

ABSTRACT

Provided are a hot event presentation method and apparatus for an application, and a device, a medium and a product. The method comprises: playing first multimedia content in a target event (S101); and displaying a video set of the target event in a playing page of the first multimedia content (S102), wherein the video set comprises a first card, a second card and a timeline, the first card is used for triggering the playing of second multimedia content in the target event, the second card is used for triggering the playing of third multimedia content in the target event, an occurrence time period of the second multimedia content and an occurrence time period of the third multimedia content are recorded in the timeline, the first card is displayed corresponding to the occurrence time period of the second multimedia content, and the second card is displayed corresponding to the occurrence time period of the third multimedia content.