CLAIMS

1. A method comprising:

identifying a modification to a first playlist that comprises a first content item;

determining that the modification causes the first content item to temporally conflict with a second content item, the first content item having a first priority and the second content item having a second priority;

based on the determining, identifying a first segment of the first content item and a second segment of the first content item, wherein the first segment is less than a full duration of the first content item, and wherein the first segment has an end time before a start time of the second content item and the second segment has a start time after an end time of the second content item;

generating, by one or more hardware processors, a second playlist in which the first segment is scheduled before the second content item and the second segment is scheduled after the second content item; and

causing the second playlist to be presented on a display.

2. The method of claim 1, wherein the determining is based on the first priority and the second priority.

3. The method of claim 1, wherein the second content item has a fixed start time.

4. The method of claim 1, wherein identifying the modification comprises identifying a third content item to be added to the playlist.

5. The method of claim 4, wherein the playlist corresponds to a user profile and wherein the identifying is responsive to a recommendation from a social network corresponding to the user profile.

6. The method of claim 1, wherein identifying the modification comprises identifying a playback control input to be performed on a content item in the playlist.

7. The method of claim 6, further comprising:

causing an operation corresponding to the playback control input to be performed; and

in response to the operation, automatically adjusting the first segment and the second segment, the adjusting comprising changing a duration of the first segment and a duration of the second segment.

8. The method of claim 1, further comprising:

causing one of the plurality of content items from the updated playlist to be presented on the display.

9. The method of claim 8, wherein the displayed content item is the first content item and further comprising:

automatically causing the first content item to pause at an end of the first segment; and

automatically causing the second content item to begin playing at the start time of the second content item.

10. The method of claim 1, wherein:

the determining further comprises determining that the modification causes a third content item to temporally conflict with the second content item, the third content item having a third priority; and

the generating of the updated playlist further comprises scheduling the third content item after the second segment on the updated playlist.

11. A system comprising;

a memory that stores instructions; and

one or more processors configured by the instructions to perform operations comprising:

identifying a modification to a first playlist that comprises a first content item;

determining that the modification causes the first content item to temporally

conflict with a second content item, the first content item having a first priority and the second content item having a second priority;

based on the determining, identifying a first segment of the first content item and a second segment of the first content item, wherein the first segment is less than a full duration of the first content item, and wherein the first segment has an end time before a start time of the second content item and the second segment has a start time after an end time of the second content item;

generating a second playlist in which the first segment is scheduled before the

second content item and the second segment is scheduled after the second content item; and

causing the second playlist to be presented on a display.

12. The system of claim 11, wherein the determining is based on the first priority and the second priority.

13. The system of claim 11, wherein the second content item has a fixed start time.

14. The system of claim 11, wherein identifying the modification comprises identifying a third content item to be added to the playlist.

15. The system of claim 14, wherein the playlist corresponds to a user profile and wherein the identifying is responsive to a recommendation from a social network corresponding to the user profile.

16. The system of claim 11, wherein identifying the modification comprises identifying a playback control input to be performed on a content item in the playlist.

17. The system of claim 16, wherein the operations further comprise:

causing an operation corresponding to the playback control input to be performed; and

in response to the operation, automatically adjusting the first segment and the second segment, the adjusting comprising changing a duration of the first segment and a duration of the second segment.

18. The system of claim 16, wherein the operations further comprise:

causing one of the plurality of content items from the updated playlist to be presented on the display.

19. The system of claim 18, wherein the displayed content item is the first content item and the operations further comprise:

automatically causing the first content item to pause at an end of the first segment; and

automatically causing the second content item to begin playing at the start time of the second content item.

20. A non-transitory machine-readable medium that stores instructions that, when executed by one or more processors, cause the one or more processors to perform operations comprising:

identifying a modification to a first playlist that comprises a first content item;

determining that the modification causes the first content item to temporally conflict with a second content item, the first content item having a first priority and the second content item having a second priority;

based on the determining, identifying a first segment of the first content item and a second segment of the first content item, wherein the first segment is less than a full

duration of the first content item, and wherein the first segment has an end time before a start time of the second content item and the second segment has a start time after an end time of the second content item;

generating a second playlist in which the first segment is scheduled before the second content item and the second segment is scheduled after the second content item; and

causing the second playlist to be presented on a display.