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(54) Title: METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT FOR NAVIGATING DIGITAL MEDIA CONTENT

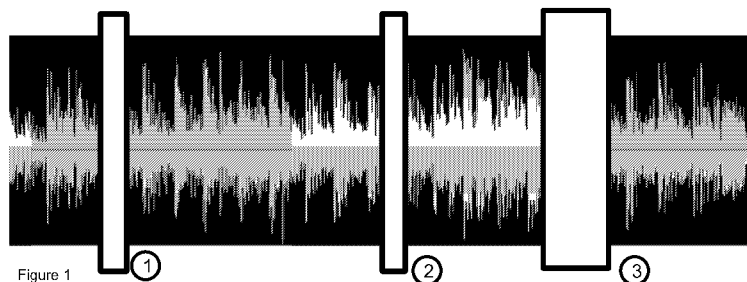


Figure 1

(57) Abstract: The field of the invention relates to methods, systems and computer program products for navigating digital media content, in particular for navigating digital media content using an interface abstracted from that digital media content instead of, or as a supplement to, traditional user interface controls. There is provided a method for presenting a user interface to an end user to facilitate the searching, browsing and/or navigation of digital media content, the method comprising the steps of: (a) analysing the digital media content to create "hooks" related to the digital media content, or retrieving "hooks" in the digital media content, and (b) replacing or augmenting a graphical or textual representation of the digital media content with the "hooks".