CLAIMS

1. A method for publishing multimedia data, wherein the method is applied to a first multimedia platform, and the method comprises:

acquiring to-be-published multimedia data; and

sending, in response to an acquirement of a multimedia synchronous publishing request, the multimedia synchronous publishing request to a second multimedia platform indicated by the multimedia synchronous publishing request, wherein the multimedia synchronous publishing request is used to request the second multimedia platform to publish synchronous multimedia data generated based on the to-be-published multimedia data, wherein the synchronous multimedia data comprises identification information of the first multimedia platform and identification information of the second multimedia platform, wherein the identification information of the first multimedia platform is used to characterize the first multimedia platform, and the identification information of the second multimedia platform is used to characterize the second multimedia platform.

2. The method according to claim 1, further comprising:

adding the identification information of the second multimedia platform to the to-be-published multimedia data, and generating the synchronous multimedia data; and

sending the synchronous multimedia data to the second multimedia platform.

3. The method according to claim 1, further comprising:

generating the identification information of the first multimedia platform based on a first identification parameter of the first multimedia platform.

4. The method according to claim 1, further comprising:

determining a second identification parameter of the second multimedia platform based on a pre-stored correspondence, and generating the identification information of the second multimedia platform based on the second identification parameter, wherein the correspondence comprises a correspondence between the second multimedia platform and the second identification parameter.

5. The method according to claim 1, wherein the identification information comprises an

identification watermark.

6. The method according to claim 5, wherein an identification parameter corresponding to the identification information comprises watermark content information and watermark style information.

7. The method according to claim 6, wherein the watermark content information comprises multimedia platform information, and the watermark style information comprises at least one of watermark size information, watermark position information and watermark shape information.

8. The method according to claim 1, further comprising:

acquiring a first user identifier of a user; acquiring a second user identifier bound with the first user identifier, based on the first user identifier; and sending the second user identifier to the second multimedia platform; or

acquiring a first user identifier of a user, sending the first user identifier to the second multimedia platform, wherein the first user identifier is used by the second multimedia platform to acquire a second user identifier bound with the first user identifier;

wherein the first user identifier is an identifier of the user on the first multimedia platform, and the second user identifier is an identifier of the user on the second multimedia platform.

9. The method according to claim 1, further comprising:

transcoding the to-be-published multimedia data based on a first preset transcoding rule, wherein the first preset transcoding rule comprises at least one of special effect processing, format conversion and data compression; and

publishing, in response to the acquirement of the multimedia synchronous publishing request, multimedia data on the first multimedia platform.

10. The method according to claim 9, wherein before publishing the multimedia data on the first multimedia platform, the method further comprises:

transcoding the to-be-published multimedia data based on a first preset transcoding rule, wherein the first preset transcoding rule comprises at least one of special effect processing, format conversion and data compression.

11. A method for publishing multimedia data, wherein the method is applied to a second multimedia platform, and the method comprises:

receiving a multimedia synchronous publishing request from a first multimedia platform, wherein the multimedia synchronous publishing request comprises to-be-published multimedia data or synchronous multimedia data generated based on the to-be-published multimedia data; and

publishing the synchronous multimedia data, wherein the synchronous multimedia data comprises identification information of the first multimedia platform and identification information of the second multimedia platform, wherein the identification information of the first multimedia platform is used to characterize the first multimedia platform, and the identification information of the second multimedia platform is used to characterize the second multimedia platform.

12. The method according to claim 11, wherein the multimedia synchronous publishing request comprises the to-be-published multimedia data, the method further comprises:

adding the identification information of the first multimedia platform to the to-be-published multimedia data, and generating the synchronous multimedia data.

13. The method according to claim 12, wherein the multimedia data comprises video data, the adding the identification information of the first multimedia platform to the to-be-published multimedia data and generating the synchronous multimedia data comprises:

adding the identification information of the first multimedia platform to a first video frame set obtained by decoding the to-be-published multimedia data, to obtain a second video frame set; and

encoding the second video frame set to generate the synchronous multimedia data.

14. The method according to claim 13, wherein the adding the identification information of the first multimedia platform to a first video frame set obtained by decoding the to-be-published multimedia data to obtain a second video frame set comprises:

adding the identification information of the first multimedia platform to a target video frame in the first video frame set, to obtain the second video frame set, wherein the target video frame is at least one video frame in the first video frame set.

