**Claims:**

1. A method for template recommendation, comprising:

obtaining a feature of a multimedia material to be processed, wherein the feature comprises a content feature of the multimedia material to be processed and a user attribute corresponding to the multimedia material to be processed, and the user attribute is obtained by analyzing a user who selects the multimedia material to be processed;

determining a similarity between the feature corresponding to the multimedia material to be processed and a feature corresponding to a candidate editing template, wherein the feature corresponding to the candidate editing template is determined based on a tag of historical multimedia works, and the historical multimedia works are multimedia works edited in an editing mode applied by the candidate editing template, and the tag of the historical multimedia works comprises content features of the historical multimedia works and user attributes corresponding to the historical multimedia works; and

in response to determining that the similarity satisfies a preset matching condition, determining the candidate editing template as a target editing template corresponding to the multimedia material to be processed, wherein the target editing template is applied to edit the multimedia material to be processed into a target multimedia work in the editing mode.

2. The method according to claim 1, wherein before determining the similarity between the feature corresponding to the multimedia material to be processed and the feature corresponding to a candidate editing template, the method further comprises:

determining the candidate editing template, and obtaining a multimedia work collection corresponding to the candidate editing template, wherein the multimedia work collection comprises more historical multimedia works than a preset number; and

determining the feature corresponding to the candidate editing template based on content features of historical multimedia works in the multimedia work collection and/or user attributes corresponding to the historical multimedia works.

3. The method according to claim 2, wherein determining the feature corresponding to the candidate editing template based on content features of the historical multimedia works in the multimedia work collection and/or user attributes corresponding to the historical multimedia works comprises:

determining a target tag, wherein the target tag characterizes the content features of the historical multimedia works in the multimedia work collection and/or the user attributes corresponding to the multimedia works;

determining a proportion of historical multimedia works having the target tag in the multimedia work collection corresponding to the candidate editing template;

determining a ratio of the proportion to an average proportion corresponding to the target tag as a feature value of the candidate editing template in a dimension of the target tag, wherein the feature value characterizes an applicability degree of the candidate editing template in terms of the dimension of the target tag, and the average proportion represents an average value of proportions of historical multimedia works having the target tag in multimedia work collections corresponding to respective templates in a preset template recommendation pool; and

building a template feature vector corresponding to the candidate editing template based on the feature value of the candidate editing template in the dimension of the target tag.

4. The method according to claim 3, wherein before building the template feature vector corresponding to the candidate editing template based on the feature value of the candidate editing template in the dimension of the target tag, the method further comprises:

determining a distribution smoothness degree of feature values of respective templates in the preset template recommendation pool in the dimension of the target tag, wherein the distribution smoothness degree characterizes a difference degree among the respective templates in the preset template recommendation pool in the dimension of the target tag; and

determining top K target tags with lower distribution smoothness degrees as recommended standard tags, wherein K is an integer greater than 0; and

wherein building a template feature vector corresponding to the candidate editing template based on the feature value of the candidate editing template in the dimension of the target tag comprises:

building the template feature vector corresponding to the candidate editing template based on a feature value of the candidate editing template corresponding to the recommended standard tags.

5. The method according to claim 4, wherein obtaining a feature of the multimedia material to be processed comprises:

determining a feature value of the multimedia material to be processed in a dimension of the recommended standard tags based on a tag of the multimedia material to be processed; and

determining a feature vector corresponding to the multimedia material to be processed based on the feature value of the multimedia material to be processed in the dimension of the recommended standard tags; and

wherein determining the similarity between the feature corresponding to the multimedia material to be processed and the feature corresponding to the candidate editing template comprises:

calculating a similarity between the feature vector corresponding to the multimedia material to be processed and the template feature vector corresponding to the candidate editing template.

6. The method according to claim 1, wherein before determining the similarity between the feature corresponding to the multimedia material to be processed and the feature corresponding to the candidate editing template, the method further comprises:

filtering templates in a preset template recommendation pool based on attribute information of the multimedia material to be processed, to obtain a candidate editing template, wherein the attribute information comprises material type, material amount, material duration and/or material aspect ratio.

7. The method according to claim 1, wherein the method is applied on a client, and after in response to determining that the similarity satisfies the preset matching condition, determining the candidate editing template as the target editing template corresponding to the multimedia material to be processed, the method further comprises:

editing the multimedia material to be processed in an editing mode applied by the target editing template to obtain the target multimedia work.

8. The method according to claim 7, wherein the target editing template comprises a plurality of candidate editing templates, and before editing the multimedia material to be processed in the editing mode applied by the target editing template to obtain the target multimedia work, the method further comprises:

presenting the plurality of candidate editing templates; and

wherein editing the multimedia material to be processed in the editing mode applied

by the target editing template to obtain the target multimedia work comprises:

in response to performing selection operation on any one of the plurality of candidate editing templates, editing the multimedia material to be processed in an editing mode applied by a template corresponding to the selection operation to obtain the target multimedia work.

9. An apparatus for template recommendation, comprising:

a feature determining module, configured to obtain a feature of a multimedia material to be processed, wherein the feature comprises a content feature of the multimedia material to be processed and a user attribute corresponding to the multimedia material to be processed, and the user attribute is obtained by analyzing a user who selects the multimedia material to be processed;

a similarity determining module, configured to determine a similarity between the feature corresponding to the multimedia material to be processed and a feature corresponding to a candidate editing template, wherein the feature corresponding to the candidate editing template is determined based on a tag of historical multimedia works, and the historical multimedia works are multimedia works edited in an editing mode applied by the candidate editing template, and the tag of the historical multimedia works comprises content features of the historical multimedia works and user attributes corresponding to the historical multimedia works; and

a template determining module, configured to determine, in response to determining that the similarity satisfies a preset matching condition, the candidate editing template as a target editing template corresponding to the multimedia material to be processed, wherein the target editing template is applied to edit the multimedia material to be processed into a target multimedia work in the editing mode.

10. An electronic device, comprising:

a processor; and

a memory, configured to store instructions executable by the processor;

the processor configured to read the executable instructions from the memory and execute the instructions to perform the method for template recommendation according to any of claims 1-8.

11. A computer readable storage medium, wherein instructions are stored in the computer readable storage medium, the instructions, when running on a terminal device,

causing the terminal device to perform the method for template recommendation according to any of claims 1-8.

12. A computer program product, wherein the computer program product comprises a computer program/instructions which, when executed by a processor, perform the method for template recommendation according to any of claims 1-8.