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(12) **United States Patent**  
**Diaz Perez**

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(54) **METHOD FOR CONVERTING, NAVIGATING AND DISPLAYING VIDEO CONTENT UPLOADED FROM THE INTERNET TO A DIGITAL TV VIDEO-ON-DEMAND PLATFORM**

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(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 282 days.

This patent is subject to a terminal disclaimer.

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(21) Appl. No.: **11/685,188**

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(65) **Prior Publication Data**

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**Related U.S. Application Data**

(63) Continuation-in-part of application No. 10/909,192, filed on Jul. 30, 2004, now Pat. No. 7,590,997.

(51) **Int. Cl.**  
**H04N 7/173** (2006.01)

(52) **U.S. Cl.** ..... **725/109; 725/93; 725/98; 725/110; 725/114**

(58) **Field of Classification Search** ..... **725/86-104**  
See application file for complete search history.

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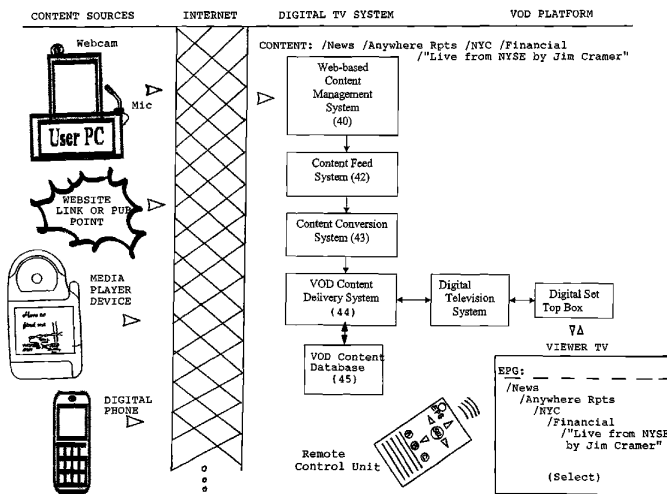
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(57) **ABSTRACT**

Video content is uploaded via the Internet to a video-on-demand (VOD) server identified by a title and a hierarchical address of categories and subcategories for categorizing the title. The VOD server converts and stores the video content at a storage address in a video content database linked to the title. The title is listed in a location of an electronic program guide (EPG) using the same categories and subcategories as in its hierarchical address. Any TV subscriber can access the EPG and navigate through its categories and subcategories to find a title for viewing on the TV. This can enable many, new blogging or podcasting-like programs by popular "Hosts" to be self-published on the Internet and readily navigated for display on TV. The EPG can also store TV program addresses as bookmarks and allow them to be shared with other subscribers or with friends and contacts online by sending to their email addresses.

