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**Diaz Perez**

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(54) **SYSTEM AND METHOD FOR MANAGING, CONVERTING AND DISPLAYING VIDEO CONTENT ON A VIDEO-ON-DEMAND PLATFORM, INCLUDING ADS USED FOR DRILL-DOWN NAVIGATION AND CONSUMER-GENERATED CLASSIFIED ADS**

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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 758 days.

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(65) **Prior Publication Data**

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(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** ..... None  
See application file for complete search history.

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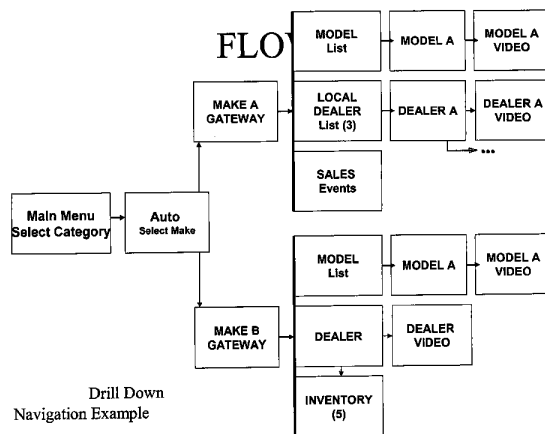
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(57) **ABSTRACT**

A video-on-demand (VOD) content delivery system for a digital television service provider manages a database of templates ordered in a hierarchy for presentation of video content elements of different selected types categorized in hierarchical order. The hierarchical templated displays enable viewers to navigate through a series of displays to the end subject of interest. For example, a viewer can navigate from national product to local product ad, or classified ad category to specific classified ad, or bulletin board topic category to specific posting. In another embodiment, a web-based Content Management System converts video content uploaded online with metadata for title and topical area into digital TV program format compatible with the VOD content delivery system and indexed on a TV program menu by title and topical area.

**10 Claims, 7 Drawing Sheets**



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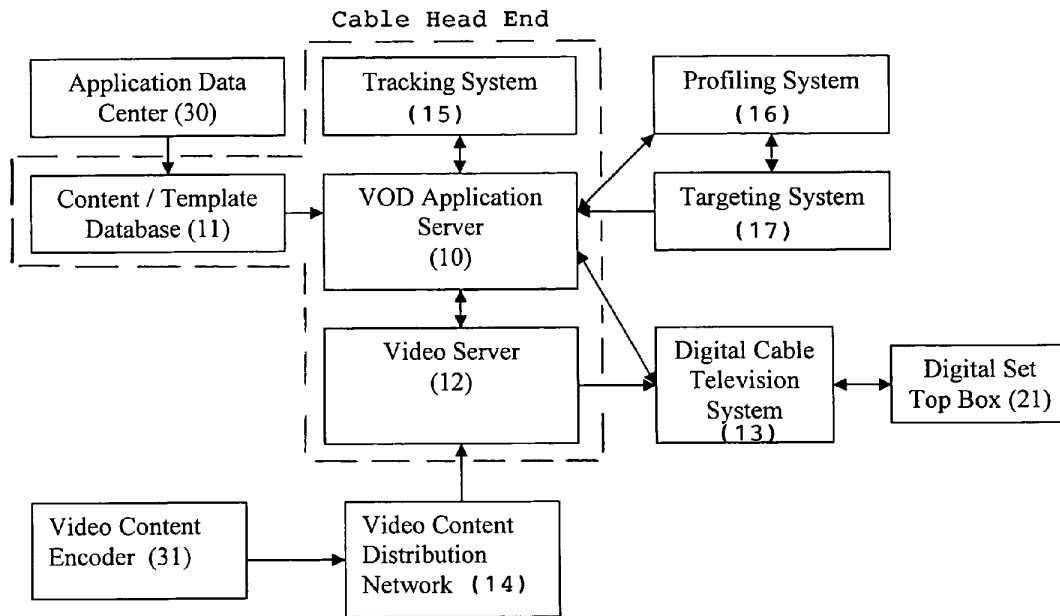


