MEDIA CONTENT PLAYING METHOD, SERVER AND DISPLAY APPARATUS

~~[0001] This application claims priority to Chinese Patent Application No. 201510057228.9, filed with the Chinese Patent Office on February 3, 2015 and entitled "MEDIA CONTENT PLAYING METHOD, SERVER AND DISPLAY APPARATUS", which is incorporated herein by reference in its entirety.~~

TECHNICAL FIELD

[0002] Embodiments of the present invention relate to the field of multimedia applications, and more specifically, to a media content playing method, a server, and a display apparatus.

BACKGROUND

[0003] Media content that can be watched/read by users usually includes advertisement content of various forms, such as an implanted advertisement or an inserted advertisement. Current advertisement playing either interrupts or even stops media content watching/reading experience of a user, or although the implanted advertisement does not affect the media watching/reading experience of the user directly, an advertisement effect and buying experience are not directly connected well, and an advertisement effect of advertisement media content is not fully exerted.

SUMMARY

[0004] The present invention provides a media content playing method, a server, and a display apparatus, so that a user can watch/read second media content corresponding to the first media content by using another display apparatus at the same time while watching/reading of first media content by the user is not affected, and when the second media content is an advertisement, an advertisement effect of the first media content can further be fully exerted.

CLAIMS

~~What is claimed is:~~

1. A media content playing method, comprising:

receiving, by a first server, a first request of a user, wherein the first request is used to instruct to send first media content to a first display apparatus;

sending, by the first server, the first media content to the first display apparatus according to the first request, so that the first display apparatus plays the first media content; and

sending, by the first server, first information corresponding to the first media content to a second server, so that the second server sends second media content corresponding to the first information to a second display apparatus that is associated with the first display apparatus, and the second display apparatus is configured to play the second media content.

2. The method according to claim 1, further comprising:

receiving, by the first server, a second request that is sent by the second display apparatus and comprises second information, wherein the second information corresponds to third media content that is currently presented on the second display apparatus;

determining, by the first server according to the second request, the fourth media content corresponding to the second information; and

sending, by the first server, the fourth media content to a third display apparatus that is associated with the second display apparatus.

3. The method according to claim 2, wherein the second request further comprises identification information of the second display apparatus, and before the sending, by the first server, the second media content to a third display apparatus that is associated with the second display apparatus, the method further comprises:

determining, by the first server, the third display apparatus according to the identification information.

4. The method according to claim 3, wherein, the identification information comprises geographic location information of the second display apparatus or information about a network to which the second display apparatus currently connects.

5. A media content playing method, comprising:

receiving, by a second server, first information sent by a first server, wherein the first information corresponds to first media content that is currently played by a first display apparatus; and

sending, by the second server, second media content corresponding to the first information to a second display apparatus that is associated with the first display apparatus, so that the second display apparatus plays the second media content.

6. The method according to claim 5, wherein the sending, by the second server, second media content corresponding to the first information to a second display apparatus that is associated with the first display apparatus comprises:

determining, by the second server, the second media content corresponding to the first information;

generating, by the second server, an electronic magazine comprising the second media content; and

sending, by the second server, the electronic magazine to the second display apparatus.

7. The method according to claim 5 or 6, wherein before the sending, by the second server, second media content corresponding to the first information to a second display apparatus that is associated with the first display apparatus, the method further comprises:

receiving, by the second server, identification information that is of the first display apparatus and sent by the first server; and

determining, by the second server, the second display apparatus according to the identification information.

8. The method according to claim 7, wherein the identification information comprises geographic location information of the first display apparatus or information about a network to which the first display apparatus currently connects.

