

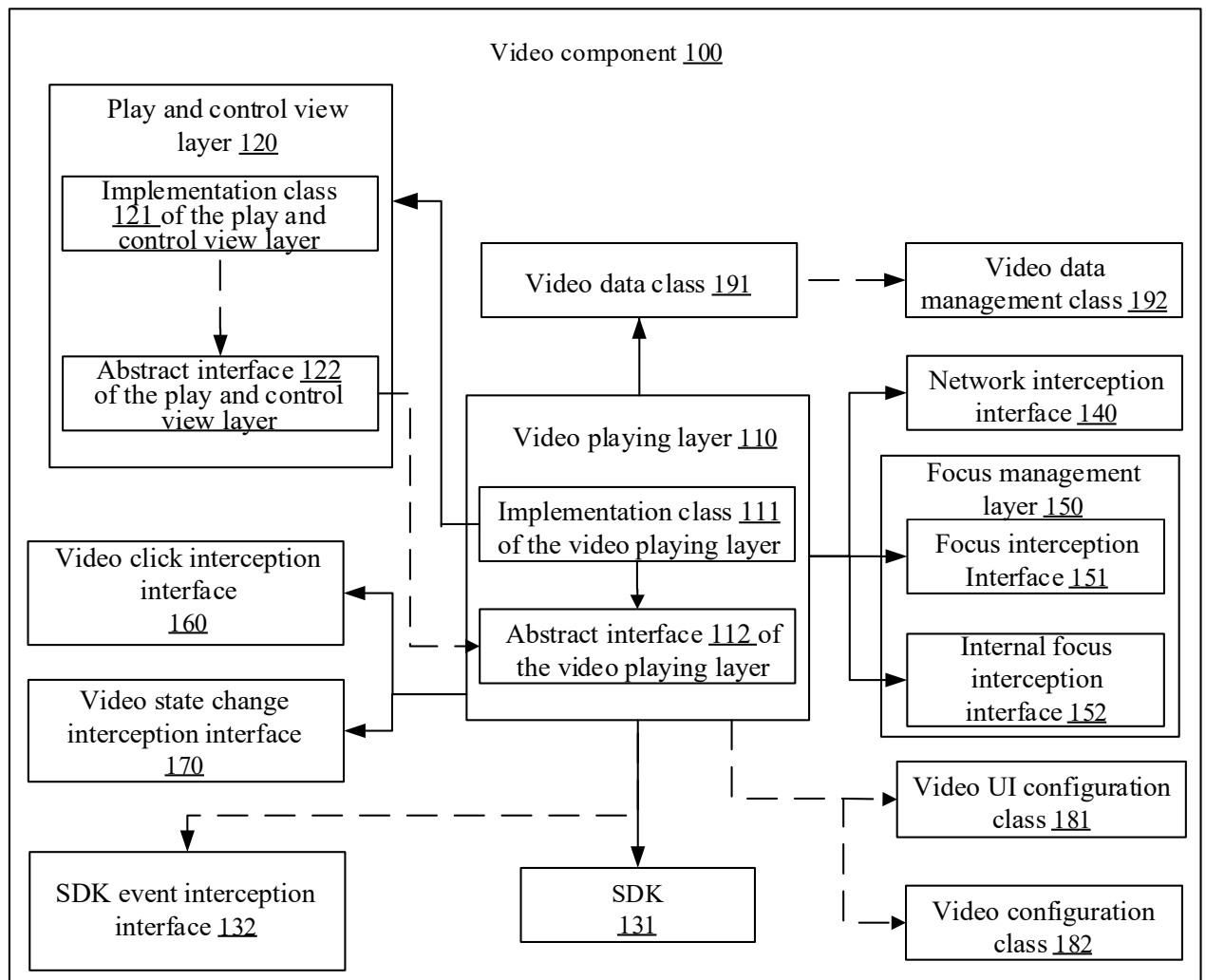


FIG.1

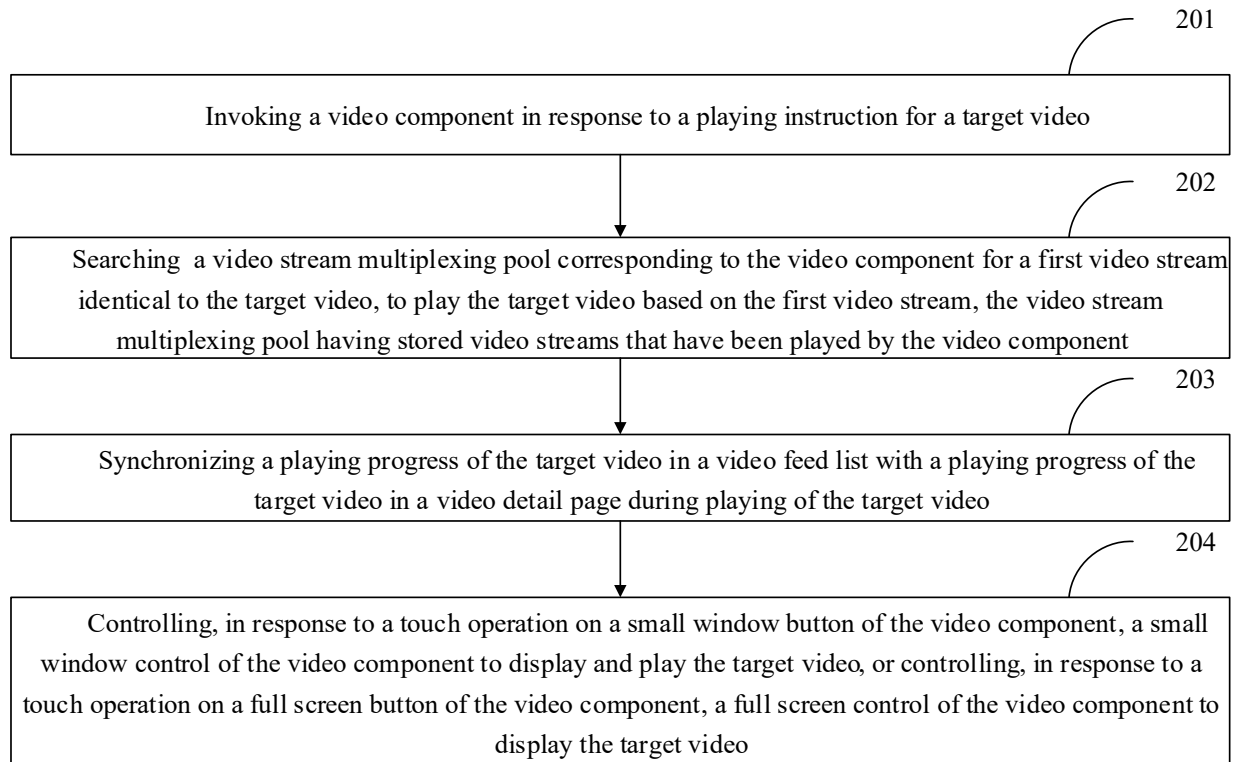


FIG. 2

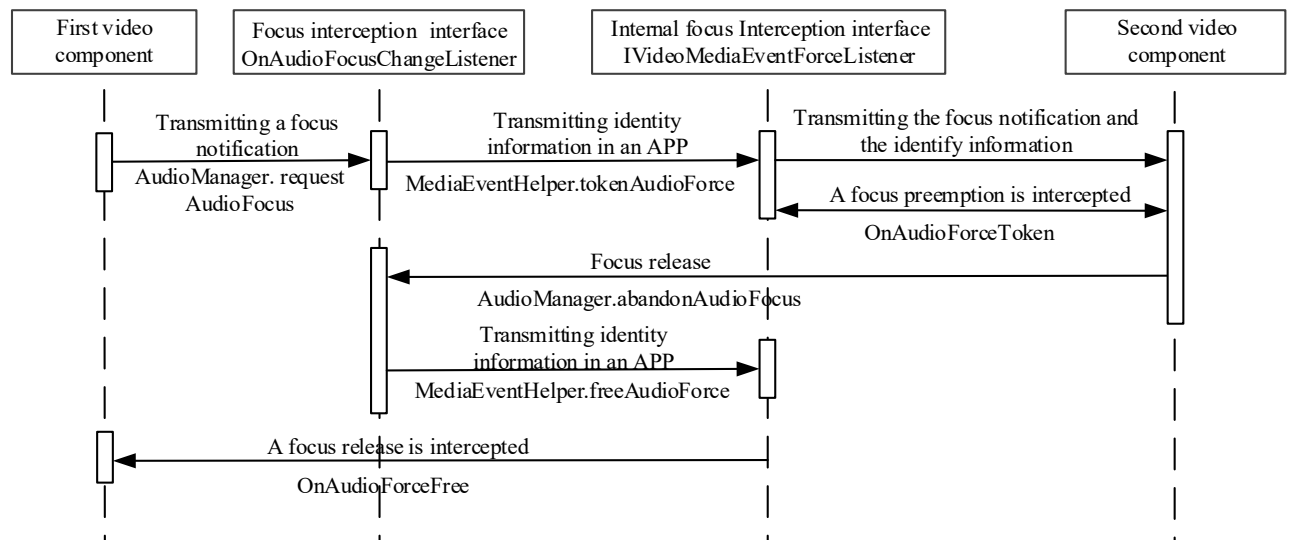


FIG. 3



Small window playing (portrait)

FIG. 4



Small window playing (portrait)

Click on it to go to a
detail pageClicking on a blank space,
invoke/hide the control

