

ABSTRACT

The present disclosure relates to a media content playing method and apparatus, and a device, a storage medium and a program product. The method comprises: displaying first media content in a first playing mode and on a content display page; when the first media content belongs to a first media content set, in response to a second playing mode enabling operation triggered on the content display page, acquiring second media content from the first media content set; displaying the first media content in a second playing mode and on the content display page; and in response to having received a media content switching instruction, displaying, on the content display page, the second media content corresponding to the media content switching instruction. In the embodiments of the present disclosure, after a switch from the first playing mode to the second playing mode is made, a plurality of pieces of media content in a media content set are continuously played within the duration of the second playing mode by means of the corresponding media content switching instruction.