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(54) **Title:** DISPLAYING NON-TIME BOUND CONTENT

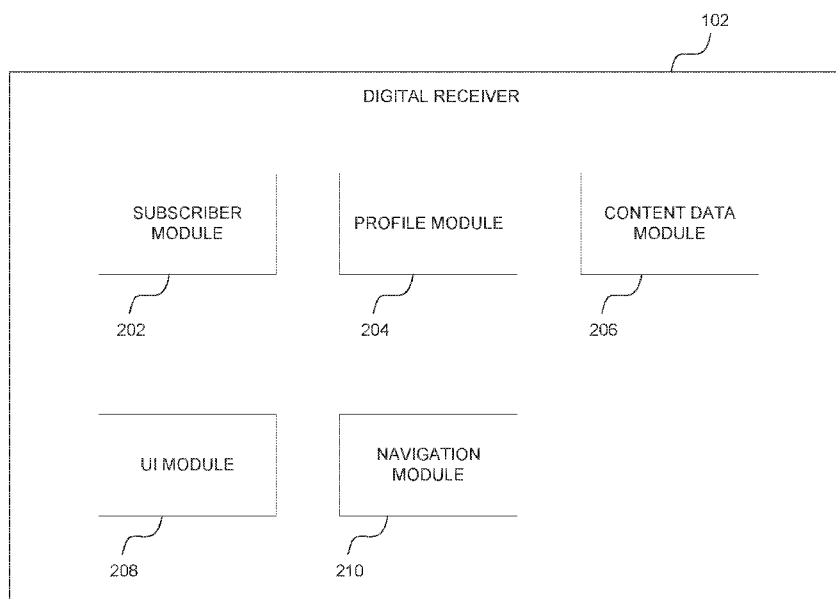


FIG. 2

(57) **Abstract:** Systems and methods for generating and displaying a non-time bound content channel in a time-bound grid is provided. The system comprises receiving content data representing non-time bound content to be displayed in the time bound grid. The system generates the time bound grid, by creating, based on the content data, a non-time bound content channel. The non-time bound content channel displays one or more content objects representing the non-time bound content in the time bound grid. The system incorporates the non-time bound content channel with a plurality of time bound channels in the time bound grid. The system then causes display of the generated time bound grid on a viewing device of a user.

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