FIG. 5

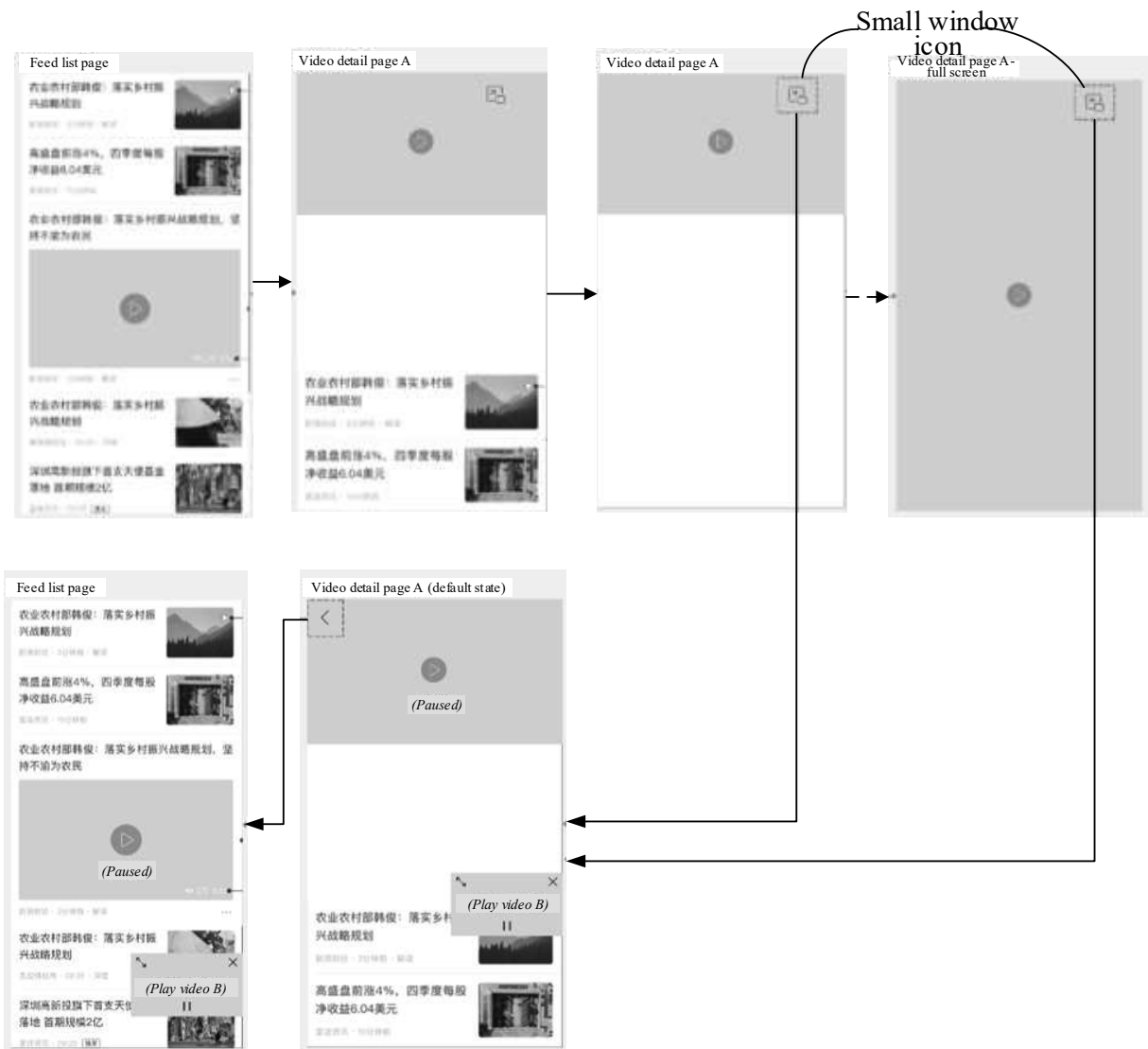


FIG. 6



FIG. 7

Mode 1

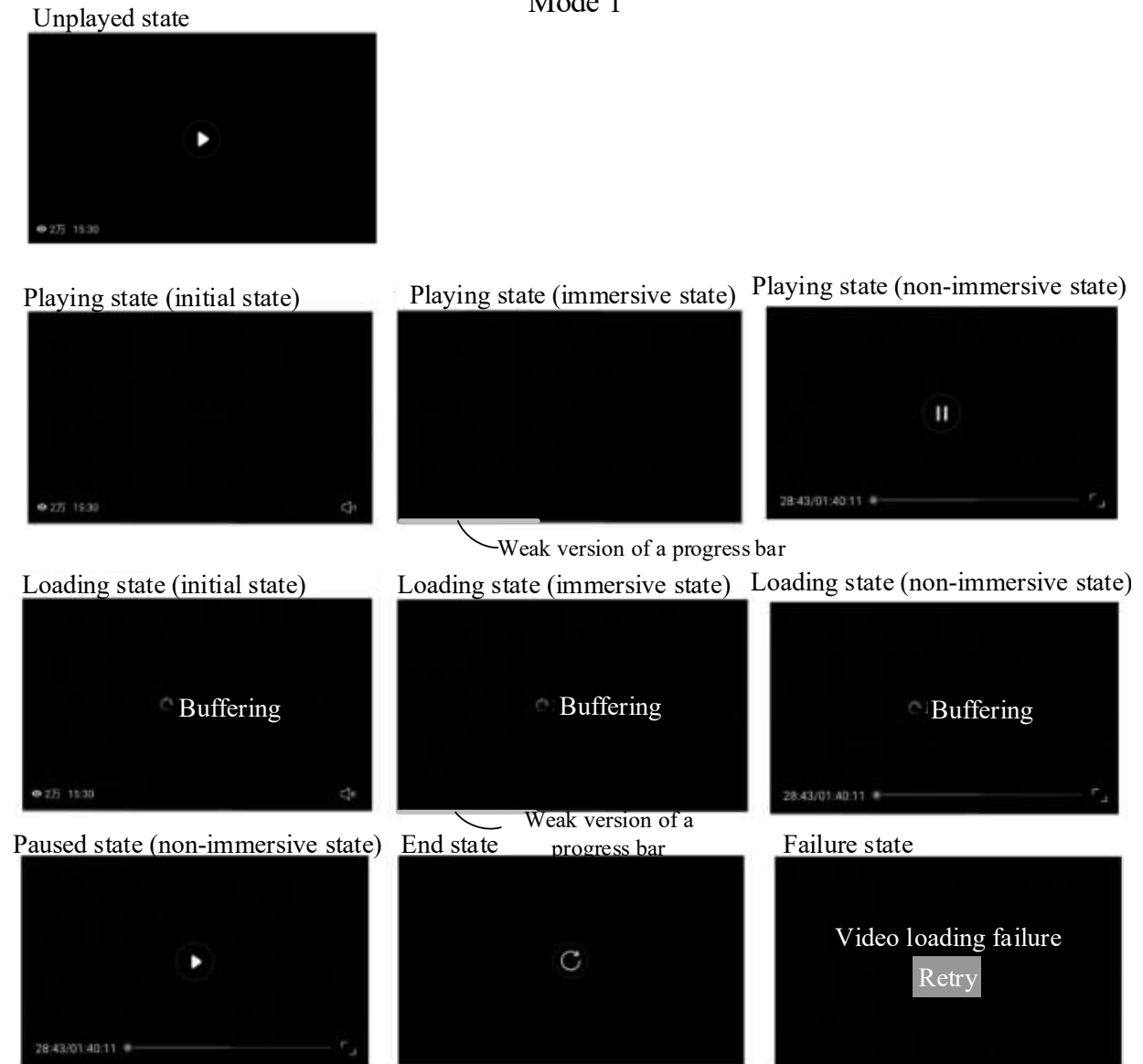


FIG. 8

Video component	Whether visibility is configurable	Whether display is needed	Available scenarios (mode 1)									Control specification (display/interact)
			Unplayed state	Playing state (initial)	Playing state (non-immersive)	Loading state (initial)	Loading state (immersive)	Loading state (non-immersive)	Paused state (non-immersive)	End state	Failure state	
View counts	Yes	No	✓	✓			✓					Stay in an immersive mode; view count conversion rules multiplex “video-specific logic”;
Video duration	Yes	Yes	✓	✓			✓					Stay in an immersive mode; display rules multiplex “video-specific logic”; when view counts are not displayed, a position of the video duration is moved forwards;
Volume switch	No	Yes		✓			✓					Stay in an immersive mode; interactions multiplex “video-specific logic”;
Played length	Yes	Yes			✓				✓		✓	Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Progress bar	Yes	Yes			✓				✓		✓	Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Weak version of the progress bar	Yes	Yes			✓							Display in an immersive mode; static display;
Full screen button	Yes	Yes				✓			✓		✓	Display in a non-immersive mode; display a player directly when clicked
