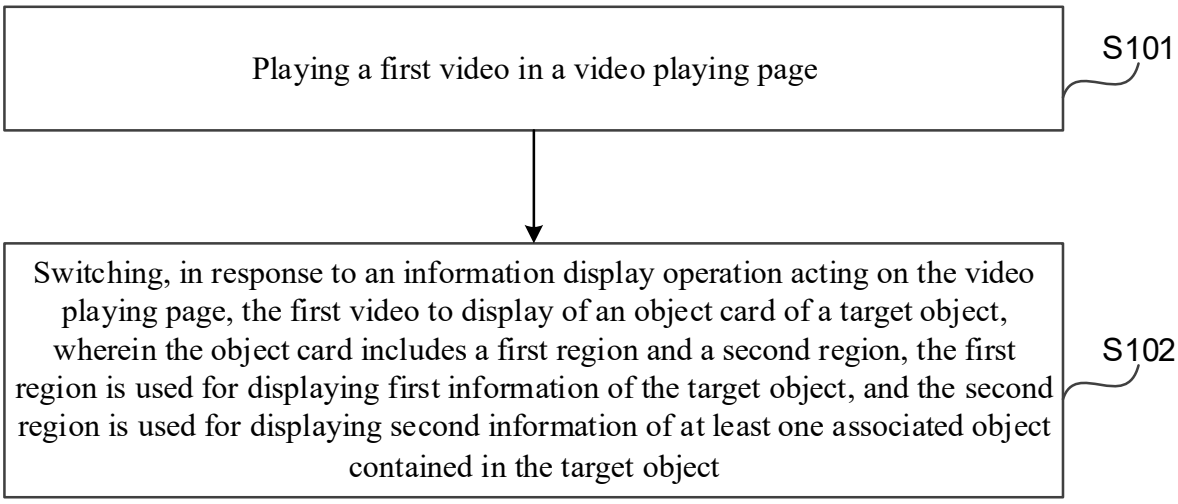
Playing a first video in a video playing page
S101
Switching, in response to an information display operation acting on the video playing page, the first video to display of an object card of a target object, wherein the object card includes a first region and a second region, the first region is used for displaying first information of the target object, and the second region is used for displaying second information of at least one associated object contained in the target object
S102

FIG. 1

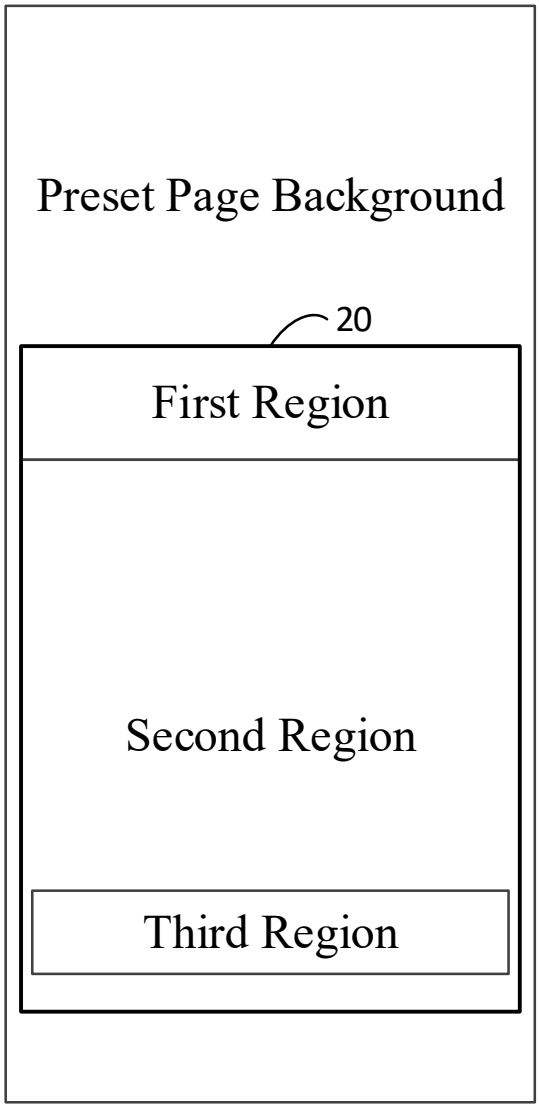
Preset Page Background
20
First Region
Second Region
Third Region