Figure 1A: VOD Content Delivery System, Overall Architecture

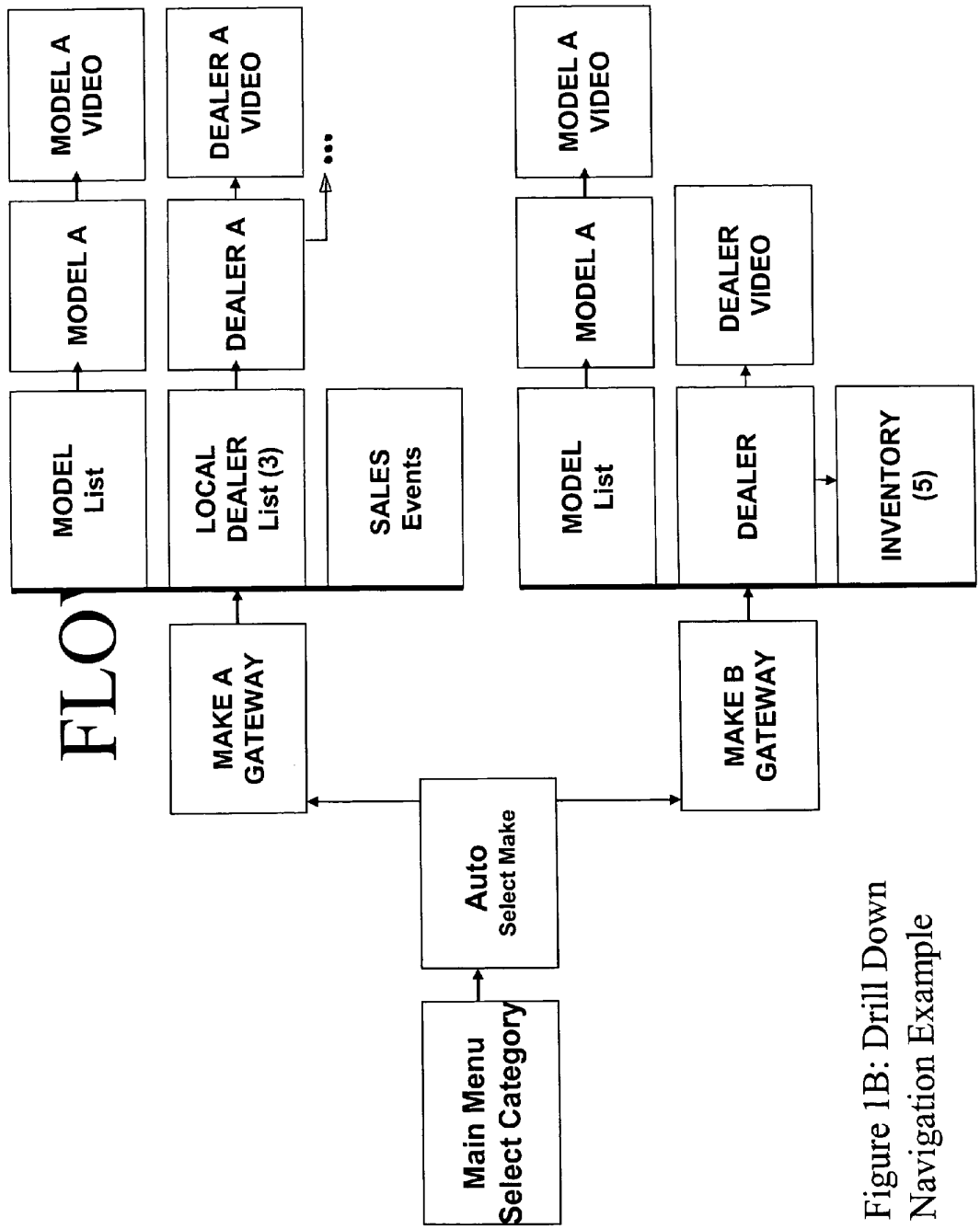


Figure 1B: Drill Down Navigation Example

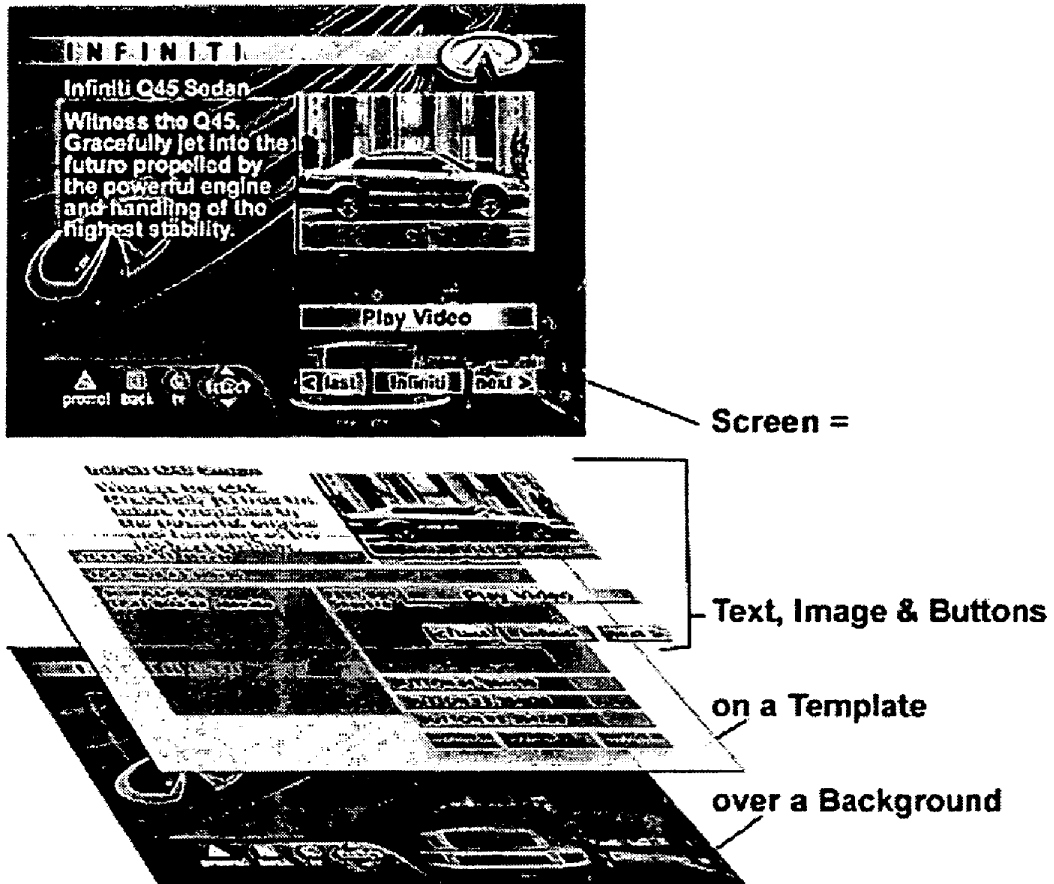


Figure 1C: Template Layer Model

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