15. The method according to claim 11, further comprising:

acquiring a first identification parameter sent by the first multimedia platform, or acquiring a first identification parameter of the first multimedia platform which is stored locally.

16. The method according to claim 15, further comprising:

generating the identification information of the first multimedia platform based on the first identification parameter; and

adding the identification information of the first multimedia platform to the to-be-published multimedia data, and generating the synchronous multimedia data.

17. The method according to claim 11, wherein the synchronous multimedia data further comprises identification information of the second multimedia platform.

18. The method according to claim 17, further comprising:

acquiring a second identification parameter of the second multimedia platform sent by the first multimedia platform, or acquiring a second identification parameter which is stored locally; and

generating the identification information of the second multimedia platform based on the second identification parameter.

19. The method according to claim 11, further comprising:

acquiring, from the first multimedia platform, a second user identifier acquired based on a first user identifier of a user; or

acquiring a first user identifier of a user from the first multimedia platform; and acquiring a second user identifier bound with the first user identifier, based on the first user identifier,

wherein the first user identifier is an identifier of the user on the first multimedia platform, and the second user identifier is an identifier of the user on the second multimedia platform.

20. The method according to claim 19, wherein the publishing the synchronous multimedia data comprises:

publishing the synchronous multimedia data under the second user identifier.

21. The method according to claim 11, wherein before publishing the synchronous multimedia data, the method further comprises:

transcoding the synchronous multimedia data based on a second preset transcoding rule.

22. The method according to claim 11, wherein after publishing the synchronous multimedia data, the method further comprises:

displaying the synchronous multimedia data, on a multimedia client corresponding to the second multimedia platform.

23. An apparatus for publishing multimedia data, the apparatus being arranged in a first multimedia platform, wherein the apparatus comprises::

a processor; and

a memory for storing executable instructions

wherein the processor is configured to read the executable instructions from the memory, and execute the instructions to

acquire to-be-published multimedia data; and

send, in response to an acquirement of a multimedia synchronous publishing request, the multimedia synchronous publishing request to a second multimedia platform indicated by the multimedia synchronous publishing request, wherein the multimedia synchronous publishing request is used to request the second multimedia platform to publish synchronous multimedia data generated based on the to-be-published multimedia data, wherein the synchronous multimedia data comprises identification information of the first multimedia platform and identification information of the second multimedia platform, wherein the identification information of the first multimedia platform is used to characterize the first multimedia platform, and the identification information of the second multimedia platform is used to characterize the second multimedia platform, or

wherein the processor is configured to read the executable instructions from the memory, and execute the instructions to

receive a multimedia synchronous publishing request from a first multimedia platform, wherein the multimedia synchronous publishing request comprises to-be-published

multimedia data or synchronous multimedia data generated based on the to-be-published multimedia data; and

publish the synchronous multimedia data, wherein the synchronous multimedia data comprises identification information of the first multimedia platform and identification information of the second multimedia platform, wherein the identification information of the first multimedia platform is used to characterize the first multimedia platform, and the identification information of the second multimedia platform is used to characterize the second multimedia platform.

24. A non-transitory computer-readable storage medium, storingexecutable instructions, wherein the executable instructions, when executed by a processor, cause the processor to:

acquire to-be-published multimedia data; and

send, in response to an acquirement of a multimedia synchronous publishing request, the multimedia synchronous publishing request to a second multimedia platform indicated by the multimedia synchronous publishing request, wherein the multimedia synchronous publishing request is used to request the second multimedia platform to publish synchronous multimedia data generated based on the to-be-published multimedia data, wherein the synchronous multimedia data comprises identification information of the first multimedia platform and identification information of the second multimedia platform, wherein the identification information of the first multimedia platform is used to characterize the first multimedia platform, and the identification information of the second multimedia platform is used to characterize the second multimedia platform, or

wherein the executable instructions, when executed by a processor, cause the processor to:

receive a multimedia synchronous publishing request from a first multimedia platform, wherein the multimedia synchronous publishing request comprises to-be-published multimedia data or synchronous multimedia data generated based on the to-be-published multimedia data; and

publish the synchronous multimedia data, wherein the synchronous multimedia data

comprises identification information of the first multimedia platform and identification information of the second multimedia platform, wherein the identification information of the first multimedia platform is used to characterize the first multimedia platform, and the identification information of the second multimedia platform is used to characterize the second multimedia platform.