ABSTRACT

The present application relates to the technical field of computers, and discloses an interaction method and apparatus based on a live stream interface, a device, a medium, and a program product. The method comprises: displaying a live stream interface of a first live stream, the first live stream comprising accounts of viewers watching the live stream, and the accounts of viewers including a first viewer account mainly in control of the current terminal; displaying an interactive content sending area and content type options, the interactive content sending area being used for generating interactive content published by the first viewer account in the first live stream, and the content type options being used for determining a content type of the interactive content; and receiving a generation operation for first interactive content in the interactive content sending area, and receiving a configuration operation for a first content type with respect to a first content type option; and on the basis of a display mode corresponding to the first content type, displaying the first interactive content published by the first viewer account.

Fig. 2