

ABSTRACT

The present application relates to a panoramic image-based information pushing method and apparatus, a mobile terminal and a storage medium. The method comprises: in a viewing area displayed by a mobile terminal, displaying a first partial image of a target panoramic image projected into the viewing area (202); in response to the displacement of the viewing area relative to the target panoramic image, displaying, in the displaced viewing area, a second partial image in which the target panoramic image is projected into the displaced viewing area (204); and when the second partial image belongs to a target image interval of the target panoramic image, pushing recommendation information configured for the target image interval, so that the recommendation information is displayed on the second partial image (206).

Figure 2