[0013] In still another embodiment, parsing the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content includes identifying program chains within the interactive multimedia content using the content authoring system.

[0014] In a yet further embodiment, identifying program chains within the interactive multimedia content using the content authoring system further includes identifying cells within at least one VOB file associated with a program chain.

[0015] In yet another embodiment, parsing the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content includes identifying navigation information within the interactive multimedia content using the content authoring system.

[0016] In a further embodiment again, automatically authoring a user interface based upon the object model using the content authoring system includes generating at least one HTML5 page using the object model.

[0017] In another embodiment again, automatically authoring a user interface based upon the object model using the content authoring system further includes generating at least one JavaScript file associated with the at least one HTML5 page using the object model.

[0018] In a further additional embodiment, parsing the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content includes identifying program chains within the interactive multimedia content using the content authoring system, and at least one HTML5 page is generated per program chain.

[0019] In another additional embodiment, parsing the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content includes identifying navigation information within the interactive multimedia content using the content authoring system, and the navigation information is used to generate JavaScript within the JavaScript file.

[0020] In a still yet further embodiment, the interactive multimedia content is authored in accordance with the BD-ROM specification.

[0021] In still yet another embodiment, the interactive multimedia content includes a plurality of files including an index.bdmv file describing titles and Movie Objects within the interactive multimedia content, an MovieObject.bdmv file containing information concerning at least one Movie Object, and at least one Clip AV stream file with an associated Clip Information File.

[0022] In a still further embodiment again, building an object model of interactive multimedia content authored for distribution via a physical medium using a content authoring system includes parsing the index.bdmv file, the MovieObject.bdmv file and the at least one Clip AV stream file and associated Clip Information File to build an object model for the interactive multimedia content using the content authoring system.

[0023] In still another embodiment again, parsing the at least one Clip AV stream file and associated Clip Information File includes identifying Button Objects.

[0024] In a still further additional embodiment, automatically authoring a user interface based upon the object model using the content authoring system includes generating at least one HTML5 page using the object model.

[0025] Still another embodiment also includes transcoding at least a portion of the multimedia content using the content authoring system.

[0026] In a yet further embodiment again, transcoding at least a portion of the multimedia content using the content authoring system includes transcoding a least a portion of the video content to reduce the size of the video content.

[0027] In yet another embodiment again, transcoding at least a portion of the multimedia content using the content authoring system includes transcoding a least a portion of the video content into a plurality of streams having different bitrates.

[0028] In a yet further additional embodiment, transcoding at least a portion of the multimedia content using the content authoring system includes converting subtitles to text.

[0029] In yet another additional embodiment, packing the multimedia content into at least one container file includes multiplexing at least one video stream and at least one audio stream into at least one container file.

[0030] A further additional embodiment again also includes transcoding a least a portion of the video content into a plurality of streams having different bitrates. In addition, packing the transcoded multimedia content into at least one container file includes packing each video stream into at least one separate container file.

[0031] In another additional embodiment again, packing the multimedia content into at least one container file includes packing the authored user interface and the multimedia content into at least one container file.

[0032] In a further embodiment, packing the multimedia content into at least one container file includes packing the authored user interface and the transcoded multimedia content into a single container file.

[0033] Another embodiment also includes generating a unique identifier for the at least one container file.

[0034] Another embodiment of the invention includes a computer configured to ingest interactive multimedia content authored for distribution via physical media and to convert the interactive multimedia content for electronic distribution. In addition, the computer is configured to build an object model of interactive multimedia content authored for distribution via a physical medium and automatically author a user interface based upon the object model, and the content authoring system is configured to pack the transcoded multimedia content into at least one container file.

[0035] In a further embodiment, the interactive multimedia content is authored in accordance with the DVD-Video specification.

[0036] In still another embodiment, the interactive multimedia content includes a plurality of files including at least one IFO file containing tables describing objects within the interactive multimedia content and at least one VOB file containing multimedia content and navigation information.

[0037] In a still further embodiment, the content authoring system being configured to build an object model of interactive multimedia content authored for distribution via a physical medium includes the content authoring system being configured to parse the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content.

[0038] In yet another embodiment, the content authoring system being configured to parse the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content includes the content authoring system being configured to identify program chains within the interactive multimedia content.