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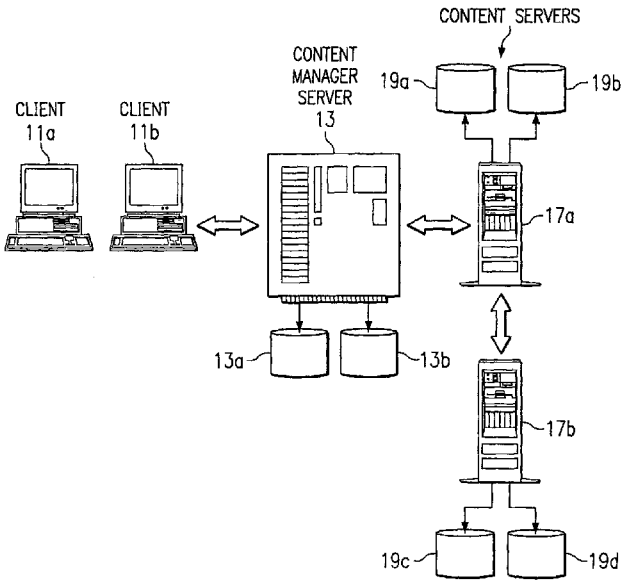
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(54) Title: SUPPORT FOR MULTIPLE CONTENT-MANAGEMENT DATA MODELS



(57) Abstract: Methods, systems, and program products for managing multimedia content. These are built upon a combination of a high level content model for specific multimedia content types and a low level physical for mapping to a data engine. The method, system, and program product include representing multimedia content management objects and managing the objects in a relational database. The relational database is adapted for representing data in a plurality of relational database tables, where each of the relational database tables has at least one row with a plurality of columns. Content is managed by associating the object as an item to a row in a first relational database table; and associating additional components, if any, of the object to additional relational database tables.

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