

ABSTRACT

The present disclosure relates to a target object tracking method and apparatus, an electronic device, and a storage medium. The method includes: obtaining a first reference image of a target object; determining time information and location information of the target object in an image to be analyzed according to the first reference image, the image to be analyzed including the time information and the location information; determining a trajectory of the target object according to the time information and the location information of the target object; and generating tracking information for tracking the target object according to the trajectory of the target object. Embodiments of the present disclosure obtain highly-accurate tracking information of the target object according to the trajectory of the target object determined in the image to be analyzed by using the first reference image of the target object, such that the success rate of target object tracking is improved.