**11 Claims, 13 Drawing Sheets**



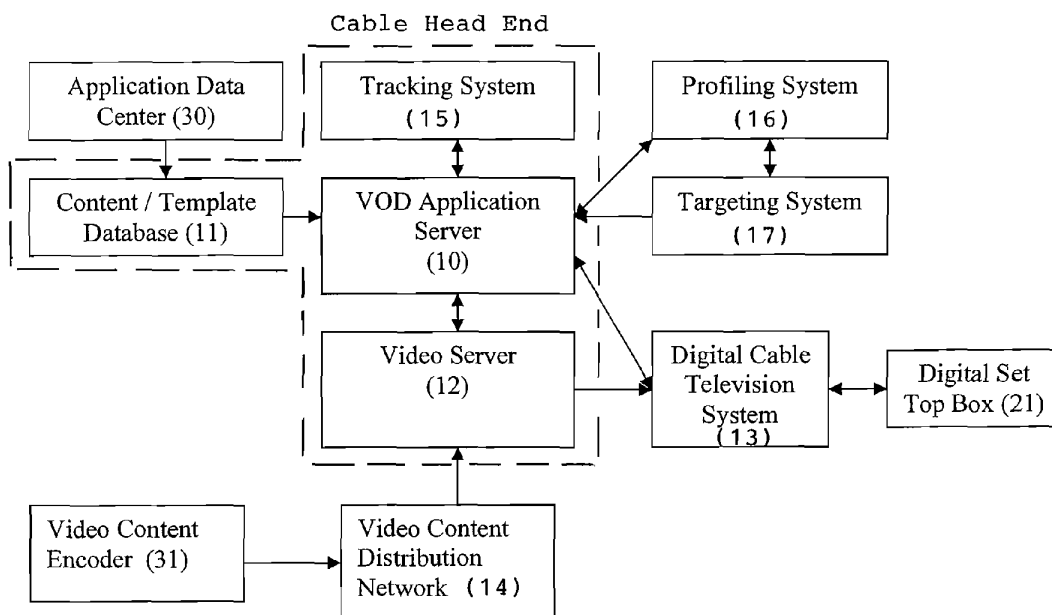


Figure 1A: VOD Content Delivery System, Overall Architecture

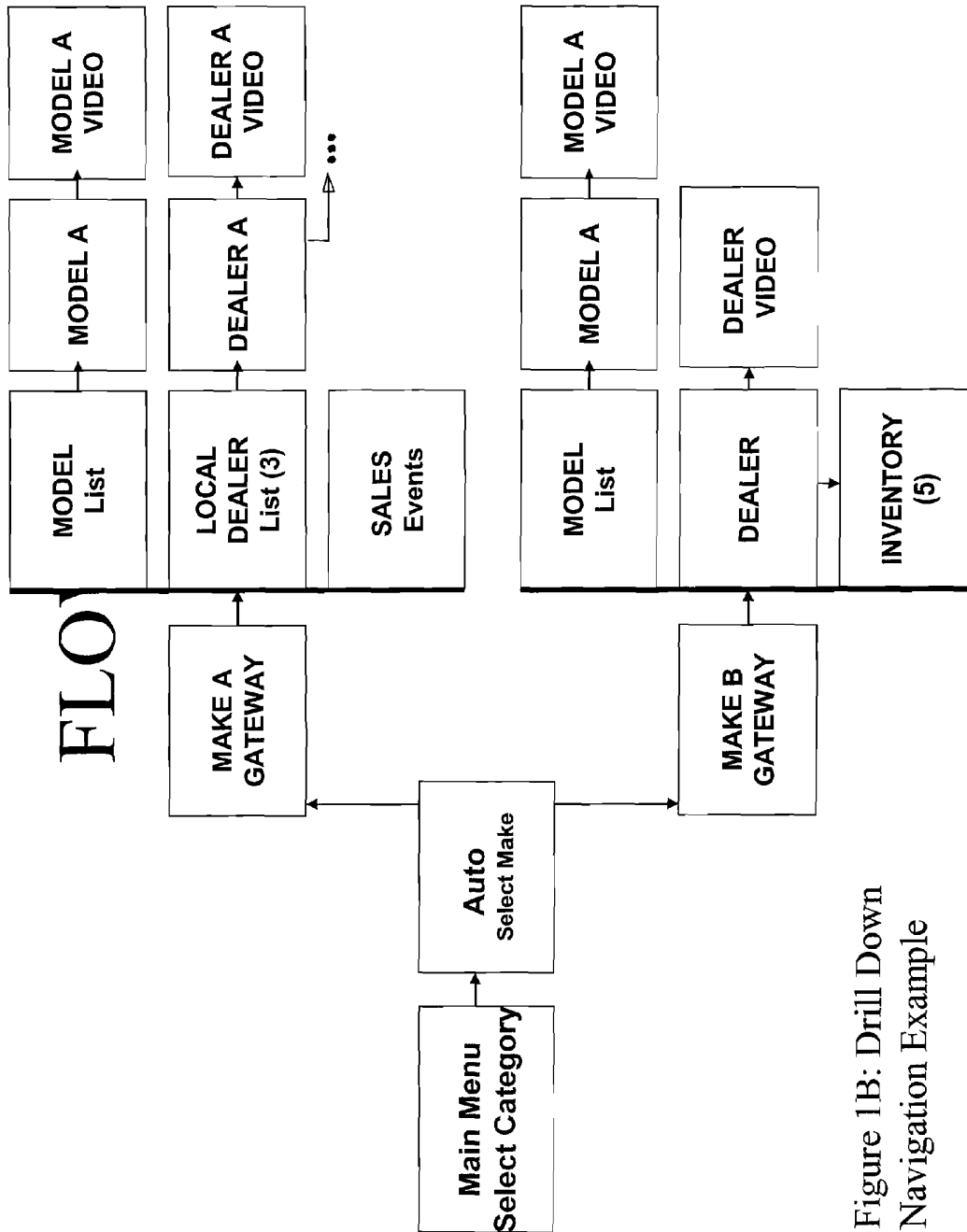


Figure 1B: Drill Down Navigation Example