Buffering	No	Yes						✓	✓			Display only in a loading state; purely textual prompt;
Replay button	No	Yes									✓	Display only at the end of playing; start playing from the beginning when clicked;
Play button	No	Yes	✓							✓		Display in a paused non-immersive mode in an unplayed state, start playing when clicked, continue playing;
Pause button	No	Yes				✓						Display in a non-immersive mode in a playing state, pause playing when clicked;
Loading failure prompt+retry button	No	Yes									✓	Display when loading fails; re-play after clicking the retry button.

FIG. 9

Unplayed state



Playing state (initial state)



Playing state



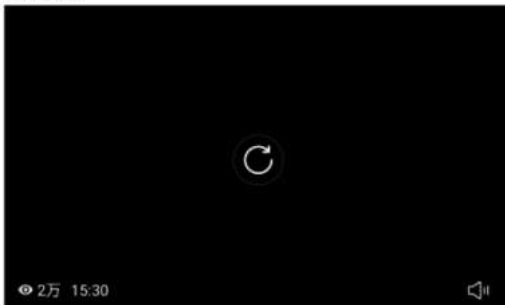
Loading state (initial state)



Loading state Weak version of a progress bar



End state



Failure state



FIG. 10

Video component	Whether visibility is configurable	Whether display is needed	Available scenarios (mode 2)							Control specification (display/interact)
			Unplayed state	Playing state (initial)	Playing state	Loading state	Loading state	End state	Failure state	
View counts	Yes	No	√	√		√				Stay in an immersive mode; view count conversion rules multiplex “video-specific logic”;
Video duration	Yes	Yes	√	√		√				Stay in an immersive mode; display rules multiplex “video-specific logic”; when view counts are not displayed, a position of the video duration is moved forwards;
Volume switch	No	Yes		√		√				Stay in an immersive mode; interactions multiplex “video-specific logic”;
Played length	Yes	Yes								Display in a non-immersive mode; interactions multiplex “video-specific logic” ;
Progress bar	Yes	Yes								Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Weak version of the progress bar	Yes	Yes			√					Display in an immersive mode; static display;
Full screen button	Yes	Yes								Display in a non-immersive mode; display a player directly when clicked
Buffering	No	Yes					√			Display only in a loading state; purely textual prompt;
Replay button	No	Yes						√		Display only at the end of playing; start playing from the beginning when clicked;
Play button	No	Yes	√							Display in a paused non-immersive mode in an unplayed state, start playing when clicked, continue playing;
Pause button	No	Yes								Display in a non-immersive mode in a playing state, pause playing when clicked;
Loading failure prompt+ retry button	No	Yes							√	Display when loading fails; re-play after clicking the retry button.

