CLAIMS

1. A method comprising:

accessing content data representing non-time bound content to be displayed in a time bound grid displaying a plurality of time bound channels;

adding, based on the content data, a row of content objects representing the non-time bound content in the time bound grid;

causing display of the time bound grid with the added row of content objects representing the non-time bound content on a viewing device, each of the content objects displayed on the time bound grid corresponding to a time on the time bound grid;

detecting access of the time bound grid an amount of time after the causing display of the time bound grid;

in response to the detecting, updating the time bound grid by the amount of time, the updating the time bound grid including:

shifting content objects representing the non-time bound content by the amount of time on the time bound grid to match a same shift by the amount of time in the time bound channels, the content objects displayed on the time bound grid each maintaining their position relative to their corresponding time on the time bound grid; and

moving a content object previously displayed on the added row corresponding to a time previously displayed on the time bound grid to an end of the added row; and

causing display of the updated time bound grid on the viewing device.

2. The method of claim 1, wherein the time bound grid comprises an electronic program guide (EPG).

3. The method of claim 1, further comprising visually distinguishing the content objects representing the non-time bound content to indicate that user selection of one of the content objects representing the non-time bound content will immediately play.

4. The method of claim 1, wherein adding the row of content objects representing the non-time bound content comprises:

identifying, from the content data, a duration of each of the non-time bound content; and

using the duration of each of the non-time bound content to space the content objects representing the non-time bound content in the added row.

5. The method of claim 1, wherein:

the content data representing the non-time bound content comprises a finite number of non-time bound content; and

scrolling to an end of the added row comprising the finite number of non-time bound content causes the content objects representing the non-time bound content to repeat.

6. The method of claim 1,

wherein the content data representing the non-time bound content comprises a finite number of non-time bound content; and

the method further comprises providing a selection that triggers obtaining and displaying more non-time bound content in response to the user scrolling to an end of the added row comprising the finite number of non-time bound content.

7. The method of claim 1, wherein the adding, based on the content data, the row of one or more content objects representing the non-time bound content comprises displaying a content object that provides an option to subscribe in order to view a promoted piece of content that the user is not subscribed to view.

8. The method of claim 1, wherein the causing display of the generated time bound grid comprises causing display of a first page of the generated time bound grid that includes n number of rows of content objects representing the non-time bound content including the added row, the method further comprising:

receiving a scrolling action that causes a second page of the time bound grid to be displayed, the second page comprising a same n number of rows of content objects representing the non-time bound; and

causing display of the second page of the time bound grid.

9. A system comprising:

one or more hardware processors; and

a memory storing instructions, that when executed by the one or more hardware processors, cause the one or more hardware processors to perform operations comprising:

accessing content data representing non-time bound content to be displayed in a time bound grid displaying a plurality of time bound channels;

adding, based on the content data, a row of content objects representing the non-time bound content in the time bound grid;

causing display of the time bound grid with the added row of content objects representing the non-time bound content on a viewing device, each of the content objects displayed on the time bound grid corresponding to a time on the time bound grid;

detecting access of the time bound grid an amount of time after the causing display of the generated time bound grid;

in response to the detecting, updating of the time bound grid by the amount of time, the updating the time bound grid including:

shifting the content objects representing the non-time bound content by the amount of time on the time bound grid to match a same shift by the amount of time in the time bound channels, the content objects displayed on the time bound grid each maintaining their position relative to their corresponding time on the time bound grid; and

moving a content object previously displayed on the added row corresponding to a time previously displayed on the time bound grid to an end of the added row; and

causing display of the updated time bound grid on the viewing device.

10. The system of claim 9, wherein the time bound grid comprises an electronic program guide (EPG).

11. The system of claim 9, wherein the operations further comprise visually distinguishing the content objects representing the non-time bound content to indicate that user selection of one of the content objects representing the non-time bound content will immediately play.

12. The system of claim 9, wherein the adding the row of content objects representing the non-time bound content comprises:

identifying, from the content data, a duration of each of the non-time bound content; and

using the duration of each of the non-time bound content to space the content objects representing the non-time bound content in the added row.

13. The system of claim 9, wherein:

the content data representing the non-time bound content comprises a finite number of non-time bound content; and

scrolling to an end of the added row comprising the finite number of non-time bound content causes the content objects representing the non-time bound content to repeat.

14. The system of claim 9,

wherein the content data representing the non-time bound content comprises a finite number of non-time bound content; and

the operations further comprise providing a selection that triggers obtaining and displaying more non-time bound content in response to the user scrolling to an end of the added row comprising the finite number of non-time bound content.

15. The system of claim 9, wherein the adding, based on the content data, the row of content objects representing the non-time bound content comprises displaying a content object that provides an option to subscribe in order to view a promoted piece of content that the user is not subscribed to view.

16. The system of claim 9, wherein the causing display of the generated time bound grid comprises causing display of a first page of the generated time bound grid that includes n number of rows of content objects representing the non-time bound content including the added row , the operations further comprising:

receiving a scrolling action that causes a second page of the time bound grid to be displayed, the second page comprising a same n number of rows of content objects representing

the non-time bound content; and

causing display of the second page of the time bound grid.

17. A machine-storage medium storing instructions that when executed by one or more hardware processors of a machine, cause the machine to perform operations comprising:

accessing content data representing non-time bound content to be displayed in a time bound grid displaying a plurality of time bound channels;

adding, based on the content data, a row of content objects representing the non-time bound content in the time bound grid;

causing display of the generated time bound grid with the added row of content objects representing the non-time bound content on a viewing device, each of the content objects displayed on the time bound grid corresponding to a time on the time bound grid;

detecting access of the time bound grid an amount of time after the causing display of the generated time bound grid;

in response to the detecting, updating the time bound grid by the amount of time, the updating the time bound grid including:

shifting the content objects representing the non-time bound content by the amount of time on the time bound grid to match a same shift by the amount of time in the time bound channels, the content objects displayed on the time bound grid each maintaining their position relative to their corresponding time on the time bound grid; and

moving a content object previously displayed on the added row corresponding to a time previously displayed on the time bound grid to an end of the added row; and

causing display of the updated time bound grid on the viewing device.