WHAT IS CLAIMED IS:

1. A method for generating a video, the method comprising:

determining a template from multiple types of templates as a production template based on an input instruction of a user so as to reuse preset specifical events, special effects, music and selling points on the production template when producing a commodity video, wherein the multiple types of templates are used to distinguish different types of commodities and display different characteristics of respective types of commodities;

acquiring, in response to determining that a type of commodity information inputted by the user matches with a type of the production template, a commodity picture or a commodity video material related to the commodity information; and

processing the commodity picture or the commodity video material based on the production template to generate the commodity video.

2. The method according to claim 1, wherein processing the commodity picture or the commodity video material based on the production template to generate the commodity video, comprises:

transferring music in the production template or music in the commodity video material to a frequency domain, calculating local extrema of audio energy and misalignment convolution, and determining accent points and beats;

generating the commodity picture into an initial video and extracting multiple video segments of a preset duration from the initial video, or extracting multiple video segments of a preset duration from the video material; and

merging the multiple video segments in a form of transition animation based on the accent points and the beats, to generate the commodity video.

3. The method according to any one of claims 1-2, wherein acquiring, in response to determining that the type of commodity information inputted by the user matches with the type of the production template, the commodity picture or the commodity video material related to the commodity information, comprises:

judging, after the user logs in, whether the user has business registration information;

acquiring, in response to a judgment result being that the user has the business registration information, basic information of a commodity on sale by the user based on the business registration information;

determining the commodity information inputted by the user, based on an operation on the basic information by the user; and acquiring, in response to determining that the type of the commodity information inputted by the user matches with the type of the production template, the commodity picture or the commodity video material related to the commodity information; and

prompting, in response to the judgement result being that the user does not have the business registration information, the user to input the commodity information, and acquiring, in response to determining that the type of the commodity information inputted by the user matches with the type of the production template, the commodity picture or the commodity video material related to the commodity information.

4. The method according to any one of claims 1-3, wherein the method further comprises:

acquiring a commodity detail page related to the commodity information, based on the commodity information;

extracting key information in the commodity detail page;

performing special effects processing on the key information, and writing the key information after the special effects processing into the commodity video; and

performing filter and light and shadow effect processing on the commodity video in which the key information is written.

5. The method according to claim 4, wherein extracting the key information in the commodity detail page, comprises:

extracting the key information in the commodity detail page using a language

model, the language model being obtained from training based on the type of the production template.

6. The method according to any one of claims 1-5, wherein processing the commodity picture, comprises:

pre-processing the commodity picture;

identifying a text area of the pre-processed picture; and

removing text content in the text area.

7. The method according to any one of claims 1-6, wherein the method further comprises:

binding the commodity video to a commodity code; and

uploading the commodity video bound to the commodity code to a promotional display position of a main picture of the commodity.

8. The method according to any one of claims 1-7, wherein the method further comprises:

sending, in response to determining that the type of the commodity information inputted by the user does not match with the type of the production template, a prompt message for prompting replacement of the production template.

9. An apparatus for generating a video, the apparatus comprising:

a determination unit, configured to determine a template from multiple types of templates as a production template based on an input instruction of a user so as to reuse preset specifical events, special effects, music and selling points on the production template when producing a commodity video, wherein the multiple types of templates are used to distinguish different types of commodities and display different characteristics of respective types of commodities;

an acquisition unit, configured to acquire, in response to determining that a type of commodity information inputted by the user matches with a type of the production template, a commodity picture or a commodity video material related to

the commodity information; and

a generation unit, configured to process the commodity picture or the commodity video material based on the production template to generate the commodity video.

10. The apparatus according to claim 9, wherein the generation unit comprises:

a calculation module, configured to transfer music in the production template or music in the commodity video material to a frequency domain, calculate local extrema of audio energy and misalignment convolution, and determine accent points and beats;

an extraction module, configured to generate the commodity picture into an initial video and extract multiple video segments of a preset duration from the initial video, or extract multiple video segments of a preset duration from the video material; and

a generation module, configured to merge the multiple video segments in a form of transition animation based on the accent points and the beats, to generate the commodity video.

11. The apparatus according to any one of claims 9-10, wherein the acquisition unit further comprises:

a judgement module, configured to: judge, after the user logs in, whether the user has business registration information;

an acquisition module, configured to: acquire, in response to a judgment result being that the user has the business registration information, basic information of a commodity on sale by the user based on the business registration information;

a determination module, configured to: determine the commodity information inputted by the user, based on an operation on the basic information by the user;

a responding module, configured to: acquire, in response to determining that the type of the commodity information inputted by the user matches with the type of the production template, the commodity picture or the commodity video material

related to the commodity information; and

a prompting module, configured to: prompt, in response to the judgement result being that the user does not have the business registration information, the user to input the commodity information, and trigger the responding module to work.

12. The apparatus according to any one of claims 9-11, wherein the apparatus further comprises:

a detailed unit, configured to acquire a commodity detail page related to the commodity information, based on the commodity information;

an extraction unit, configured to extract key information in the commodity detail page;

a special-effects unit, configured to perform special effects processing on the key information, and write the key information after the special effects processing into the commodity video; and

a processing unit, configured to perform filter and light and shadow effect processing on the commodity video in which the key information is written.

13. The apparatus according to claim 12, wherein the extraction unit is further configured to: extract the key information in the commodity detail page using a language model, the language model being obtained from training based on the type of the production template.

14. The apparatus according to any one of claims 9-13, wherein the generation unit comprises:

a pre-processing module, configured to pre-process the commodity picture;

an identification module, configured to identify a text area of the pre-processed picture; and

a removal module, configured to remove text content in the text area.

15. The apparatus according to any one of claims 9-14, wherein the apparatus further

comprises:

a binding unit, configured to bind the commodity video to a commodity code; and

an uploading unit, configured to upload the commodity video bound to the commodity code to a promotional display position of a main picture of the commodity.

16. The apparatus according to any one of claims 9-15, wherein the apparatus further comprises:

a sending unit, configured to send, in response to determining that the type of the commodity information inputted by the user does not match with the type of the production template, a prompt message for prompting replacement of the production template.

17. An electronic device, comprising:

one or more processors; and

a storage apparatus, storing one or more programs thereon,

wherein the one or more programs, when executed by the one or more processors, cause the one or more processors to implement the method according to any one of claims 1-8.

18. A computer readable medium, storing a computer program thereon, wherein when the program is executed by a processor, the method according to any one of claims 1-8 is implemented.