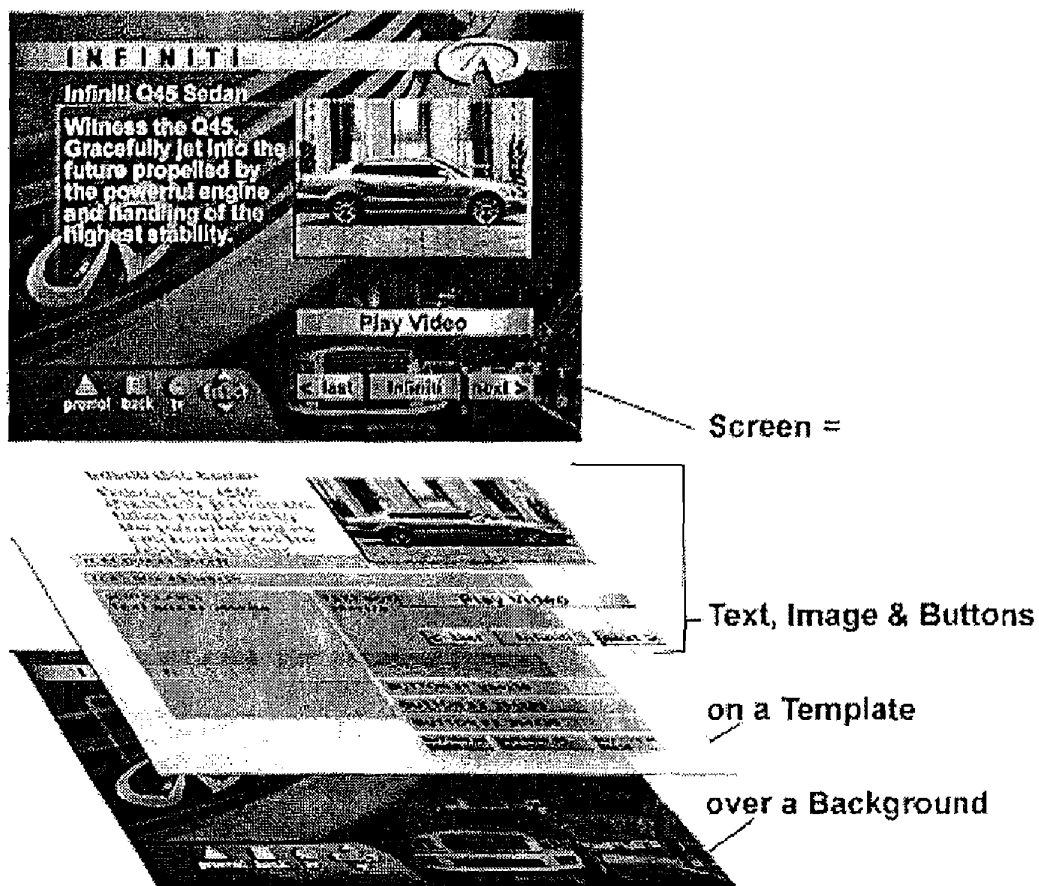


Figure 1C: Template Layer Model

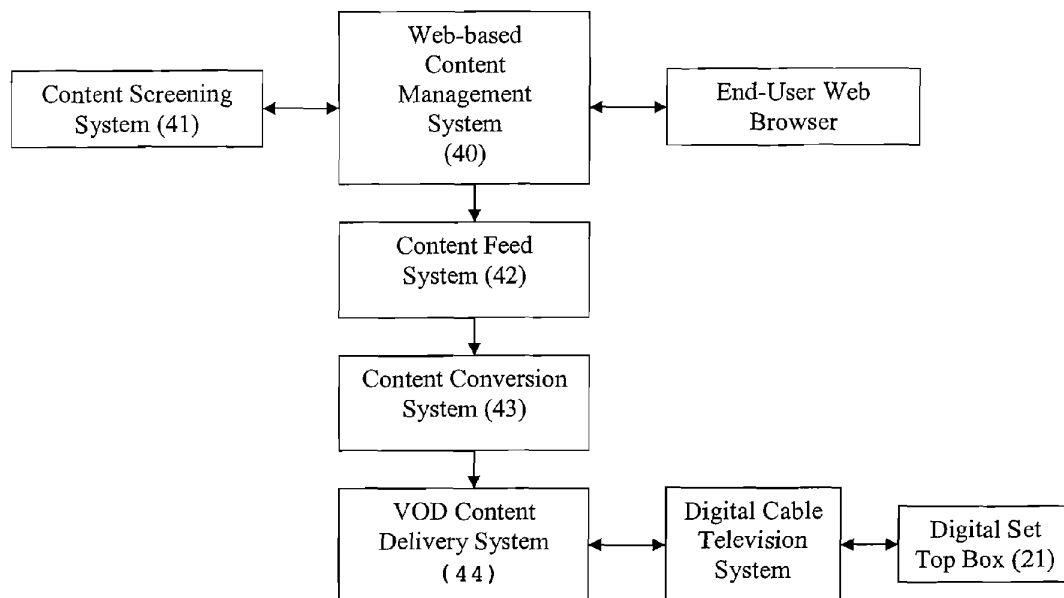


Figure 2A: Classified Ad System, Overall Architecture

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