FIG. 11

Unplayed state



Mode 3

Playing state (non-immersive mode)



Playing state (immersive mode)



Loading state (non-immersive mode)



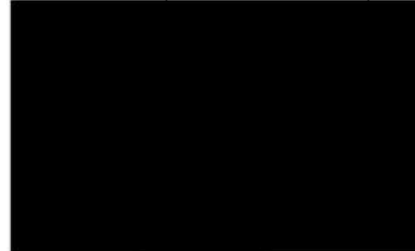
Loading state (immersive mode)



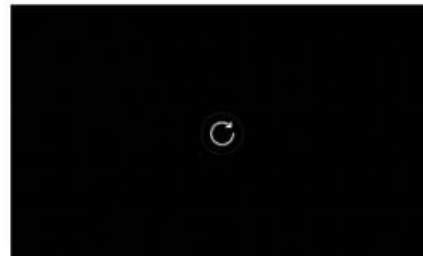
Paused state (non-immersive mode)



Paused state (immersive mode)



End state



Failure state

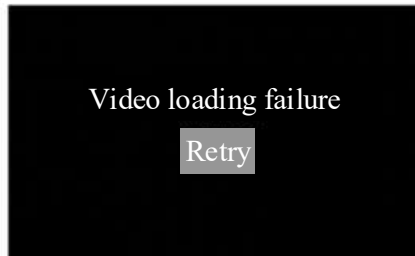
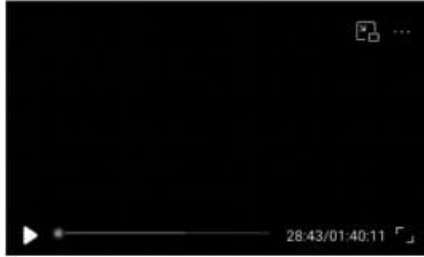


FIG. 12

Video component	Whether visibility is configurable	Whether display is needed	Available scenarios (mode 3)								Control specification (display/interact)
			Unplayed state	Playing state (immersive)	Playing state (non-immersive)	Loading state (immersive)	Loading state (non-immersive)	Paused state (immersive)	Paused state (non-immersive)	End state	
More in an upper right corner	Yes	No	✓		✓		✓		✓		Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Played length	Yes	Yes	✓		✓		✓		✓		Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Progress bar	Yes	Yes	✓		✓		✓		✓		Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Weak version of the progress bar	Yes	Yes		✓		✓			✓		Display in an immersive mode; interactions multiplex “video-specific logic”;
Full screen button	Yes	Yes	✓		✓		✓		✓		Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Small window button	Yes	Yes	✓		✓		✓		✓	✓	Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Buffering	No	Yes				✓					Display only in a loading state; purely textual prompt;
Replay button	No	Yes								✓	Display only at the end of playing; start playing from the beginning when clicked;
Play button	No	Yes	✓					✓		✓	Display in a paused non-immersive mode in an unplayed state, start playing when clicked, continue playing;
Pause button	No	Yes			✓						Display in a non-immersive mode in a playing state, pause playing when clicked;
Loading failure prompt+retry button	No	Yes								✓	Display when loading fails; replay after clicking the retry button;
Gesture	Yes	Yes	✓	✓	✓	✓	✓	✓	✓		Interactions multiplex “video-specific logic”;
Return button	No	No	✓		✓		✓		✓	✓	Close a current player when the return button is clicked;
Upper-right corner ...	Yes	No	✓		✓		✓		✓	✓	Entry icon mode, invoke contents, customizations by businesses.

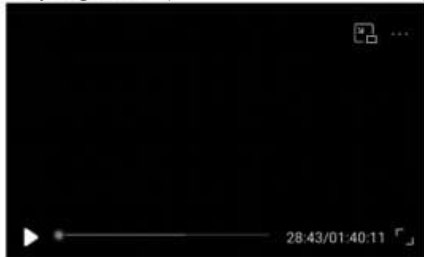
FIG. 13

Unplayed state



Mode 4

Playing state (non-immersive mode)



Playing state (immersive mode)



Loading state (non-immersive mode)



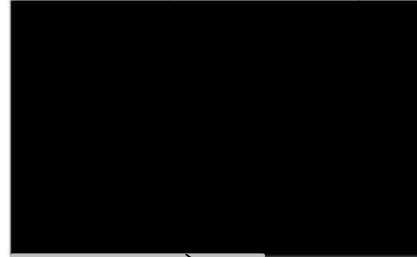
Loading state (immersive mode)



