

ABSTRACT

The embodiments of the present disclosure relate to a multimedia data publishing method and apparatus, and a device and a medium, wherein the method is applied to a first multimedia platform. The method comprises: acquiring multimedia data to be published; in
5 response to acquiring a multimedia synchronous publishing request, sending the multimedia synchronous publishing request to a second multimedia platform indicated by the multimedia synchronous publishing request, such that the second multimedia platform publishes synchronous multimedia data that is generated on the basis of the multimedia data to be published, wherein the synchronous multimedia data comprises identification information of a
10 first multimedia platform. In the present disclosure, a user can synchronously publish multimedia data at another multimedia platform by means of an original multimedia platform, and add an identifier of the original multimedia platform to the multimedia data that is published at the other multimedia platform, so as to enable a user at the other multimedia platform to be aware of the original multimedia platform, thereby enhancing the affiliation of
15 the original multimedia platform with the multimedia data, and improving the platform awareness of the original multimedia platform.