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(54) **INCORPORATING INTERACTIVE MEDIA INTO A PLAYLIST**

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(57) **ABSTRACT**

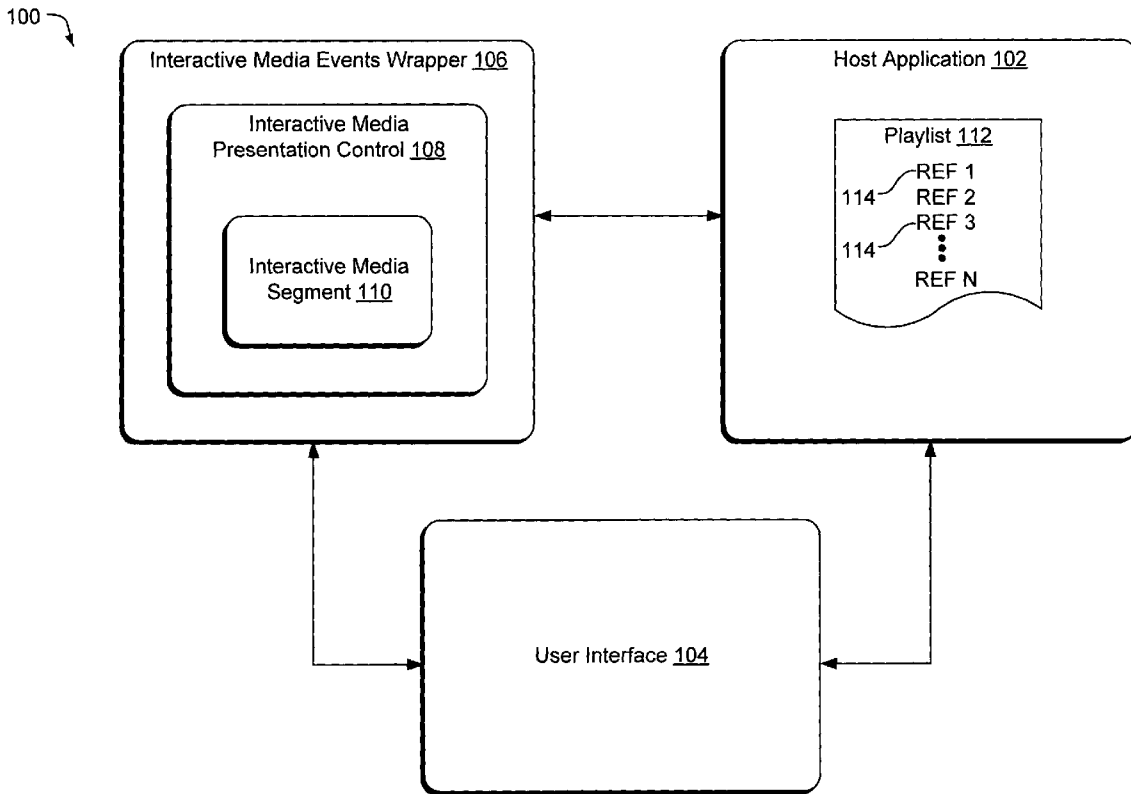
An exemplary system includes a media control operable to begin playing a media segment automatically after buffering the media segment, and a host application operable to receive a reference to the media segment, initialize the media control with the media segment, and cause the media control to postpone playing of the media segment after the media segment is buffered. An exemplary method includes receiving a playlist referencing a first media segment and a second media segment, the second media segment operable to play automatically without a prompt after being loaded, presenting the first media segment, and prerolling the second media segment.

