CLAIMS:

1. A method for playing audio on a device, the method comprising the steps of:

rendering a digital work on the device;

a component of a digital work initiating a request for audio data during the rendering of the digital work, the digital work including video data and first audio data;

in response to the request, the component of the digital work receiving the audio data as an audio file from a server which is external to the device;

while continuing the rendering of the digital work on the device with the video data of the digital work unaffected, the component of the digital work suspending playback of first audio data currently playing on the device and playing the received audio data on the device, wherein when a detected volume output level is below a predetermined non-zero threshold then preventing playback of the received audio data until the device volume output level is detected at or above the predetermined non-zero threshold ; and

when the received audio data stops playing continuing with the rendering of the digital work on the device and the component of the digital work resuming playback of the first audio data previously playing on the device.

2. The method of claim 1, wherein the digital work is an interactive digital work.

3. The method of claim 2, wherein the interactive digital work is a game, mobile application, or web page.

4. The method of claim 2 or claim 3 further comprising the step of:

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

5. The method of claim 4, wherein the one or more parameters alters a user interaction with the interactive digital work.

6. The method according to any previous claim, wherein the component of the digital work initiating the request is a software plug-in.

7. 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

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

8. The method according to any previous claim further comprising the steps of:
monitoring how much of the audio data has been played back; and
reporting the monitored playback amount.

9. The method of claim 8, wherein the component carries out the monitoring and reporting steps.

10. The method of claim 1 further comprising the steps of:
the server receiving the request for audio data;
the server preparing a further request based on request parameters;
the server issuing the further request and receiving in response the audio data; and
the server sending the audio data to the mobile device.

11. 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.

12. The method of claim 11, wherein the visual data includes user interaction functionality.

13. The method of claim 12 further comprising the step of sending a report of user interaction with the visual data user interaction functionality.

14. One or more non-transitory computer readable media storing computer executable instructions which, when executed, configure a computing system to perform:
rendering a digital work on the device;
initiating, by a component of the digital work, a request for audio data during the rendering of the digital work, the digital work including video data and first audio data;
receiving, by the component of the digital work, the audio data in response to the request as an audio file from a server which is external to the device;
while continuing the rendering of the digital work on the system with the video data of the digital work unaffected, the component of the digital work suspending playback of the first audio data currently playing on the system and playing the received audio data on the system, wherein when a detected volume output level is below a predetermined non-zero

threshold then preventing playback of the received audio data until the device volume output level is detected at or above the predetermined non-zero threshold; and

when the received audio data stops playing continuing with the rendering of the digital work on the system and the component of the digital work resuming playback of the first audio data previously playing on the system.

15. A system comprising:

A mobile device comprising:

a display;

a processor; and

memory storing executable instructions which, when executed by the processor, configure the mobile device to perform:

rendering a digital work on the device;

initiating, by a component of the digital work, a request for audio data during the rendering of the digital work, the digital work including video data and first audio data;

receiving, by the component of the digital work and from a server which is external to the mobile device, the audio data in response to the request;

while continuing the rendering of the digital work on the device with the video data of the digital work unaffected, the component of the digital work suspending playback of the first audio data currently playing on the device and playing the received audio data on the device, wherein when a detected volume output level is below a predetermined non-zero threshold then preventing playback of the received audio data until the device volume output level is detected at or above the predetermined non-zero threshold; and

when the received audio data stops playing continuing with the rendering of the digital work on the device and the component of the digital work resuming playback of the first audio data previously playing on the device.

16. The system of claim 15 further comprising:

a server configured to:

receive the request for audio data;

prepare a further request based on request parameters;

issue the further request and receiving in response the audio data; and

send the audio data to the mobile device.