

ABSTRACT

According to the embodiments of the disclosure, a method, an apparatus, a device, and a storage medium for subscribing a media item are provided. The method includes: displaying a first media item and a subscription control associated with the first media item; determining, in response to receiving a user operation for the subscription control, a subscription topic associated with the first media item; and displaying, in response to determining that a predetermined condition corresponding to the subscription topic is satisfied, at least one second media item matching the subscription topic. In this way, the user can be supported to subscribe the desired media item with simpler operations, and the efficiency of the user browsing the media items may be improved.