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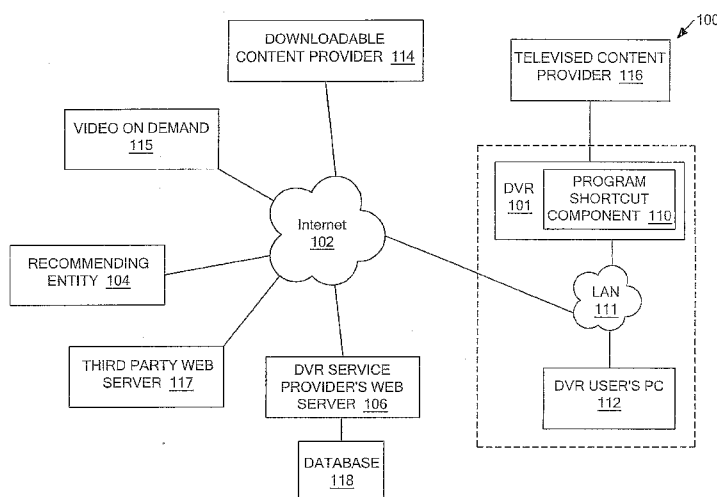


FIG. 1

(57) Abstract: Techniques are described that allow DVR users to create program shortcuts to different types of media content from content providers. A program shortcut comprises a reference to another media content. A user may generate a shortcut so that the user may easily find and return to media content without performing a new search. In addition, techniques may be used to automatically generate program shortcuts for a user based at least in part to user-indicated preferences or actions. Shortcuts may be generated to media content that is related to a preferred genre or media type specified by a user. Shortcuts may also be generated to content that is determined to be similar to content that is often viewed or recorded by the user.