CLAIMS

1. A video file processing method, comprising:

in response to receiving a play instruction for a target video file initiated by a player, obtaining the target video file and second identification information of the player, wherein the target video file is generated in response to receiving an editing completion instruction from an editor via an editing interface, and the target video file comprises an interaction label comprising first identification information of an interaction object determined by the editor;

in response to determining that the second identification information is the same as the first identification information, displaying the first identification information and second prompt information of a preset second interaction function in the interaction label on a video playing interface when the target video file is being played on the video playing interface, wherein the second prompt information of the preset second interaction function is configured to prompt the player to perform an interaction action corresponding to the preset second interaction function;

displaying a preset text box on the video playing interface in response to receiving a click instruction for the second prompt information initiated by the player on the video playing interface;

receiving interaction information inputted to the preset text box on the video playing interface;

displaying an updated interaction label in response to receiving a confirmation instruction, wherein the updated interaction label comprises the interaction information;

in response to determining that the second identification information is different from the first identification information and that the second identification information is the same as third identification information of the editor, displaying the first identification information and preset third prompt information indicative of a comment to be displayed in the interaction label on the video playing interface when the target video file is being played; and

in response to determining that the second identification information is different from both the first identification information and third identification information of the editor,

displaying the first identification information and a data interface for viewing a home page of the interaction object identified by the first identification information in the interaction label on the video playing interface when the target video file is being played.

2. The video file processing method according to claim 1, wherein the editing interface comprises a preset identification information list, and the preset identification information list comprises identification information of at least one interaction object; and

wherein the interaction label comprising the first identification information is generated based on receiving a selection instruction for the first identification information in the identification information list.

3. The video file processing method according to claim 1, wherein the editing interface is displayed in response to receiving a trigger instruction for a preset first interaction function, and wherein the trigger instruction is generated based on:

face recognition on an original video file being performed successfully, wherein the target video file is generated based on editing the original video; or

the editor triggering a virtual button corresponding to the preset first interaction function.

4. A video file processing apparatus, comprising:

a fourth processing module, configured to in response to receiving a play instruction for a target video file initiated by a player, obtain the target video file and second identification information of the player, wherein the target video file is generated in response to receiving an editing completion instruction from an editor via an editing interface, and the target video file comprises an interaction label comprising first identification information of an interaction object determined by the editor;

a fifth processing module, configured to in response to determining that the second identification information is the same as the first identification information, display the first identification information and second prompt information of a preset second interaction function in the interaction label on a video playing interface when the target video file is

being played on the video playing interface, wherein the second prompt information of the preset second interaction function is configured to prompt the player to perform an interaction action corresponding to the preset second interaction function;

a sixth processing module, configured to display a preset text box on the video playing interface in response to receiving a click instruction for the second prompt information initiated by the player on the video playing interface;

a receiving module, configured to receive interaction information inputted to the preset text box on the video playing interface;

a seventh processing module, configured to display an updated interaction label in response to receiving a confirmation instruction, wherein the updated interaction label comprises the interaction information;

an eighth processing module, configured to in response to determining that the second identification information is different from the first identification information and that the second identification information is the same as third identification information of the editor, display the first identification information and preset third prompt information indicative of a comment to be displayed in the interaction label on the video playing interface when the target video file is being played; and

a ninth processing module, configured to in response to determining that the second identification information is different from both the first identification information and third identification information of the editor, display the first identification information and a data interface for viewing a home page of the interaction object identified by the first identification information in the interaction label on the video playing interface when the target video file is being played.

5. An electronic device, comprising: a processor, a memory and a bus, wherein

the bus is configured to connect the processor and the memory;

the memory is configured to store operation instructions; and

the processor is configured to perform, by invoking the operation instructions, the video file processing method according to any one of claims 1 to 3.

6. A computer-readable storage medium, storing computer instructions, which, when executed on a computer, enable the computer to perform the video file processing method according to any one of claims 1 to 3.