

**BLOCKCHAIN-BASED SERVICE EXECUTION METHOD AND APPARATUS,
AND ELECTRONIC DEVICE**

ABSTRACT

5 Appearance data of a target entity is collected as appearance data, where the target entity comprises a physical entity capable of accessing, as a member, a blockchain. The appearance data is registered in a distributed database associated with the blockchain as an identity of the target entity. A target transaction initiated by a member node device in the blockchain is received, where the target transaction comprises the appearance data of the
10 target entity that is collected by the member node device and a service event that is related to the target entity and that is detected by the member node device. A smart contract that corresponds to the service event is invoked. Based on the identity indicated by the appearance data of the target entity, a service logic stated in the smart contract is executed.

15 FIG. 1