

Abstract

Embodiments of the present application relate to the technical field of live broadcasting, and provided are a virtual image control method, apparatus, an electronic device and a storage medium. The virtual image control method comprises: analyzing an anchor video frame sent by a live broadcast initiating terminal, and generating an action control instruction, wherein the anchor video frame is obtained by capturing an anchor using the live broadcast initiating terminal, and the action control instruction is configured to control a virtual image in a live broadcast picture of a live broadcast receiving terminal; determining whether a virtual camera position control instruction corresponding to the anchor is obtained; and if a virtual camera position control instruction is obtained, controlling the virtual image according to the virtual camera position control instruction and the action control instruction. Thus, the virtual image may be displayed at different camera positions to create the effect of a stage performance, thereby increasing the enjoyment of virtual image display and improving the user experience during the live broadcast of a virtual image.