ABSTRACT

Embodiments of the present disclosure provide an information display method and apparatus, an electronic device, a storage medium, and a program product. The method comprises: playing back a first video on a video playback page; and in response to an information display operation acting on the video playback page, switching and displaying the first video as an object card of a target object, wherein the object card comprises a first region and a second region, the first region is used for displaying first information of the target object, and the second region is used for displaying second information of at least one associated object contained in the target object.