CLAIMS

1. A virtual resource transfer method, wherein in a target application, the method comprises:

obtaining a first status virtual resource, wherein the first status virtual resource is sent to a first user by a resource distributor;

generating a target media content based on the first status virtual resource in response to a preset operation of the first user, wherein the target media content is associated with the first status virtual resource; and

posting the target media content in the target application in response to a posting operation of the first user on the target media content, so that the first status virtual resource is converted into a second status virtual resource, wherein the target media content is configured to be capable of realizing a triggering operation for transferring the second status virtual resource on a target media content playing page, and the second status virtual resource is configured to be at least partially transferred to the first user and/or a second user via the triggering operation for the target media content playing page,

wherein the first status virtual resource cannot be used or transferred, and the second status virtual resource can be used and transferred.

2. The method according to claim 1, wherein the generating the target media content based on the first status virtual resource in response to the preset operation of the first user comprises:

displaying a virtual resource show interface, wherein the virtual resource show interface comprises at least one first status virtual resource currently obtained by the first user;

displaying a target media content generation interface in response to a select operation of the first user on any first status virtual resource;

obtaining a media content material generated by the first user based on the target media content generation interface; and

generating the target media content based on the first status virtual resource selected by a user and the media content material generated by the first user.

3. The method according to claim 1, wherein the generating the target media content based on the first status virtual resource in response to the preset operation of the first user comprises:

obtaining a media content material generated by the first user in a target media content generation interface;

displaying a virtual resource configuration interface in response to a trigger operation of the first user on a preset virtual resource configuration icon in the target media content generation interface, wherein the virtual resource configuration interface comprises at least one first status virtual resource currently obtained by the first user;

generating, in response to a select operation of the first user on any first status virtual resource, the target media content according to the first status virtual resource selected by the first user and the media content material generated by the first user.

4. The method according to claim 2, wherein the target media content generation interface further comprises a first status virtual resource modify control, and after displaying the target media content generation interface in response to the select operation of the first user on any first status virtual resource, the method further comprises:

displaying a first status virtual resource modify interface on a display interface in response to a trigger operation of the first user on the first status virtual resource modify control;

modifying the first status virtual resource in response to a preset operation of the first user in the first status virtual resource modify interface.

5. The method according to claim 2, wherein after displaying the target media content generation interface in response to the select operation of the first user on any first status virtual resource, the method further comprises:

displaying a media content material generation manner list on the target media content generation interface, wherein the media content material generation manner list comprises at least two media content material generation manners;

obtaining, in response to a select operation of the first user on any media content material generation manner, the media content material generated by the first user according to the selected media content material generation manner;

generating the target media content according to the first status virtual resource selected by the first user and the media content material generated by the first user.

6. The method according to claim 5, wherein the media content material generation manners comprise a custom generation manner and a template shooting manner;

the obtaining, in response to the select operation of the first user on any media content material generation manner, the media content material generated by the first user according to the selected media content material generation manner comprises:

in response to the media content material generation manner selected by the first user being the custom generation manner, obtaining a media content material customized and generated by the first user; or

in response to the media content material generation manner selected by the first user being the template shooting manner, generating a media content material based on a preset shooting template selected by the user.

7. The method according to any one of claims 1-6, wherein the generating the target media content based on the first status virtual resource in response to the preset operation of the first user comprises:

displaying a virtual resource configuration interface on a display interface in response to a trigger operation of the first user on a preset virtual resource configuration icon in a target media content generation interface, wherein the virtual resource configuration interface comprises at least one first status virtual resource currently obtained by the first user;

displaying a supplementary virtual resource configuration interface on the display interface in response to a select operation of the first user on any first status virtual resource;

obtaining a supplementary virtual resource determined by the first user in the supplementary virtual resource configuration interface, and determining the first status virtual resource and the supplementary virtual resource as a target virtual resource;

obtaining a media content material generated by the first user, and generating the target media content according to the media content material and the target virtual resource.

