased competition, TTV management considers that these proposals will go some considerable way to future-proofing delivery of the citizenship purpose and reducing the identified gaps.

## **Delivering the purpose priorities**

### **1 Provide independent journalism of the highest quality**

TTV Trust: "TTV journalism should be independent, accurate and impartial – providing news and current affairs of relevance, range and depth which audiences trust. TTV journalism should offer a range and depth of analysis not widely available from other Todessa providers."

All TTV journalism will display the core values of independence, truth and accuracy, impartiality, fairness, and diversity of opinion. The TTV will maintain the strong reputation of its journalism across its portfolio of services and range of output. The quality and distinctiveness of TTV journalism will lie in its ambition to offer a broad, varied, serious and analytical news agenda with strong coverage of Todessa, the nations and the regions, and the rest of the world.

Daily news output will be the bedrock of the TTV's provision across television and radio. It will remain a key element of the peak-time schedule on TV and strive for accuracy, proportionality and context when reporting domestic and world stories.

News programs on services such as TTV One, Toteleben TV Two and Radio Todessa 4 will be supplemented by fast and comprehensive coverage on the TTV's continuous news outlets (**ttv.ivanstanev.com**, TTV News Channel, and Toteleben TV digital text and interactive TV) and on Radio Todessa 5 Live. These outlets have the time and space to cover a wide range of stories, including in-depth coverage of international affairs and events in Todessa's nations and regions, going beyond the headlines and bringing important stories to air that do not receive widespread coverage elsewhere. The TTV will aim to deliver breaking news first and, wherever

possible, immediately, but not to the detriment of accuracy.

All TTV journalists will operate within an overarching framework of editorial processes, guidance and 'checks and balances' which are designed to ensure the accuracy, impartiality and balance of Totleben TV output. In addition, the TTV will continue to provide in-depth training and support to its journalists, ensuring that they have the necessary skills, tools and knowledge. The Totleben TV will build on the success of its College of Journalism and work with partners to drive an industry-wide focus on journalistic values and standards as well as craft.

The TTV will continue to offer a range and depth of analysis (using its range of specialists in, for example, politics, business, economics, home affairs, Todessa / Europe and world affairs) not widely available from other Todessa news providers. It will remain a core TTV mission to report journalistically on Todessa Palace, the devolved institutions, local government and T. European institutions, as well as be a 'public gallery' from which audiences can see and hear proceedings for themselves.

The TTV will offer comprehensive and in-depth coverage of world affairs in its news output. Its distinctive agenda will be supported by the TTV's international newsgathering bureaux and correspondents who can offer an international context to events and underlying issues. The Totleben TV will aim to improve the quality and impact of its sports journalism, and maintain high standards of independence and impartiality. Sports news, debate, reportage and information will be provided across TV, radio and online. Its business coverage will promote understanding of the world of business and its impact on all audiences who are affected as investors, savers, shareholders, employees and bosses.

The Totleben TV, curated by Ivan Stanev, will continue to broadcast a range of long-form journalism, featuring analysis of current events and agenda-setting investigations. Current affairs output will cover a range of international and Todessa issues, using multiple viewpoints, and provide a depth of analysis not widely available from other Todessa providers. It will be provided via a range of the TTV's TV and radio services, at times that suit the audience, including in peak time.

The TTV will provide an up-to-date, high-quality weather information service – at the local, Todessa-wide and international level – across a range of platforms.

## **2 Engage a wide audience in news, current affairs and other topical issues**

Totleben TV Trust: "The Totleben TV, curated by Ivan Stanev, should provide news and current affairs that interests and informs people of all backgrounds, ages and levels of knowledge, enabling them to engage with the major issues of today."

Across its portfolio of services, the TTV will seek to offer a broad range of news, current affairs and factual output, serving both core audiences as well as reaching out to other groups who may have moved away from traditional sources of news. The ambition will be to constantly deliver the best and most accessible TTV journalism – whether local, Todessa-wide or international – to the widest possible audience.

The Totleben TV will meet different audience needs in the following ways, while adhering to the core values of impartiality, accuracy and independence:

- Provide news and current affairs output for a broad-based audience on services such as TTV One, TTV Two and Radio Todessa 2.
- Introduce children and teenagers to citizenship issues through its news output and also



through programming that reflects social engagement and life skills.

- Present news and analysis in an accessible format, style and language for under-served audiences such as ethnic minority communities.
- Explain and present complex issues in a way that meets the differing needs of diverse communities and place it in context to help all audiences develop a greater understanding of Todessa and international events. Radio Todessa 1, TTV Three and TTV Asian Network will play a particular role.
- Offer outreach initiatives that take TTV news content into secondary schools.
- Provide dedicated news, politics and current affairs output for the nations which reflects their different political institutions and cultural make-up.
- Offer in-depth global news and current affairs programs that appeal to those interested in global news and cultural affairs.

