

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.