~~9. A media content playing method, comprising:~~

~~receiving, by a second display apparatus, second media content sent by a second server, wherein the second media content corresponds to first media content that is currently played by a first display apparatus; and~~

~~playing, by the second display apparatus, the second media content.~~

~~10. The method according to claim 9, wherein the receiving, by a second display apparatus, second media content sent by a second server comprises:~~

~~receiving, by the second display apparatus, an electronic magazine that comprises the second media content and that is sent by the second server.~~

~~11. The method according to claim 9 or 10, further comprising:~~

~~receiving, by the second display apparatus, a first request of a user, wherein the first request is used to instruct to play fourth media content corresponding to currently presented third media content; and~~

~~sending, by the second display apparatus, a second request to a first server, wherein the second request comprises second information corresponding to the third media content, and the second request is used to instruct the first server to send the fourth media content to a third display apparatus that is associated with the second display apparatus, so that the third display apparatus plays the fourth media content.~~

~~12. The method according to claim 11, wherein the second request further comprises identification information of the second display apparatus.~~

~~13. The method according to claim 12, wherein the identification information comprises geographic location information of the second display apparatus and/or information about a network to which the second display apparatus currently connects.~~

9~~14~~. A server, comprising:

a receiving unit, configured to receive a first request of a user, wherein the first request is used to instruct to send first media content to a first display apparatus; and

a sending unit, configured to send the first media content to the first display apparatus according to the first request, so that the first display apparatus plays the first media content; wherein

the sending unit is further configured to send first information corresponding to the first media content to a second server, so that the second server sends second media content corresponding to the first information to a second display apparatus that is associated with the first display apparatus, and the second display apparatus is configured to play the second media content.

10~~5~~. The server according to claim ~~14~~9, wherein the receiving unit is further configured to receive a second request that is sent by the second display apparatus and comprises second information, wherein the second information corresponds to third media content that is currently presented on the second display apparatus;

the server further comprises:

a processing unit, configured to determine, according to the second request,

fourth media content corresponding to the second information; and

the sending unit is further configured to send the fourth media content to a third display apparatus that is associated with the second display apparatus.

116. The server according to claim 105, wherein the second request further comprises identification information of the second display apparatus, and the processing unit is further configured to: before the sending unit sends the second media content to the third display apparatus that is associated with the second display apparatus, determine the third display apparatus according to the identification information.

127. The server according to claim 116, wherein the identification information comprises geographic location information of the second display apparatus or information about a network to which the second display apparatus currently connects.

138. A server, comprising:

a receiving unit, configured to receive first information sent by a first server, wherein the first information corresponds to first media content that is currently played by a first display apparatus; and

a sending unit, configured to send second media content corresponding to the first information to a second display apparatus that is associated with the first display apparatus, so that the second display apparatus plays the second media content.

149. The server according to claim 138, further comprising:

a processing unit, configured to: determine the second media content corresponding to the first information; and generate an electronic magazine comprising the second media content; wherein

the sending unit is further configured to send the electronic magazine to the second display apparatus.

1520. The server according to claim 138 or 149, wherein the receiving unit is further configured to: before the sending unit sends the electronic magazine to the second display apparatus that is associated with the first display apparatus, receive identification information that is of the first display apparatus and sent by the first server; and

the processing unit is further configured to determine the second display apparatus according to the identification information.

~~21. The server according to claim 20, wherein the identification information~~

~~comprises geographic location information of the first display apparatus or information about a network to which the first display apparatus currently connects.~~

~~22. A display apparatus, comprising:~~

~~a receiving unit, configured to receive second media content sent by a second server, wherein the second media content corresponds to first media content that is currently played by a first display apparatus; and~~

~~a display unit, configured to play the second media content.~~

~~23. The display apparatus according to claim 22, wherein the receiving unit is specifically configured to receive an electronic magazine that comprises the second media content and that is sent by the second server.~~

~~24. The display apparatus according to claim 22 or 23, wherein the receiving unit is further configured to receive a first request of a user, wherein the first request is used to instruct to play fourth media content corresponding to currently presented third media content;~~

~~the display apparatus further comprises:~~

~~a sending unit, configured to send a second request to a first server, wherein the second request comprises second information corresponding to the third media content, and the second request is used to instruct the first server to send the fourth media content to a third display apparatus that is associated with the second display apparatus, so that the third display apparatus plays the fourth media content.~~

~~25. The display apparatus according to claim 24, wherein the second request further comprises identification information of the second display apparatus.~~

~~26. The display apparatus according to claim 25, wherein the identification information comprises geographic location information of the second display apparatus or information about a network to which the second display apparatus currently connects.~~