

ABSTRACT

A video generation method and apparatus. The method comprises: determining one template from multiple types of templates as a production template on the basis of an input instruction of a user (201); in response to determining that the type of commodity information inputted by the user is matched with the type of the production template, obtaining a commodity picture or commodity video material related to the commodity information (202); and processing the commodity picture or commodity video material on the basis of the production template to generate a commodity video (203). The method simplifies a video production process and improves the video production efficiency.

Fig. 2