

(12) 按照专利合作条约所公布的国际申请

(19) 世界知识产权组织
国际局

(43) 国际公布日
2025 年 2 月 13 日 (13.02.2025)



(10) 国际公布号
WO 2025/031356 A1

(51) 国际专利分类号:
G06F 3/0481 (2022.01)

(21) 国际申请号: PCT/CN2024/110096

(22) 国际申请日: 2024 年 8 月 6 日 (06.08.2024)

(25) 申请语言: 中文

(26) 公布语言: 中文

(30) 优先权:
202310988058.0 2023年8月7日 (07.08.2023) CN

(71) 申请人: 北京字跳网络技术有限公司
(**BEIJING ZITIAO NETWORK TECHNOLOGY CO., LTD.**) [CN/CN]; 中国北京市海淀区紫金数码园4号楼2层0207, Beijing 100190 (CN)。

(72) 发明人: 宋昕 (**SONG, Xin**); 中国北京市朝阳区七圣中街12号院融中心B1小邮局, Beijing 100028 (CN)。 邹榕 (**ZOU, Rong**); 中国北京市

朝阳区七圣中街12号院融中心B1小邮局, Beijing 100028 (CN)。

(74) 代理人: 北京市柳沈律师事务所 (**LIU, SHEN & ASSOCIATES**); 中国北京市海淀区彩和坊路10号1号楼10层, Beijing 100080 (CN)。

(81) 指定国(除另有指明, 要求每一种可提供的国家保护): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CV, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IQ, IR, IS, IT, JM, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, MG, MK, MN, MU, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW。

(84) 指定国(除另有指明, 要求每一种可提供的地区保护): ARIPO (BW, CV, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SC, SD, SL, ST, SZ, TZ, UG, ZM, ZW), 欧亚

(54) **Title:** MEDIA CONTENT PROCESSING METHOD AND DEVICE, MEDIA CONTENT DISPLAY METHOD AND DEVICE, STORGE MEDIUM, AND PROGRAM PRODUCT

(54) 发明名称: 媒体内容处理方法、展示方法、设备、存储介质及程序产品

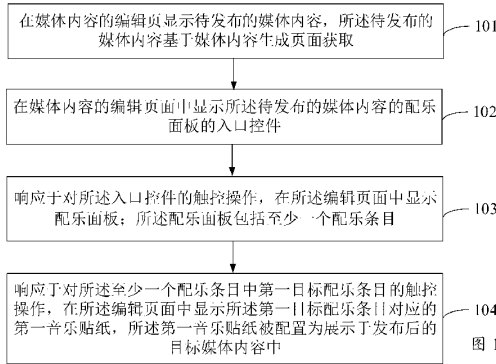


图 1

- 101 In an editing page of media content, display media content to be published, wherein the media content to be published is acquired by means of a media content generation page
- 102 In the editing page of the media content, display an entry control of a background music panel of the media content to be published
- 103 In response to a touch operation on the entry control, display the background music panel in the editing page, wherein the background music panel comprises at least one background music item
- 104 In response to a touch operation on a first target background music item among the at least one background music item, in the editing page, display a first music sticker corresponding to the first target background music item, wherein the first music sticker is configured to be displayed in published target media content

(57) **Abstract:** Embodiments of the present disclosure provide a media content processing method and device, a media content display method and device, a storage medium, and a program product. The media content processing method comprises: in an editing page of media content, displaying media content to be published, wherein the media content to be published is acquired by means of a media content generation page; in the editing page of the media content, displaying an entry control of a background music panel of the media content to be published; in response to a touch operation on the entry control, displaying the background music panel in the editing page, wherein the background music panel comprises at least one background music item; and in response to a touch operation on a first target background music item among the at least one background music item, in the editing page, displaying a first music sticker corresponding to the first target background music item, wherein the first music sticker is configured to be displayed in published target media content. According to the media content processing method provided by the embodiments of the present disclosure, the background music form is enriched, the interactivity is improved, the operation is simple, and the creation efficiency is greatly improved.

WO 2025/031356 A1

[见续页]

(AM, AZ, BY, KG, KZ, RU, TJ, TM), 欧洲 (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, ME, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG)。

本国际公布：
— 包括国际检索报告(条约第21条(3))。

(57) 摘要: 本公开实施例提供一种媒体内容处理方法、展示方法、设备、存储介质及程序产品，该方法包括在媒体内容的编辑页显示待发布的媒体内容，待发布的媒体内容基于媒体内容生成页面获取；在媒体内容的编辑页面中显示待发布的媒体内容的配乐面板的入口控件，响应于对入口控件的触控操作，在编辑页面中显示配乐面板，配乐面板包括至少一个配乐条目，响应于对至少一个配乐条目中第一目标配乐条目的触控操作，在编辑页面中显示第一目标配乐条目对应的第一音乐贴纸，第一音乐贴纸被配置为展示于发布后的目标媒体内容中。本公开实施例提供的方法丰富了配乐形式，提高了互动性，并且操作简单，大大提高了创作效率。