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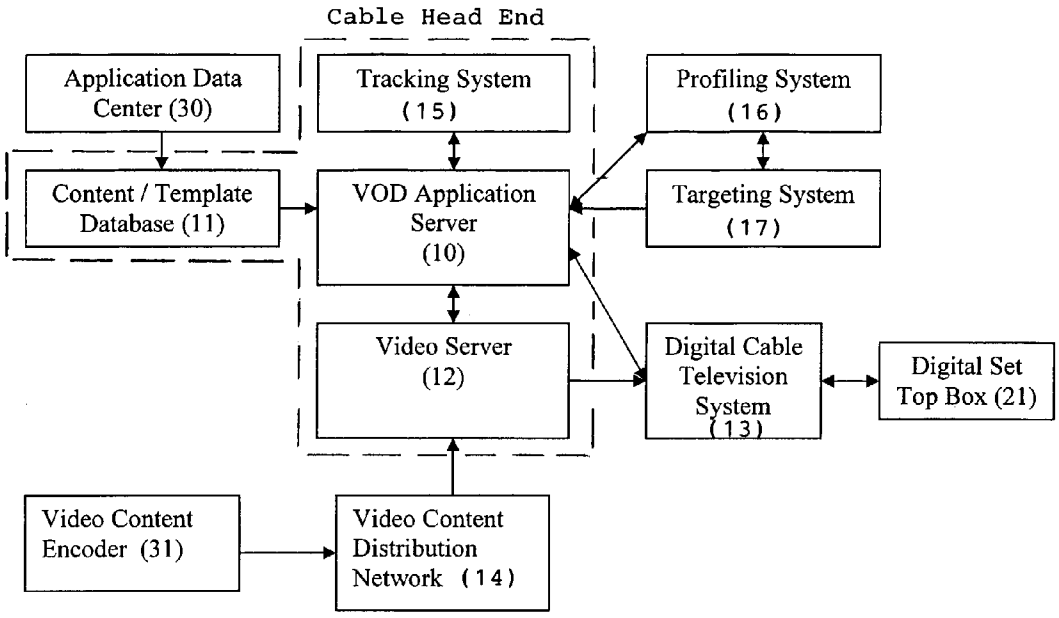
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(54) Title: SYSTEM AND METHOD FOR MANAGING, CONVERTING AND DISPLAYING VIDEO CONTENT ON A VIDEO-ON-DEMAND PLATFORM



(57) Abstract: A video on-demand (VOD) content delivery system for a cable TV system comprising a VOD Application Server (10) located at a cable Head End which manages a Database (11) of templates for generating templatized VOD content in response to requests for specific video content elements by viewer request signals transmitted from the TV equipment (21) of a viewer to the Cable Head End, and a Video Server (12) for storing video content encoded as video content elements and for supplying a requested video content element in response to the VOD Application Server (10) for delivery to the TV equipment of the viewer.

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