

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
5 while the device is rendering a digital work, the digital work including video data;
determining audio data to send to the device in response to the request;
sending the determined 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, suspend
10 playback of first audio data currently playing on the device and playing the received audio
data on the device; and
when the received 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.
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2. The method of claim 1, wherein the computer readable instructions sent with the
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
20 platform, DSP.
4. The method according to any previous claim, wherein the computer readable
instructions cause the device to:
monitor how much of the audio data has been played back; and
25 report the monitored playback amount.
5. The method according to any previous claim, wherein the digital work is an
interactive digital work.
- 30 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 received audio data, changing one or more parameters
35 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.

5 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, wherein the computer readable instructions further cause the device to:
detect a current device volume output level; and
10 if the detected volume output level is below a predetermined threshold then carrying out one or more actions.

11. The method of claim 10, wherein the one or more actions include: issuing a user prompt to increase the volume output level; increasing the volume output level to a
15 predetermined threshold; and/or preventing playback of the audio data until the device volume output level is at or above the predetermined threshold.

12. The method according to any previous claim further comprising the steps of:
receiving a user command to stop playback of the received user data; and
20 in response resuming playback of the audio data of the digital work in place of the received audio data.

13. The method according to any previous claim, wherein the audio data is received from a server.
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14. The method of claim 13, wherein the step of determining 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 audio data.
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15. The method according to any previous claim further comprising the steps of:
the device receiving visual data with the audio data; and
displaying on a display of the device, the visual data together with the video data of
the digital work.
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16. The method of claim 15, wherein the visual data includes user interaction functionality.

5 17. The method of claim 16, wherein the computer readable instructions further cause the device to send a report of user interaction with the visual data user interaction functionality.

10 18. A computer program comprising instructions which, when the program is executed by a computer, cause the computer to carry out the method according to any previous claim.

15 19. A mobile device comprising:
a display; and
means adapted to execute the steps of any of claims 1 to 17.

20. A system comprising:
a server; and
the mobile device of claim 19.