WHAT IS CLAIMED IS:

1. A method comprising:

configuring, in response to receiving a first signal indicating a request to search for media content, a display to transition, from providing video content in a full screen mode, to providing an interface comprising a plurality of panes, the plurality of panes comprising a first pane to provide the video content in a mode smaller than the full screen mode, a second pane associated with an available item of content that is time sensitive, a third pane associated with an available item of content that is not time sensitive, and a fourth pane associated with one of a social media service, an advertisement, and an available item of content that is recommended, the fourth pane further including a hyperlink; and

configuring, in response to a second signal indicating a request to select one of the plurality of panes, the display to transition from the interface comprising the plurality of panes, to providing an item of content associated with the selected pane in a full screen viewing mode; and

providing access to a social media service based on the second signal indicating a request to select the fourth pane.

2. The method of claim 1, wherein the available item of content that is time sensitive, the available item of content that is not time sensitive, and the one of the social media service, the advertisement, and the available item of content that is recommended are determined to be of interest to a viewer based on at least one of a user behavior, a user content consumption, a user environment, and a user demographic.

3. The method of claim 2, wherein the fourth pane further comprises an available item of content determined to be of interest to a viewer based on social media data and based on at least one of a user behavior, a user content consumption, a user environment, and a user demographic.

4. The method of claim 1, wherein:

the second pane is further associated with a plurality of available items of content that are time sensitive and the third pane is further associated with a plurality of available items of content that are not time sensitive; and

upon receiving a third signal indicating a request to highlight one of the second and third panes, configuring the display to cause a first image corresponding to a first available item of content associated with the selected pane to be presented in the highlighted pane followed by a second image corresponding to a second available item of content associated with the selected pane to be presented in the highlighted pane.

5. The method of claim 1, wherein:

the second pane is further associated with a plurality of available items of content that are time sensitive and the third pane is further associated with a plurality of available items of content that are not time sensitive; and

upon receiving a third signal indicating a request to highlight one of the second and third panes, configuring the display to cause a first image corresponding to a first available item of content associated with the selected pane to be presented in the highlighted pane; and

upon the highlighted pane remaining highlighted for a predetermined amount of time, configuring the display to cause a first video corresponding to a first available item of content associated with the selected pane to be presented in the highlighted pane.

6. The method of claim 1, wherein:

upon receiving a fourth signal indicating a request to display a menu bar, further configuring the display to provide a menu bar.

7. The method of claim 2, wherein the fourth pane associated with one of the social media service, the advertisement, and the available item of content that is recommended is personalized based on a location of the user.

8. A device comprising one or more processors configured to:

configuring, in response to receiving a first signal indicating a request to search for media content, a display to transition, from providing video content in a full screen mode, to providing an interface comprising a plurality of panes, the plurality of panes including a first pane to provide the video content in a mode smaller than the full screen mode, a second pane associated with an available item of content that is time sensitive, a third pane associated with an available item of content that is not time sensitive, and a fourth pane associated with one

of a social media service, an advertisement, and an available item of content that is recommended, the fourth pane further including a hyperlink; and

configuring, in response to receiving a second signal indicating a request to select one of the plurality of panes, the display to transition from the interface comprising the plurality of panes to providing an item of content associated with the selected pane in a full screen viewing mode; and

providing access to a social media service based on the second signal indicating a request to select the fourth pane.

9. The device of claim 8, wherein the available item of content that is time sensitive, the available item of content that is not time sensitive, and the one of the social media service, the advertisement, and the available content that is recommended are determined to be of interest to a viewer based on at least one of a user behavior, a user content consumption, a user environment, and a user demographic.

10. The device of claim 9, wherein the fourth pane further comprises an available item of content determined to be of interest to a viewer based on social media data and based on at least one of a user behavior, a user content consumption, a user environment, and a user demographic.

