

ABSTRACT

Disclosed in the present application are a multimedia resource playback method and a related apparatus. The method comprises: acquiring a playback request for a multimedia resource to be played back, the playback request carrying a subject identifier and a multimedia identifier; on the basis of the subject identifier and the multimedia identifier, acquiring degrees of interest of a multimedia playback subject in respect of multimedia resource segments of different time intervals in said multimedia resource; and according to the degrees of interest of the multimedia playback subject in respect of the multimedia resource segments of different time intervals in said multimedia resource, generating a playback progress bar, so that during playback of said multimedia resource, the playback progress bar is displayed on a playback page of said multimedia resource. The playback progress bar can indicate the degrees of interest of a multimedia playback subject in respect of multimedia resource segments of different time intervals in a multimedia resource to be played back; therefore, the multimedia playback subject can quickly and directly find interested positions (i.e. time intervals) according to the playback progress bar, thereby increasing the accuracy and efficiency of jumping to interested positions and further improving the user experience.