Paused state (non-immersive state)



Paused state (immersive state)



End state



Failure state



FIG. 14

Video component	Whether visibility is configurable	Whether display is needed	Available scenarios (mode 4)									Control specification (display/interact)
			Unplayed state	Playing state (immersive)	Playing state (non-immersive)	Loading state (immersive)	Loading state (non-immersive)	Paused state (immersive)	Paused state (non-immersive)	End state	Failure state	
Video title	Yes	No	✓		✓		✓		✓			Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Played length	Yes	Yes	✓		✓		✓			✓		Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Progress bar	Yes	Yes	✓		✓		✓		✓			Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Weak version of the progress bar	Yes	Yes		✓		✓						Display in an immersive mode; interactions multiplex “video-specific logic”;
Speed up	Yes	Yes	✓		✓			✓		✓		Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Definition	Yes	Yes	✓		✓			✓		✓		Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Small window button	Yes	Yes	✓		✓			✓		✓		Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Buffering	No	Yes				✓		✓				Display only in a loading state; purely textual prompt;
Replay button	No	Yes									✓	Display only at the end of playing; start playing from the beginning when clicked;
Play button	No	Yes	✓					✓		✓		Display in a paused non-immersive mode in an unplayed state, start playing when clicked, continue playing;
Pause button	No	Yes			✓							Display in a non-immersive mode in a playing state, pause playing when clicked;
Loading failure prompt+retry button	No	Yes									✓	Display when loading fails; replay after clicking the retry button;
Gesture	Yes	Yes	✓	✓	✓	✓	✓	✓		✓		Interactions multiplex “video-specific logic”;
Return button	No	No	✓		✓			✓		✓		Close a current player when the return button is clicked;
Upper right corner ...	Yes	No	✓		✓			✓		✓		Entry icon mode, invoke contents, customizations by businesses.

FIG. 15

Small window mode

Playing state (non-immersive mode)



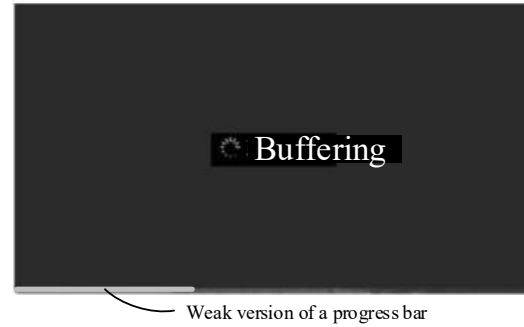
Playing state (immersive mode)



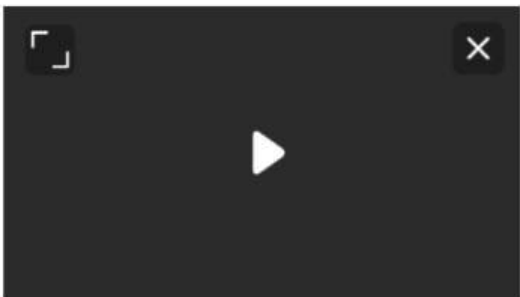
Loading state (non-immersive mode)



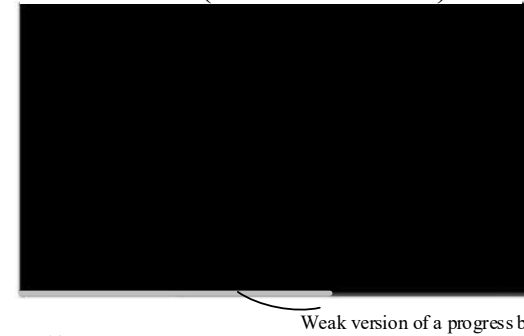
Loading state (immersive mode)



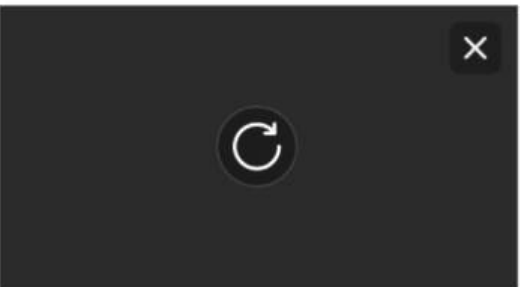
Paused state (non-immersive mode)



