CLAIMS:

1. A method for providing a device with audio data, the method comprising the steps of:

receiving from a device a request for audio data, wherein the request is received while the device is rendering a digital work, the digital work including video data and first audio data;

determining second audio data to send to the device in response to the request;

sending the determined second audio data to the device together with computer readable instructions, wherein the computer readable instructions cause the device to:

while continuing the rendering of the digital work on the device with the video data of the digital work unaffected, suspend playback of first audio data currently playing on the device and play the second audio data on the device; and

when the second audio data stops playing, continuing with the rendering of the digital work on the device and resume playback of the first audio data previously playing on the device;

detect a current device volume output level; and

if the detected current device volume output level is below a predetermined threshold the prevent playback of the second audio data until the device volume output level is at or above the predetermined threshold.

2. The method of claim 1, wherein the computer readable instructions sent with the second audio data are Mobile Rich Media Ad Interface Definitions, MRAID.

3. The method of claim 1 or claim 2, wherein the request is received at a demand side platform, DSP.

4. The method according to any previous claim, wherein the computer readable instructions cause the device to:

monitor how much of the second audio data has been played back; and

report the monitored playback amount.

5. The method according to any previous claim, wherein the digital work is an interactive digital work.

6. The method of claim 5, wherein the interactive digital work is a game, mobile application, or web page.

7. The method of claim 5 or claim 6 further comprising the step of:

following playback of the second audio data, changing one or more parameters within the interactive digital work.

8. The method of claim 7, wherein the one or more parameters alters a user interaction with the interactive digital work.

9. The method according to any previous claim, wherein the first audio data is audio data within the digital work or audio data generated by a separate application.

10. The method according to any previous claim further comprising the steps of:

receiving a user command to stop playback of the second user data; and

in response resuming playback of the audio data of the digital work in place of the second audio data.

11. The method according to any previous claim, wherein the second audio data is received from a server.

12. The method of claim 11, wherein the step of determining the second audio data to send to the device in response to the request further comprises the steps of:

the server preparing a further request based on request parameters; and

the server issuing the further request and receiving in response the second audio data.

13. The method according to any previous claim further comprising the steps of:

the device receiving visual data with the second audio data; and

displaying on a display of the device, the visual data together with the video data of the digital work.

14. The method of claim 13, wherein the visual data includes user interaction functionality.

15. The method of claim 14, wherein the computer readable instructions further cause the device to send a report of user interaction with the visual data user interaction functionality.

16. One or more non-transitory computer readable media storing computer readable instructions which, when executed by a processor, configure a computing system to perform:

receiving from a device a request for audio data, wherein the request is received while the device is rendering a digital work, the digital work including video data and first audio data;

determining second audio data to send to the device in response to the request;

sending the determined second audio data to the device together with computer readable instructions, wherein the computer readable instructions directly cause the device to:

while continuing the rendering of the digital work on the device with the video data of the digital work unaffected, suspend playback of the first audio data currently playing on the device and play the second audio data on the device;

when the second audio data stops playing, continue with the rendering of the digital work on the device and resume playback of the first audio data previously playing on the device;

detect a current device volume output level; and

if the detected current device volume output level is below a predetermined threshold then prevent playback of the second audio data until the device volume output level is at or above the predetermined threshold.

17. A system comprising:

a processor; and

memory storing computer readable instructions which, when executed by a processor, configure a computer system to perform:

receiving from a device a request for audio data, wherein the request is received while the device is rendering a digital work, the digital work including video data and first audio data;

determining second audio data to send to the device in response to the request;

sending the determined second audio data to the device together with computer readable instructions, wherein the computer readable instructions directly cause the device to:

while continuing the rendering of the digital work on the device with the video data of the digital work unaffected, suspend playback of the first audio data currently playing on the device and play the second audio data on the device;

when the second audio data stops playing, continue with the rendering of the digital work on the device and resume playback of the first audio data previously playing on the device;

detect a current device volume output level; and

if the detected current device volume output level is below a predetermined threshold then prevent playback of the second audio data until the device volume output level is at or above the predetermined threshold.

18. A method for providing a device with audio data, the method comprising the steps of:

receiving, at a demand side platform (DSP), from a device a request for audio data, wherein the request is received while the device is rendering a digital work, the digital work including video data and first audio data;

determining second audio data to send to the device in response to the request; and

sending the determined second audio data to the device together with computer readable instructions, wherein the computer readable instructions directly cause the device to:

while continuing the rendering of the digital work on the device with the video data of the digital work unaffected, suspend playback of the first audio data currently playing on the device and play the second audio data on the device;

when the second audio data stops playing, continue with the rendering of the digital work on the device and resume playback of the first audio data previously playing on the device;

detect a current device volume output level; and

if the detected current device volume output level is below a predetermined threshold then prevent playback of the second audio data until the device volume output level is at or above the predetermined threshold.

19. The method of claim 18, wherein the computer readable instructions sent with the second audio data are Mobile Rich Media Ad Interface Definitions (MRAID).

20. The method of claim 18, wherein the digital work is an interactive digital work, the method further comprising the step of:

following playback of the second audio data, changing one or more parameters within the interactive digital work.