8. The method according to claim 7, wherein the supplementary virtual resource comprises one or more of a first status virtual resource, a second status virtual resource, and a virtual resource customized and input by the first user.

9. The method according to any one of claims 1-6, wherein there is a preset association relationship between the first user and the second user.

10. The method according to any one of claims 1-6, wherein after posting the target media content in the target application in response to the posting operation of the first user on the target media content, the method further comprises:

determining a number of transferable times corresponding to the second status virtual resource;

transferring the second status virtual resource at least partially to the first user and/or the second user according to the number of transferable times, wherein a count of the first user and/or the second user matches the number of transferable times.

11. The method according to claim 10, wherein the transferring the second status virtual resource at least partially to the first user and/or the second user according to the number of transferable times comprises:

dividing the second status virtual resource averagely into third virtual resources according to the number of transferable times, so that the third virtual resources are transferred to the first user and/or the second user; or

transferring at least part of the second status virtual resource randomly to the first user and/or the second user according to the number of transferable times.

12. The method according to any one of claims 1-6, wherein the obtaining the first status virtual resource comprises:

obtaining, in response to a trigger operation of a user on at least one virtual resource obtaining control on a preset interface, the first status virtual resource, wherein the preset interface comprises at least one virtual resource obtaining control.

13. The method according to any one of claims 1-6, further comprising:

displaying a transfer icon corresponding to the second status virtual resource on a play interface of the target media content; and

transferring the second status virtual resource at least partially to the first user in response to a trigger operation of the first user on the transfer icon.

14. The method according to any one of claims 1-6, further comprising:

displaying a transfer icon corresponding to the second status virtual resource on a target media content play interface;

detecting, in response to a trigger operation of the second user on the transfer icon, whether there is a preset association relationship between the first user and the second user;

in response to detecting that there is a preset association relationship between the first user and the second user, transferring the second status virtual resource at least partially to the second user, and switching the transferred icon into a transferred icon, wherein the transferred icon is configured such that the second status virtual resource will no longer be transferred when the second user triggers the transferred icon.

15. The method according to claim 14, wherein after detecting whether there is a preset association relationship between the first user and the second user in response to the trigger operation of the second user on the transfer icon, the method further comprises:

in response to detecting that there is no preset association relationship between the first user and the second user, displaying prompt information on a display interface, wherein the prompt information is configured to prompt the second user to establish an association relationship with the first user according to the prompt information.

16. A virtual resource transfer apparatus, wherein in a target application, the apparatus comprises:

an obtaining module, configured to obtain a first status virtual resource, wherein the first status virtual resource is sent to a first user by a resource distributor;

a generating module, configured to generate a target media content based on the first status virtual resource in response to a preset operation of the first user, wherein the target media content is associated with the first status virtual resource;

a posting module, configured to post the target media content in the target application in response to a posting operation of the first user on the target media content, to make the first status virtual resource convert into a second status virtual resource, wherein the target media content is configured to be capable of realizing a triggering operation for transferring the second status virtual resource on a target media content playing page, and the second status virtual resource is configured to be at least partially transferred to the first user and/or a second user via the triggering operation for the target media content playing page,

wherein the first status virtual resource cannot be used or transferred, and the second status virtual resource can be used and transferred.

17. An electronic device, comprising: a processor and a memory;

wherein computer executable instructions are stored in the memory;

upon the processor executing the computer executable instructions stored in the memory, the processor executes the virtual resource transfer method according to any one of claims 1-15.

18. A computer readable storage medium, wherein computer executable instructions are stored in the computer readable storage medium, and upon a processor executing the computer executable instructions, the virtual resource transfer method according to any one of claims 1-15 is realized.

19. A computer program product, comprising a computer program, wherein upon the computer program being executed by a processor, the virtual resource transfer method according to any one of claims 1-15 is realized.