

CLAIMS

1. A method for sending a gift in a live streaming room, comprising:
displaying a first window on a live streaming room page in response to a trigger operation for a target gift control;
receiving first information entered in the first window; and
associating, in response to a trigger operation for a send control, the first information with a target gift corresponding to the target gift control, and then sending the target gift with the first information to a target receiving end.
2. The method according to claim 1, further comprising:
ceasing display of the first window in response to the trigger operation for the send control, and displaying an effect corresponding to the target gift on the live streaming room page.
3. The method according to claim 1, further comprising:
displaying an information control corresponding to the first information on the live streaming room page; and
displaying a second window on the live streaming room page in response to a trigger operation for the information control, wherein the second window comprises the first information, and a plurality of pieces of second information that are associated with the target gift and received by the target receiving end within a first preset time, and the second information comes from other sending ends interacting with the target receiving end.
4. The method according to claim 3, further comprising:
displaying first information or second information selected by the target receiving end on the live streaming room page.
5. The method according to claim 1, wherein before the step of displaying a first window on a live streaming room page in response to a trigger operation for a target gift control, the method further comprises:
displaying a gift identifier on the live streaming room page; and
displaying, in response to a trigger operation for the gift identifier, a third window on the live streaming room page, and displaying the target gift control in the third window when the live streaming room satisfies a preset filtering rule.
6. The method according to claim 1, wherein the associating, in response to a trigger operation for a send control, the first information with a target gift corresponding to the target gift control, and then sending the target gift with the first information to a target receiving end further comprises:
displaying a fourth window on the live streaming room page in response to the trigger operation for the send control, wherein the fourth window comprises a resource exchange entry; and

associating, in response to completing a resource transfer operation for the resource exchange entry, the first information and the target gift corresponding to the target gift control, and then sending the target gift with the first information to the target receiving end.

7. The method according to claim 1, wherein the associating, in response to a trigger operation for a send control, the first information with a target gift corresponding to the target gift control, and then sending the target gift with the first information to a target receiving end further comprises:

displaying a fifth window on the live streaming room page in response to the trigger operation for the send control, wherein the fifth window comprises a plurality of candidate gifts; and

associating, in response to a trigger operation for a target candidate gift from the plurality of candidate gifts, the first information with the target candidate gift, and then sending the target candidate gift with the first information to the target receiving end.

8. A method for displaying a gift in a live streaming room, comprising:

receiving and displaying a gift from a target sending end; and

displaying, in response to the gift being a target gift associated with first information, an information control corresponding to the first information on a live streaming room page.

9. The method according to claim 8, further comprising:

displaying a first window on the live streaming room page in response to a trigger operation for the information control, wherein the first window comprises the first information, and a plurality of pieces of second information that are associated with the target gift and received within a first preset time, the first information comprises information entered from the target sending end, and the second information comes from other sending ends other than the target sending end.

10. The method according to claim 9, wherein the first window further comprises a plurality of interactive controls respectively corresponding to the first information and the second information, and the method further comprises:

displaying, in response to a trigger operation for a target interactive control from the plurality of interactive controls, first information or second information corresponding to the target interactive control at a target position of the live streaming room page.

11. The method according to claim 10, further comprising:

displaying, in the first window, the first information or the second information corresponding to the target interactive control as being in a handled state; and

placing the first information or the second information corresponding to the target interactive control at the bottom of the first window.

12. The method according to claim 10, further comprising:

hiding the first information or the second information corresponding to the target interactive control in response to a display time of the first information or the second information corresponding to the target interactive control at the target position of the live streaming room page exceeding a second preset time.

13. The method according to claim 9, wherein the first window further comprises a plurality of interactive live streaming controls respectively corresponding to the first information and the second information, and the method further comprises:

sending, in response to a trigger operation for a target interactive live streaming control from the plurality of interactive live streaming controls, an interactive live streaming invitation to a sending end of first information or second information corresponding to the target interactive live streaming control.

14. The method according to claim 9, wherein the displaying an information control corresponding to the first information on a live streaming room page further comprises:

generating an information control corresponding to the first information on the live streaming room page in response to the live streaming room page not comprising an information control; or

updating, in response to the live streaming room page comprising an information control, the information control based on the first information.

15. The method according to claim 14, wherein the generating an information control corresponding to the first information on the live streaming room page further comprises:

performing a countdown for a display time of the information control based on a third preset time; and

the method further comprises:

closing the information control in response to the countdown ending and no new information associated with the target gift being received; or

prolonging the countdown by a fourth preset time in response to the third preset time having not elapsed for the countdown and new information associated with the target gift being received.

16. The method according to claim 15, further comprising:

hiding, in response to received information associated with the target gift comprising pending information when the information control is closed, the pending information in the first window when the information control is triggered next time and the first window is displayed.

17. An apparatus for sending a gift in a live streaming room, comprising:

a display module configured to display a first window on a live streaming room page in response to a trigger operation for a target gift control;

a receiving module configured to receive first information entered in the first window; and

a sending module configured to associate, in response to a trigger operation for a send control, the first information with a target gift corresponding to the target gift control, and then send the target gift with the first information to a target receiving end.

18. An apparatus for displaying a gift in a live streaming room, comprising:

a receiving module configured to receive a gift from a target sending end; and

a display module configured to display the gift, and display, in response to the gift being a target gift associated with first information, an information control corresponding to the first information on a live streaming room page.

19. A computer device, comprising one or more processors and a memory; and one or more programs, wherein the one or more programs are stored in the memory and executed by the one or more processors, and the program comprises instructions used to perform the method according to any one of claims 1 to 7 or the method according to any one of claims 8 to 16.

20. A non-volatile computer-readable storage medium comprising a computer program, wherein the computer program, when executed by one or more processors, causes the processor to perform the method according to any one of claims 1 to 7 or the method according to any one of claims 8 to 16.

21. A computer program product, comprising computer program instructions that, when executed on a computer, cause the computer to perform the method according to any one of claims 1 to 7 or the method according to any one of claims 8 to 16.