WHAT IS CLAIMED IS:

1. A computer-implemented method comprising:

accessing a portion of video content, the video content being encoded at a specified frame rate and being designed for playback at a specified playback speed, the encoded frame rate defining a specified frame duration for each frame of the video content;

determining a refresh rate for an electronic display on which the video content is to be presented;

specifying a time interval for the video content over which frame rate conversion is to be applied to synchronize the frame rate of the video content with the refresh rate of the electronic display; and

presenting the specified time interval of video content on the electronic display, wherein the presenting includes:

adjusting playback speed for a first portion of the specified interval of video content, such that the first portion of the specified interval of video content is played back at an increased playback speed in which an increased number of frames per second are played back for at least a portion of the specified time interval using original video frames, wherein the frames being played back at the increased playback speed are displayed for a shorter frame duration than that defined by the encoded frame rate; and

adjusting playback speed of a second, subsequent portion of the specified interval of video content, such that the second portion of the specified interval of video content is played back at a reduced playback speed in which a decreased number of frames per second are played back for at least a portion of the specified time interval using the original video frames and a sequence of frame duplications, wherein the frames being played back at the decreased playback speed are displayed for a longer frame duration than that defined by the encoded frame rate.

2. The computer-implemented method of claim 1, wherein the sequence of frame duplications includes at least a minimum threshold number of duplicate frames.

3. The computer-implemented method of claim 1, wherein adjusting the playback speed for the first portion of the specified interval of video content comprises increasing the playback speed for the first portion of the specified interval of video content.

4. The computer-implemented method of claim 1, wherein adjusting the playback speed for the second portion of the specified interval of video content comprises decreasing the playback speed for the second portion of the specified interval of video content.

5. The computer-implemented method of claim 1, wherein the playback speed is adjusted within a specified maximum amount of speeding or slowing the playback speed.

6. The computer-implemented method of claim 1, wherein the specified time interval is longer than one second.

7. The computer-implemented method of claim 1, wherein the specified time interval is at least three seconds.

8. The computer-implemented method of claim 1, wherein the playback speed is adjusted based on the type of video frames being presented.

9. The computer-implemented method of claim 8, wherein intervals of video content that include one or more first order frame duplications are automatically played back at a specified playback speed.

10. The computer-implemented method of claim 8, wherein intervals of video content that include one or more second order frame duplications are automatically played back at a specified playback speed.

11. The computer-implemented method of claim 1, wherein the number of duplicated frames is repeated at a specified interval.

12. A system comprising:

at least one physical processor; and

physical memory comprising computer-executable instructions that, when executed by the physical processor, cause the physical processor to:

access a portion of video content, the video content being encoded at a specified frame rate and being designed for playback at a specified playback speed, the encoded frame rate defining a specified frame duration for each frame of the video content;

determine a refresh rate for an electronic display on which the video content is to be presented;

specify a time interval for the video content over which frame rate conversion is to be applied to synchronize the frame rate of the video content with the refresh rate of the electronic display; and

present the specified time interval of video content on the electronic display, wherein the presenting includes:

adjusting playback speed for a first portion of the specified interval of video content, such that the first portion of the specified interval of video content is played back at an increased playback speed in which an increased number of frames per second are played back for at least a portion of the specified time interval using original video frames, wherein the frames being played back at the increased playback speed are displayed for a shorter frame duration than that defined by the encoded frame rate; and

adjusting playback speed of a second, subsequent portion of the specified interval of video content, such that the second portion of the specified interval of video content is played back at a reduced playback speed in which a decreased number of frames per second are played back for at least a portion of the specified time interval using the original video frames and a sequence of frame duplications, wherein the frames being played back at the decreased playback speed are displayed for a longer frame duration than that defined by the encoded frame rate.

13. The system of claim 12, wherein the playback speed for each portion of the specified interval of video content is stored in a lookup table.

14. The system of claim 13, wherein the specified interval of video content is played back on the electronic display according to playback information indicated in the lookup table.

15. The system of claim 14, wherein the lookup table includes one or more delta values that are applied during presentation of the specified time interval of video content on

the electronic display to adjust a presentation time stamp for each frame within the specified time interval of video content.

16. The system of claim 12, further comprising testing the presentation of the specified time interval of video content on the electronic display to verify one or more specified quality metrics regarding playback of the video content.

17. The system of claim 12, wherein the frame rate of the video content is 24 frames per second and wherein the refresh rate for the electronic display is 50Hz.

18. The system of claim 12, wherein the frame rate of the video content is 24 frames per second and wherein the refresh rate for the electronic display is 60Hz.

19. A non-transitory computer-readable medium comprising one or more computer-executable instructions that, when executed by at least one processor of a computing device, cause the computing device to:

access a portion of video content, the video content being encoded at a specified frame rate and being designed for playback at a specified playback speed, the encoded frame rate defining a specified frame duration for each frame of the video content;

determine a refresh rate for an electronic display on which the video content is to be presented;

specify a time interval for the video content over which frame rate conversion is to be applied to synchronize the frame rate of the video content with the refresh rate of the electronic display; and

present the specified time interval of video content on the electronic display, wherein the presenting includes:

adjusting playback speed for a first portion of the specified interval of video content, such that the first portion of the specified interval of video content is played back at an increased playback speed in which an increased number of frames per second are played back for at least a portion of the specified time interval using original video frames, wherein the frames being played back at the increased playback speed are displayed for a shorter frame duration than that defined by the encoded frame rate; and

adjusting playback speed of a second, subsequent portion of the specified interval of video content, such that the second portion of the specified interval of video content is played back at a reduced playback speed in which a decreased number of frames per second are played back for at least a portion of the specified time interval using the original video frames and sequence of frame duplications, wherein the frames being played back at the decreased playback speed are displayed for a longer frame duration than that defined by the encoded frame rate.