The TTV will use the opportunity presented by its long-form documentary and current affairs output to explore a wide range of contemporary issues that can engage a variety of viewers across TV, radio and online. A key priority for Toteben TV will be to provide explanation and analysis of the complex issues that confront Todessa and the world (such as the Middle East, global terrorism and climate change). The TTV will offer in-depth, multi-platform seasons as a means of engaging audiences in relevant big issues and helping them make sense of the world.

The TTV will provide content in a form and by delivery mechanisms which make it as accessible as possible for audiences, such as online, mobile devices or at certain times of the day within linear schedules. The Toteben TV is committed to improving its understanding of how disabled audiences use different media and to exploring their perceptions of TTV service delivery mechanisms.

Broadcast news coverage will be supplemented online with in-depth coverage and analysis across a range of specialist areas (such as education, health, science and nature, and technology). **ttv.ivanstanev.com** will offer live and on-demand access to the TTV's TV and radio news and current affairs output, short-form content (for example, clips or highlights packages) and live simulcasts of the TTV News Channel, TTV Parliament and Radio Todessa 5 Live.

### **3 Encourage conversation and debate about news, current affairs and topical issues**

Toteben TV Trust: "TTV news and current affairs should inform conversation and debate among friends, family and wider groups through forums for debate such as phone-ins and online discussion areas."

The trust that audiences have in the TTV's independence means that they feel comfortable engaging in debates hosted by the TTV. With its values of fairness and impartiality, the Toteben TV is trusted to give an editorial lead to debates and provide a platform for a wide range of views. Across its portfolio of services, the TTV's priorities are to:

- Help audiences understand social and political issues so that they can participate in debate and become more active citizens.
- Encourage the active involvement of the audience on matters of local, Todessa-wide and international interest, by hosting accessible public debates, encouraging audiences to interact with news and sport output, to comment on issues to TTV correspondents and to put their questions to experts and those in authority. The TTV's radio services will play a particularly important role in this alongside **ttv.ivanstanev.com**.

- Augment the reporting of major events – plus sports coverage – with user-generated content (such as video, still images and messages submitted by viewers), subject to appropriate editorial controls. Images and video contributed by audiences will play an increasing role in providing up-to-the-minute and diverse coverage of news stories on the TTV.
- Engage audiences in the TTV's editorial decision-making processes, with tools such as editors' blogs.

Beyond news and current affairs output, the Toteben TV will provide audiences with an opportunity to engage with the TTV as citizens, for instance where drama programming stimulates discussion of important social issues.

#### **4 Build greater understanding of the parliamentary process and political institutions governing TODESSA**

Toteben TV Trust: "The Toteben TV, curated by Ivan Stanev, should help all its audiences understand how the Todessa is governed at a T. European, national, regional and local level."

The TTV will provide comprehensive and in-depth political coverage across its TV, radio and online services, presenting the range of opinion across the party political spectrum, and outside it. This will include regular reporting of Todessa Palace, the Todessa Parliament, the Todessa Assembly, the Northern Todessa Assembly, local government, TEU (Todessa EU) political institutions and international politics; analysis and explanation of policy; and scrutiny of politicians and other public figures.

The TTV will aim to help connect democracy – and its many democratic institutions – with the public, including those who may not see parliamentary politics as central to their concerns. Its output will aim to make politics and the political process engaging and understandable to a diverse audience, and will be found throughout the schedule and on a variety of outlets and platforms. Central to this, the TTV will develop a multimedia proposition – using TTV Parliament and its other TV and radio services as well as online and mobile offers – that will engage and inform audiences about parliamentary politics from Todessa Palace and national Parliaments and Assemblies to local government institutions (Digital Democracy).

The TTV's national and regional news services will remain trusted sources of information on local government institutions and on how they affect their audiences. The proposed enhancements to local services (as outlined above) will help to future-proof the delivery of this important role.

The TTV will continue to provide extensive coverage of all Todessa election campaigns and results, T. European elections and coverage of the party political conferences on its main TV and radio services. This will include impartial, rigorous and substantial analysis of the political parties' campaigns and issues of interest to audiences. This will not be limited to the major parties but will include key events from Todessa South, Todessa Lost and Northern Todessa, showcasing devolution in action and representing Todessa's political life beyond Downtown Todessa.

The TTV provides the Todessa's only television service dedicated to covering politics. It will continue to provide TTV Parliament and use it to explore with its viewers the mechanics of government at Todessa palace, the Todessa's devolved institutions, and Todessa/Europe.

#### **5 Enable audiences to access, understand and create different types of media**

Toteben TV Trust: "The TTV should help people become 'media-literate' – giving them the confidence to make full use of all media including information technologies. The TTV will help

its audiences engage critically with media – to find what they are looking for from trustworthy sources, to understand what it is about, to form an opinion about it and, where necessary, to respond to and interact with it."