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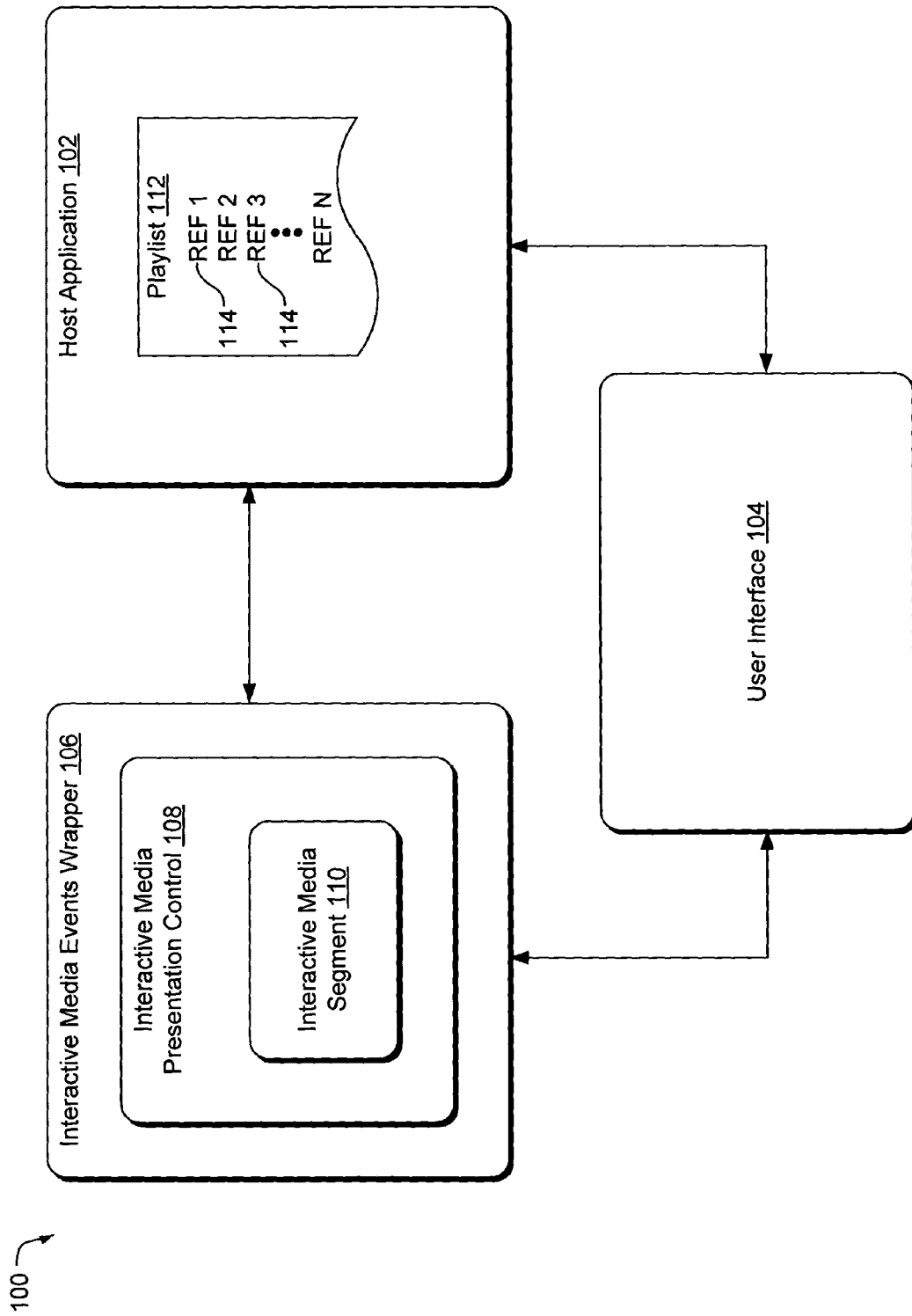


