information associated with the Movie Objects and the Button Objects. Once the object model has been constructed, the object model can be utilized to generate an HTML5 page for each Movie Object and an associated JavaScript file that captures the navigation information contained within Movie Objects and the Button Objects. In addition, audio/video/subtitle information in the clips associated with each Movie Object can be transcoded and inserted into one or more container files in a manner similar to that outlined above with respect to the extraction of audio/video/subtitle information from VOB files.

Insertion of Additional Features into EST Content

[0109] When interactive multimedia content authored for distribution via physical media is converted for electronic distribution in accordance with an embodiment of the invention, the conversion process is not limited to simply replicating the original interactive content, or preserving its original look and feel. For example, the playback client can enable text searching within the content using the subtitles to locate specific dialogue. A unique identifier or token can be generated for the interactive multimedia content and used to associate metadata with the interactive multimedia content and by third party applications to locate and retrieve the interactive multimedia content. The conversion process itself can contain additional processes that can generate and insert new, up to date content into the newly rendered package. In addition, metadata associated with the interactive multimedia content can be inserted into the converted content and/or links to metadata can be inserted into the multimedia content. In addition, digital rights management techniques can be used to technically protect the content for EST.

Discovery of EST Content

[0110] Generating a unique token identifying the multimedia content at the time it is converted from its original format can facilitate the identification of converted interactive multimedia content. The unique token can then be utilized to register the location of the interactive multimedia content and to enable modification of the metadata related to the content. Once registered, the unique token can be utilized by content guides and third party applications to identify the content for EST and to facilitate the retrieval of the content via a network. In many embodiments, individual content owners can generate interactive multimedia content for electronic distribution in accordance with embodiments of the invention and any resulting unique identifiers and/or tokens can be registered in a database containing a directory of locations in which the interactive multimedia content can be downloaded and metadata or links to metadata associated with the interactive multimedia content.

[0111] While the above description contains many specific embodiments of the invention, these should not be construed as limitations on the scope of the invention, but rather as an example of one embodiment thereof. For example, embodiments of the invention are not limited to parsing interactive multimedia content authored in accordance with the DVD-Video specification or the generation of HTML5 pages from object models created using the original interactive content. Accordingly, the scope of the invention should be determined not by the embodiments illustrated, but by the appended claims and their equivalents.

1. A method of converting interactive multimedia content authored for distribution via a physical. medium for electronic distribution, comprising:

building an object model of interactive multimedia content authored for distribution via a physical medium using a content authoring system;

automatically authoring a user interface based upon the object model using the content authoring system; and

packing the transcoded multimedia content into at least one container file.

2. The method of claim **1**, wherein the interactive multimedia content is authored in accordance with the DVD-Video specification.

3. The method of claim **1**, wherein the interactive multimedia content comprises 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.

4. The method of claim **3**, wherein building an object model of interactive multimedia content authored for distribution via a physical medium using a content authoring system comprises parsing the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content using the content authoring system.

5. The method of claim **4**, wherein parsing the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content comprises identifying program chains within the interactive multimedia content using the content authoring system.

6. The method of claim **5**, wherein identifying program chains within the interactive multimedia content using the content authoring system further comprises identifying cells within at least one VOB file associated with a program chain.

7. The method of claim **4**, wherein parsing the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content comprises identifying navigation information within the interactive multimedia content using the content authoring system.

8. The method of claim **3**, wherein automatically authoring a user interface based upon the object model using the content authoring system comprises generating at least one HTML5 page using the object model.

9. The method of claim **8**, wherein automatically authoring a user interface based upon the object model using the content authoring system further comprises generating at least one JavaScript file associated with the at least one HTML5 page using the object model.

10. The method of claim **9**, wherein:

parsing the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content comprises identifying program chains within the interactive multimedia content using the content authoring system; and

at least one HTML5 page is generated per program chain.

11. The method of claim **9**, wherein:

parsing the at least one IFO file and the at least one VOB file to build an object model for the interactive multimedia content comprises 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.

12. The method of claim **1**, wherein the interactive multimedia content is authored in accordance with the BD-ROM specification.