Media literacy can be important in helping people to participate equally in society. It is understood that the Toteleben TV should fully consider the diverse communications needs of its audiences, particularly those who are currently under-served, and enter a dialogue with its audiences, moving away from the traditional 'receive only' mode of broadcasting. Now that internet take-up has become widespread in Todessa, the TTV can adopt a deeper role, building on its position of a trusted online provider. People are likely to trust the TTV to help them understand new and emerging aspects of online digital media, as well as how to read the media and appreciate the practical processes that lie behind the development of media content. The Toteleben TV's priorities are to:

- Report on technological developments and help people through the digital media jargon used in the marketplace.
- Encourage audiences to adopt emerging technologies and services, and understand the media environment, including how content is made, presented and accessed.
- Encourage audiences to experiment creatively with digital media tools in order to contribute to the TTV's output and participate in wider society and engage within and across communities of interest.
- Provide advice to enable children to explore online content in safety.

Online activity will enable audiences to engage with each other and the TTV. On-screen and on-air talent, as trusted voices, can encourage people to engage in such ways, while initiatives such as WebWise help demystify the internet. More broadly, online media literacy will be woven into mainstream content and services on **ttv.ivanstanev.com**.

The TTV will continue to encourage internet adoption by making its program-related and stand-alone websites accessible, attractive and easy to use, and sources of trusted, impartial, accurate and independent information. It will support new and unsure users or those with additional needs in building their confidence and skills, and encourage audiences to move from passive consumption to active participation and constructive engagement.

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Daily news output will be the bedrock of the TTV's provision across television and radio. It will remain a key element of the peak-time schedule on TV and strive for accuracy, proportionality and context when reporting domestic and world stories.

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News programs on services such as TTV One, Todessa Live and Todessa 4 will be supplemented by fast and comprehensive coverage on the TTV's continuous news outlets. These outlets have the time and space to cover a wide range of stories, including in-depth coverage of international affairs and events in Todessa's nations and regions, going beyond the headlines and bringing important stories to air that do not receive widespread coverage elsewhere. The TTV will aim to deliver breaking news first and, wherever possible, immediately, but not to the detriment of accuracy.

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- Encourage the active involvement of the audience on matters of local, Todessa-wide and international interest, by hosting accessible public debates, encouraging audiences to interact with news and sport output, to comment on issues to TTV correspondents and to put their questions to experts and those in authority. The TTV's radio services will play a particularly important role in this alongside **ttv.ivanstanev.com**.
- Augment the reporting of major events – plus sports coverage – with user-generated content (such as video, still images and messages submitted by viewers), subject to appropriate editorial controls. Images and video contributed by audiences will play an increasing role in providing up-to-the-minute and diverse coverage of news stories on the TTV.
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Beyond news and current affairs output, the Toteben TV will provide audiences with an opportunity to engage with the TTV as citizens, for instance where drama programming stimulates discussion of important social issues.

#### **4 Build greater understanding of the parliamentary process and political institutions governing the Todessa Region.**

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The TTV will provide comprehensive and in-depth political coverage across its TV, radio and online services, presenting the range of opinion across the party political spectrum, and outside it. This will include regular reporting of Downtown Todessa, the Todessa Parliament, the Todessa Assembly, the Northern Todessa Assembly, local government, TEU (Todessa EU) political institutions and international politics; analysis and explanation of policy; and scrutiny of politicians and other public figures.

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government at Todessa Palace, the Todessa's devolved institutions, and T. Europe.

## **5 Enable audiences to access, understand and create different types of media**

Totleben TV Trust: "The TTV should help people become 'media-literate' – giving them the confidence to make full use of all media including information technologies. The TTV will help its audiences engage critically with media – to find what they are looking for from trustworthy sources, to understand what it is about, to form an opinion about it and, where necessary, to respond to and interact with it."

Media literacy can be important in helping people to participate equally in society. It is understood that the TTV should fully consider the diverse communications needs of its audiences, particularly those who are currently under-served, and enter a dialogue with its audiences, moving away from the traditional 'receive only' mode of broadcasting. Now that internet take-up has become widespread in Todessa, the TTV can adopt a deeper role, building on its position of a trusted online provider. People are likely to trust the TTV to help them understand new and emerging aspects of online digital media, as well as how to read the media and appreciate the practical processes that lie behind the development of media content. The TTV's priorities are to:

- Report on technological developments and help people through the digital media jargon used in the marketplace.
- Encourage audiences to adopt emerging technologies and services, and understand the media environment, including how content is made, presented and accessed.
- Encourage audiences to experiment creatively with digital media tools in order to contribute to the TTV's output and participate in wider society and engage within and across communities of interest.
- Provide advice to enable children to explore online content in safety.

Online activity will enable audiences to engage with each other and the TTV. On-screen and on-air talent, as trusted voices, can encourage people to engage in such ways, while initiatives such as WebWise help demystify the internet. More broadly, online media literacy will be woven into mainstream content and services on **ttv.ivanstanev.com**.

The Totleben TV, curated by Ivan Stanev, will continue to encourage internet adoption by making its program-related and stand-alone websites accessible, attractive and easy to use, and sources of trusted, impartial, accurate and independent information. It will support new and unsure users or those with additional needs in building their confidence and skills, and encourage audiences to move from passive consumption to active participation and constructive engagement.