WHAT IS CLAIMED IS:

1. A computer-implemented method, comprising:

playing back at least a portion of an interstitial segment included in a media title, wherein the interstitial segment indicates a set of options for a user to select, and each option corresponds to a different media segment included in the media title;

receiving, at a first point in time, a user selection of a first option included in the set of options, wherein the first option corresponds to a first media segment included in the media title;

determining a first portion of the interstitial segment that already has been committed for playback as of the first point in time;

determining that the first portion of the interstitial segment has been committed for playback by determining that the first portion has been transmitted to a media player that is responsible for playing back the media title

determining a first playback position within the interstitial segment at which to begin playback of the first media segment based on the first portion of the interstitial segment;

automatically advancing playback of the media title past a remaining portion of the interstitial segment that occurs subsequent to the first playback position to a second playback position within the first media segment.

2. The computer-implemented method of claim 1, further comprising:

buffering the first portion of the interstitial segment;

buffering a second portion of the interstitial segment that is subsequent to the first portion of the interstitial segment; and

transmitting the first portion of the interstitial segment to a media player for playback, but not transmitting the second portion of the interstitial segment to the media player for playback.

3. The computer-implemented method of claim 1 or 2, further comprising buffering a first portion of the first media segment in response to receiving the user selection of the first option, wherein the first portion of the first media segment includes the second playback position.

4. The computer-implemented method of any one of claims 1 to 3, wherein the first playback position comprises a splice point at which playback of the media title advances seamlessly to the second playback position.

5. The computer-implemented method of any one of claims 1 to 4, wherein the first portion of the interstitial segment comprises a block of media content, and further comprising transmitting the block of media content to a media player, wherein the media player generates at least one frame of video data based on the block of media content and transmits the at least one frame of video data to a platform player for display via a display device.

6. The computer-implemented method of any one of claims 1 to 5, wherein the first portion of the interstitial segment comprises at least one frame of media data, and further comprising causing a media player to transmit the at least one frame of video data to a platform player for rendering via a rendering device.

7. The computer-implemented method of any one of claims 1 to 6, wherein the media title comprises a topology of narrative components that define different story arcs associated with a branching narrative and a plurality of options for selecting between the different story arcs.

8. The computer-implemented method of any one of claims 1 to 7, wherein the interstitial segment further indicates a second option that corresponds to a second media segment included in the media title, wherein the second media segment is not played back when the first option is selected.

9. One or more non-transitory computer-readable media that, when executed by one or more processors, causes the one or more processors to perform the steps of:

playing back at least a portion of an interstitial segment included in a media title, wherein the interstitial segment indicates a set of options for a user to select, and each option corresponds to a different media segment included in the media title;

receiving a user selection of a first option included in the set of options, wherein the first option corresponds to a first media segment included in the media title;

determining a first portion of the interstitial segment that is currently committed for playback as of a point in time when the user selection is received;

determining that the first portion of the interstitial segment has been committed for playback by determining that the first portion has been transmitted to a media player that is responsible for playing back the media title;

determining a first playback position within the interstitial segment at which to begin playback of the first media segment based on the first portion of the interstitial segment;

automatically advancing playback of the media title past a remaining portion of the interstitial segment that occurs subsequent to the first playback position to a second playback position within the first media segment.

10. The one or more non-transitory computer-readable media of claim 9, further comprising the steps of:

buffering the first portion of the interstitial segment;

buffering a second portion of the interstitial segment that is subsequent to the first portion of the interstitial segment; and

transmitting the first portion of the interstitial segment to a media player for playback, but not transmitting the second portion of the interstitial segment to the media player for playback.

11. The one or more non-transitory computer-readable media of claim 9 or 10, wherein the first playback position is determined based further on an amount of the first media segment that has been buffered.

12. The one or more non-transitory computer-readable media of any one of claims 9 to 11, wherein the first portion of the interstitial segment comprises a block of media content, and further comprising transmitting the block of media content to a media player, wherein the media player generates at least one frame of media data based on the block of media content and transmits the at least one frame of media data to a platform player for rendering via a rendering device.

13. The one or more non-transitory computer-readable media of any one of claims 9 to 12, wherein playback of the at least a portion of the interstitial segment occurs in response to the media title reaching a choice point associated with the set of options.

14. The one or more non-transitory computer-readable media of any one of claims 9 to 13, wherein a media player that is responsible for playing back the media title does not discard any portion of the interstitial segment when playback of the media title is advanced to the second playback position.

15. The one or more non-transitory computer-readable media of any one of claims 9 to 14, wherein a media player that is responsible for playing back the media title is not re-initialized when playback of the media title is advanced to the second playback position.

16. A system, comprising:

a memory storing a playback application; and

a processor that, when executing the playback application, is configured to perform the steps of:

playing back at least a portion of an interstitial segment included in a media title, wherein the interstitial segment indicates a set of options for a user to select, and each option corresponds to a different media segment included in the media title,

receiving, at a first point in time, a user selection of a first option included in the set of options, wherein the first option corresponds to a first media segment included in the media title,

determining a first portion of the first media segment that has already been buffered as of the first point in time,

determining a first playback position within the interstitial segment at which to begin playback of the first media segment based on the first portion of the first media segment,

automatically advancing playback of the media title past a remaining portion of the interstitial segment that occurs subsequent to the first playback position to a second playback position within the first media segment.

17. The system of claim 16, wherein a media player that is responsible for playing back the media title is not re-initialized when playback of the media title is advanced to the second playback position and does not discard any portion of the interstitial segment when playback of the media title is advanced to the second playback position.

18. The system of claim 16 or claim 17, wherein the processor determines the first playback position based further on a first portion of the interstitial segment that is currently committed for playback.