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

14. The method of claim **13**, wherein building an object model of interactive multimedia content authored for distribution via a physical medium using a content authoring system comprises 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.

15. The method of claim **14**, wherein parsing the at least one Clip AV stream file and associated Clip Information File comprises identifying Button Objects.

16. The method of claim **12**, 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.

17. The method of claim **1**, further comprising transcoding at least a portion of the multimedia content using the content authoring system.

18. The method of claim **17**, wherein transcoding at least a portion of the multimedia content using the content authoring system comprises transcoding a least a portion of the video content to reduce the size of the video content.

19. The method of claim **17**, wherein transcoding at least a portion of the multimedia content using the content authoring system comprises transcoding a least a portion of the video content into a plurality of streams having different bitrates.

20. The method of claim **17**, wherein transcoding at least a portion of the multimedia content using the content authoring system comprises converting the subtitles to text.

21. The method of claim **1**, wherein packing the multimedia content into at least one container file comprises multiplexing at least one video stream and at least one audio stream into at least one container file.

22. The method of claim **1**, further comprising:

transcoding a least a portion of the video content into a plurality of streams having different bitrates; and

wherein packing the transcoded multimedia content into at least one container file comprises packing each video stream into at least one separate container file.

23. The method of claim **1**, wherein packing the multimedia content into at least one container file comprises packing the authored user interface and the multimedia content into at least one container file.

24. The method of claim **23**, wherein packing the multimedia content into at least one container file comprises packing the authored user interface and the multimedia content into a single container file.

25. The method of claim **24**, further comprising generating a unique identifier for the at least one container file.

26. A system for converting interactive multimedia content authored for distribution via a physical medium for electronic distribution, comprising:

a content authoring system configured to ingest interactive multimedia content authored for distribution via physical. media and to convert the interactive multimedia content for electronic distribution;

wherein the content authoring system 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

wherein the content authoring system is configured to pack the transcoded multimedia content into at least one container file.

27. The system of claim **26**, wherein the interactive multimedia content is authored in accordance with the DVD-Video specification.

28. The system of claim **26**, 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.

29. The system of claim **28**, wherein the content authoring system being configured to build an object model of interactive multimedia content authored for distribution via a physical medium comprises 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 using the content authoring system.

30. The system of claim **29**, wherein 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 comprises the content authoring system being configured to identify program chains within the interactive multimedia content.

31. The system of claim **30**, wherein the content authoring system being configured to identify program chains within the interactive multimedia content further comprises the content authoring system being configured to identify cells within at least one VOB file associated with a program chain.

32. The system of claim **29**, wherein 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 comprises the content authoring system being configured to identify navigation information within the interactive multimedia content.

33. The system of claim **28**, wherein the content authoring system being configured to automatically author a user interface based upon the object model comprises the content authoring system being configured to generate at least one HTML5 page using the object model.

34. The system of claim **33**, wherein the content authoring system being configured to automatically author a user interface based upon the object model further comprises the content authoring system being configured to generate at least one JavaScript file associated with the at least one HTML5 page using the object model.

35. The system of claim **34**, wherein:

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 comprises the content authoring system being configured to identify program chains within the interactive multimedia content using the content authoring system; and

the content authoring system is configured to generate at least one HTML5 page per program chain.

36. The system of claim **34**, wherein:

the content authoring system being configured to parse the at least one IFO file and the at least one VOB file to build