Paused state (immersive mode)



End state



Failure state



FIG. 16

Video component	Whether visibility is configurable	Whether display is needed	Available scenarios (small window mode)							Control (display/interact)	specification
			Unplayed state	Playing state (immersive)	Playing state (non-immersive)	Loading state (immersive)	Loading state (non-immersive)	Paused state (immersive)	Paused state (non-immersive)		
Weak version of a progress bar	Yes	Yes		√		√		√			Display in an immersive mode; interactions multiplex “video-specific logic”;
Unfold button	No	Yes	√		√		√		√		Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Close button	No	Yes	√		√		√		√		Display in a non-immersive mode; interactions multiplex “video-specific logic”;
Buffering	No	Yes				√	√				Display only in a loading state; purely textual prompt;
Replay button	No	Yes								√	Display only at the end of playing; start playing from the beginning when clicked;
Play button	No	Yes	√					√			Display in a paused non-immersive mode in an unplayed state, start playing when clicked, continue playing;
Pause button	No	Yes			√						Display in a non-immersive mode in a playing state, pause playing when clicked;
Loading failure prompt+retry button	No	Yes									√ Display when loading fails; replay after clicking the retry button.

FIG. 17

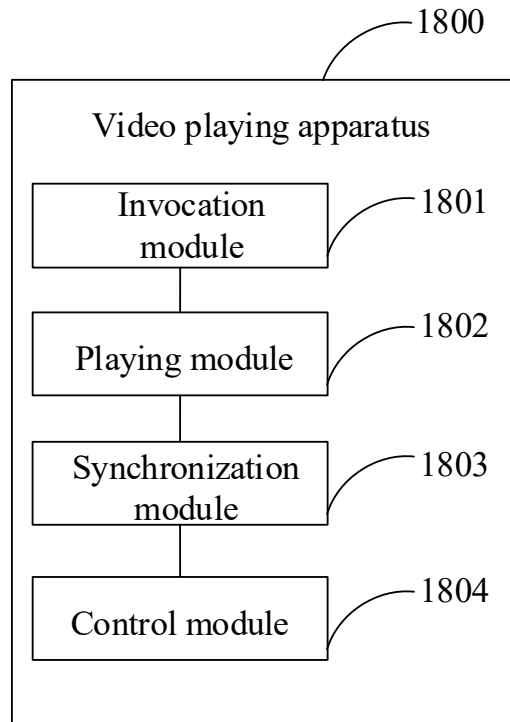


FIG. 18

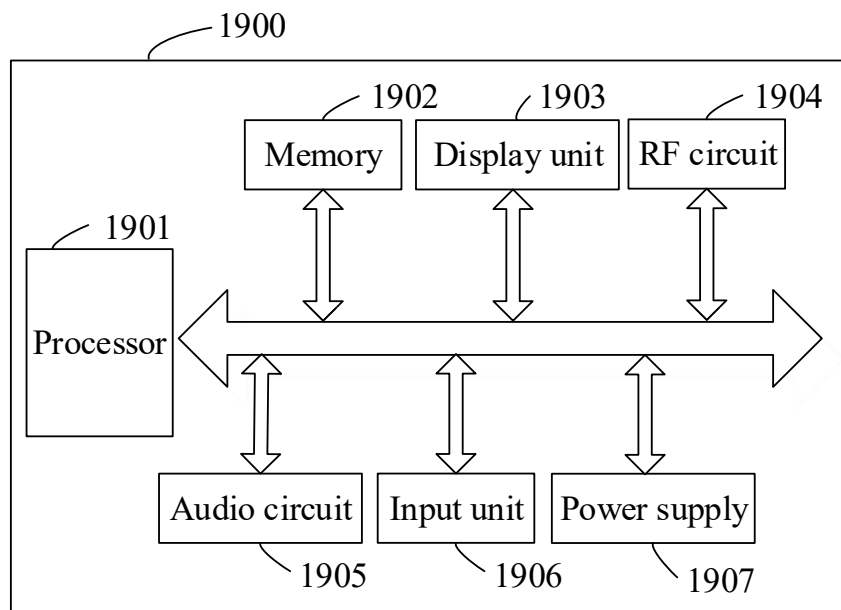


FIG. 19