

ABSTRACT

Embodiments of the present disclosure relate to a video mask display method and apparatus, a device, and a medium. The method comprises: determining a masked area in a video frame, the masked area comprising a first area that matches with target information displayed by a foil, and a second area that performs color transition from the first area to other video pictures that do not have a masked area; acquiring a target mask that matches with the first area and the second area and that gradually becomes transparent from the first area to the second area; and superimposing the masked area in the video frame according to the target mask. In the embodiments of the present disclosure, the first area allows the presentation of the target information to be clearer, and the second area allows the color transition of the first area and the video frame to be more natural; in addition, the first area is dynamically and adaptively adjusted according to the size of the target information, and the second area is also dynamically and adaptively adjusted with the first area, thereby enabling the video frame after having been superimposed with the target mask to clearly display the target information while avoiding the

problem that the color of an original video frame is greatly affected.