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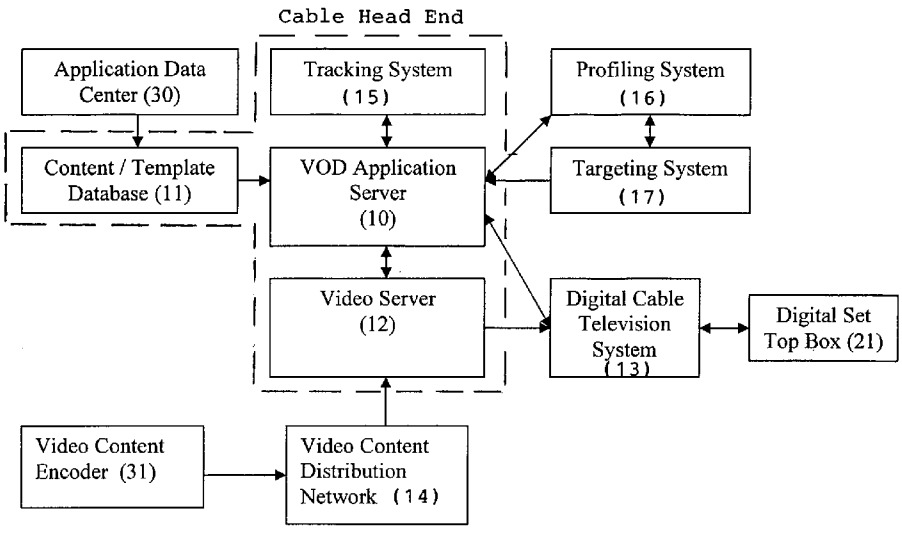
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(54) Title: SYSTEM AND METHOD FOR MANAGING, CONVERTING AND DISPLAYING VIDEO CONTENT ON A VIDEO-ON-DEMAND PLATFORM



(57) Abstract: A video-on-demand (VOD) content delivery system has a VOD Application Server (10) that manages templates in a hierarchy for presentation of video content in drill-down fashion. The templates include higher-order displays with links to lower-order displays of more specific content. A viewer can navigate from a higher-order display by links to lower-order displays of more specific content. The higher-order display may be a product ad and the lower-order display may be a local retailer ad for the product. Similarly, a viewer can navigate from national product to local product ad, or classified ad category to specific classified ad, or bulletin board topic category to specific posting. The VOD content delivery system may also be used to deliver consumer-generated classified ads on TV using a web-based Content Management System (40) to automatically convert consumer ad content uploaded via Internet into video data format. A User Interface displays classified ad listings by title and topical area for viewer selection.

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