11. The device of claim 9, wherein:

the second pane is further associated with a plurality of available items of content that are time sensitive and the third pane is further associated with a plurality of available items of content that are not time sensitive; and

upon receiving a third signal indicating a request to highlight one of the second and third panes, configuring the display to cause a first image corresponding to a first available item of content associated with the selected pane to be presented in the highlighted pane followed by a second image corresponding to a second available item of content associated with the selected pane to be presented in the highlighted pane.

12. The device of claim 8, wherein:

the second pane is further associated with a plurality of available items of content that are time sensitive and the third pane is further associated with a plurality of available items of

content that are not time sensitive; and

upon receiving a third signal indicating a request to highlight one of the second and third panes, configuring the display to cause a first image corresponding to a first available item of content associated with the selected pane to be presented in the highlighted pane; and

upon the highlighted pane remaining highlighted for a predetermined amount of time, configuring the display to cause a first video corresponding to a first available item of content associated with the selected pane to be presented in the highlighted pane.

13. The device of claim 8, wherein:

upon receiving a fourth signal indicating a request to display a menu bar, further configuring the display to provide a menu bar.

14. The device of claim 9, wherein the fourth pane associated with one of the social media service, the advertisement, and the available item of content that is recommended is personalized based on a location of the user.

15. A non-transitory computer-readable storage medium comprising instructions stored thereon that upon execution cause one or more processors of a device to:

configuring, in response to receiving a first signal indicating a request to search for media content, a display to transition, from providing video content in a full screen mode, to providing an interface comprising a plurality of panes, the plurality of planes comprising a first pane to provide the video content in a mode smaller than the full screen mode, a second pane associated with an available item of content that is time sensitive, a third pane associated with an available item of content that is not time sensitive, and a fourth pane associated with one of a social media service, an advertisement, and an available item of content that is recommended, the fourth pane further including a hyperlink; and

configuring, in response to receiving a second signal indicating a request to select one of the plurality of panes, the display to transition from the interface comprising the plurality of panes to providing an item of content associated with the selected pane in a full screen viewing mode; and

providing access to a social media service based on the second signal indicating a request to select the fourth pane.

16. The non-transitory computer-readable storage medium of claim 15, wherein the available item of content that is time sensitive, the available item of content that is not time sensitive, and the one of the social media service, the advertisement, and the available item of content that is recommended are determined to be of interest to a viewer based on at least one of a user behavior, a user content consumption, a user environment, and a user demographic.

17. The non-transitory computer-readable storage medium of claim 16, wherein the fourth pane further comprises an available item of content determined to be of interest to a viewer based on social media data and based on at least one of a user behavior, a user content consumption, a user environment, and a user demographic.

18. The non-transitory computer-readable storage medium of claim 15, wherein:

the second pane is further associated with a plurality of available items of content that are time sensitive and the third pane is further associated with a plurality of available items of content that are not time sensitive; and

upon receiving a third signal indicating a request to highlight one of the second and third panes, configuring the display to cause a first image corresponding to a first available item of content associated with the selected pane to be presented in the highlighted pane followed by a second image corresponding to a second available item of content associated with the selected pane to be presented in the highlighted pane.

19. The non-transitory computer-readable storage medium of claim 15, wherein:

the second pane is further associated with a plurality of available items of content that are time sensitive and the third pane is further associated with a plurality of available items of content that are not time sensitive; and

upon receiving a third signal indicating a request to highlight one of the second and third panes, configuring the display to cause a first image corresponding to a first available item of content associated with the selected pane to be presented in the highlighted pane; and

upon the highlighted pane remaining highlighted for a predetermined amount of time, configuring the display to cause a first video corresponding to a first available item of content associated with the selected pane to be presented in the highlighted pane.

20. The non-transitory computer-readable storage medium of claim 15, wherein:

upon receiving a fourth signal indicating a request to display a menu bar, further configuring the display to provide a menu bar.

21. The non-transitory computer-readable storage medium of claim 16, wherein the fourth pane associated with one of the social media service, the advertisement, and the available item of content that is recommended is personalized based a location of the user.