FIG. 1

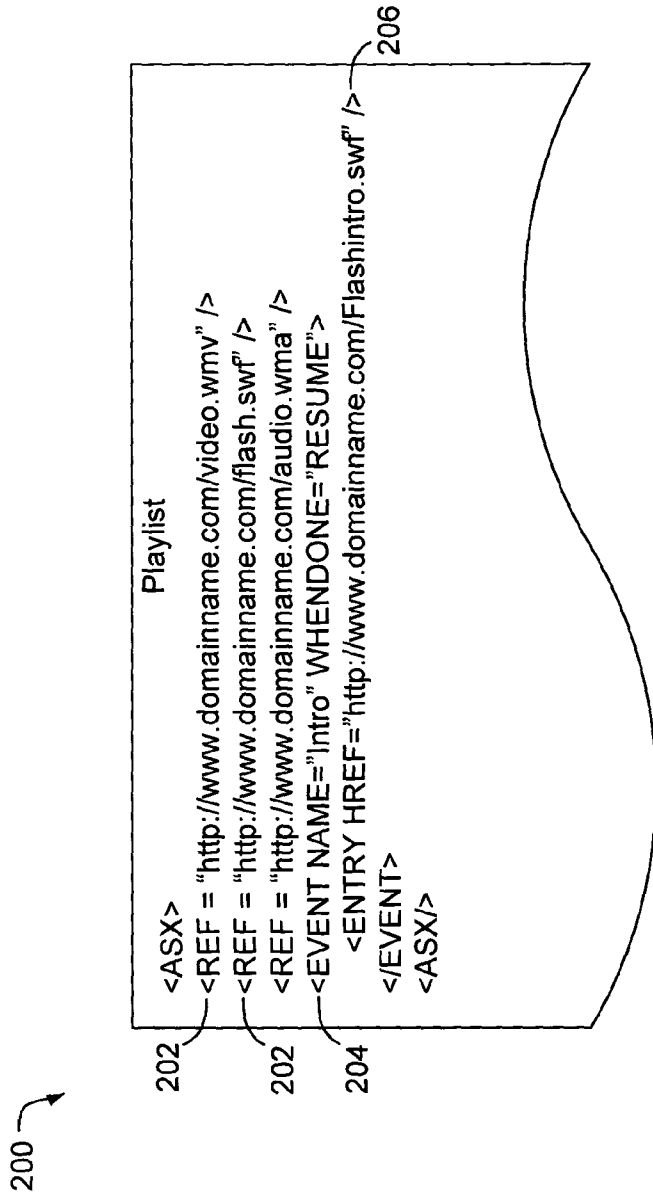


FIG. 2

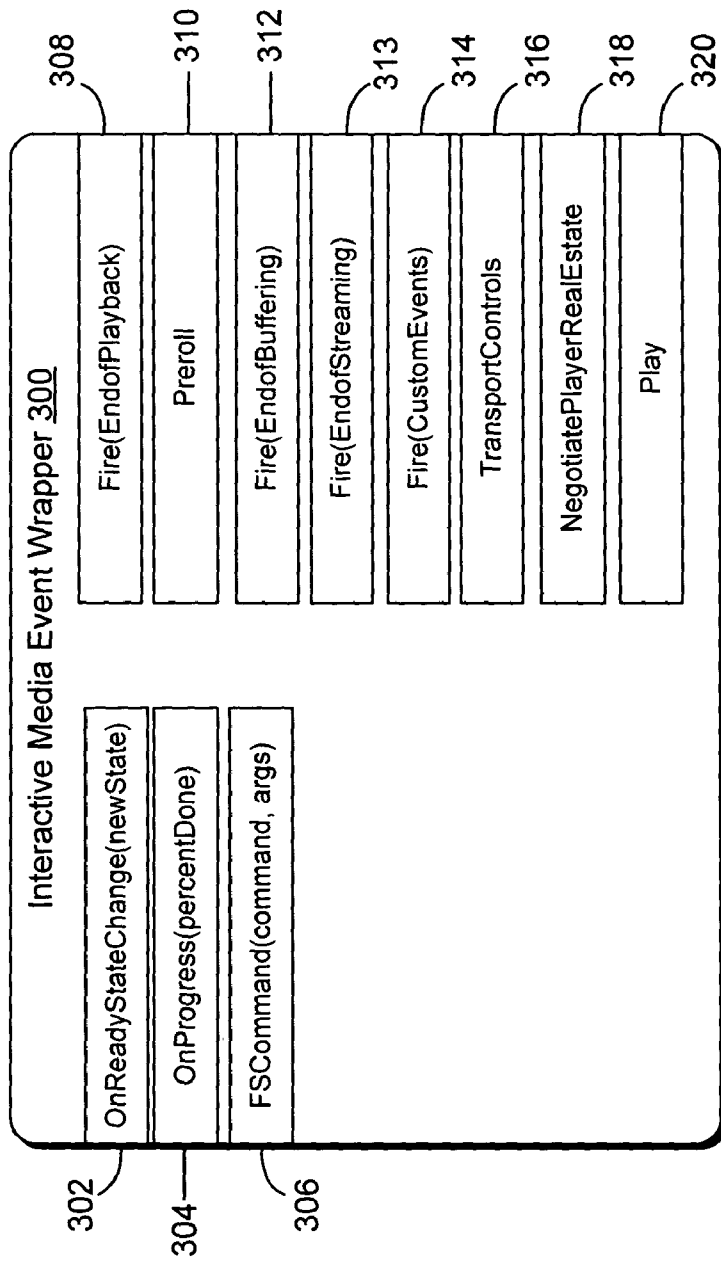


FIG. 3