FIG. 2

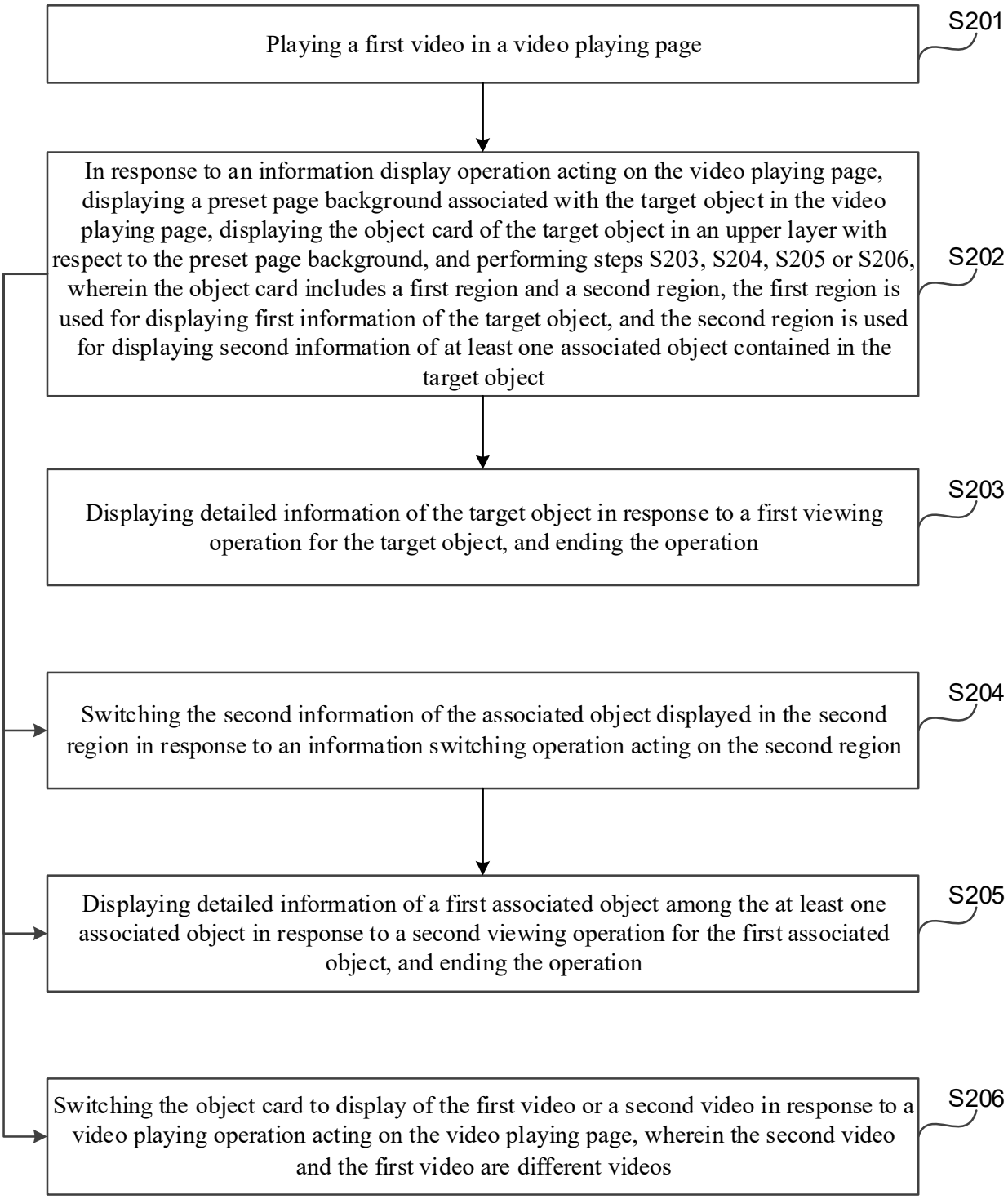
Playing a first video in a video playing page
S201
In response to an information display operation acting on the video playing page, displaying a preset page background associated with the target object in the video playing page, displaying the object card of the target object in an upper layer with respect to the preset page background, and performing steps S203, S204, S205 or S206, wherein the object card includes a first region and a second region, the first region is used for displaying first information of the target object, and the second region is used for displaying second information of at least one associated object contained in the target object
S202
Displaying detailed information of the target object in response to a first viewing operation for the target object, and ending the operation
S203
Switching the second information of the associated object displayed in the second region in response to an information switching operation acting on the second region
S204
Displaying detailed information of a first associated object among the at least one associated object in response to a second viewing operation for the first associated object, and ending the operation
S205
Switching the object card to display of the first video or a second video in response to a video playing operation acting on the video playing page, wherein the second video and the first video are different videos
S206

