

ABSTRACT

Embodiments of the present disclosure relates to a method, apparatus, device, storage medium, and program product for video generation. The method comprises: generating initial multimedia data based on received text data; obtaining a target editing template in response to an editing template obtaining request; applying the editing operation indicated by the target editing template to the initial multimedia data to obtain target multimedia data; and generating target video based on the target multimedia data. Embodiments of the present disclosure generates video by directly applying the editing operation in the obtained editing template to the multimedia data, without the need for users to manually clip the video. This can not only reduce the time cost of video production, but also improve the quality of video production.