ABSTRACT

A target tracking method and apparatus, an electronic device, and a computer readable storage medium. The method comprises: first determining an image similarity feature map between a search area in an image to be tracked and a target image area in a reference frame, and then predicting or determining, on the basis of image similarity features, positioning location information of an area to be positioned in the image to be tracked, to determine a detection bounding box of an object to be tracked in the image to be tracked that comprises the search area.

Fig. 1