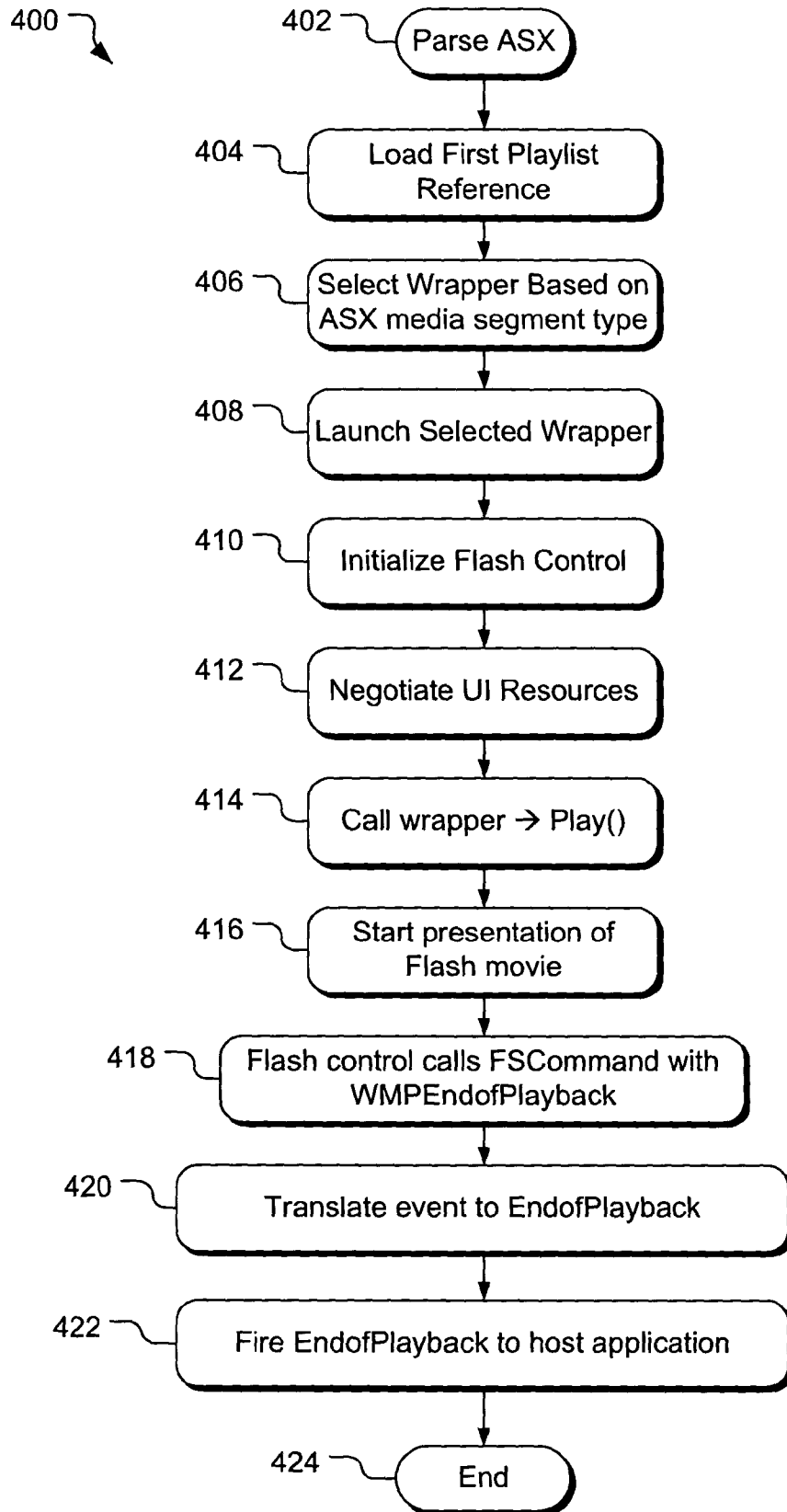


FIG. 4

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