FIG. 3

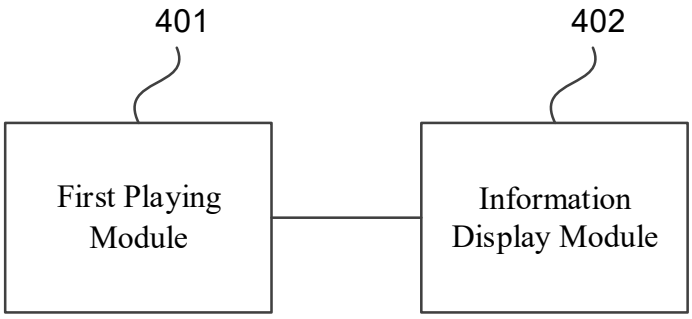
401
402
First Playing Module
Information Display Module

FIG. 4

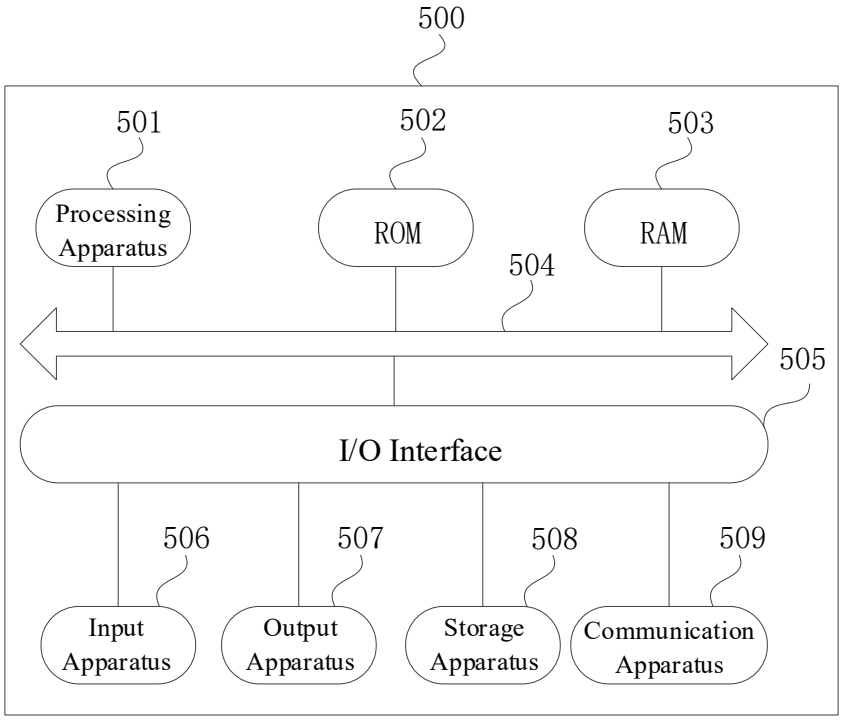
500
501
502
503
Processing Apparatus
ROM
RAM
504
505
I/O Interface
506
507
508
509
Input Apparatus
Output Apparatus
Storage Apparatus
Communication Apparatus

FIG. 5