CLAIMS

1. A media data push method, the method being performed by a first computer device, and the method comprising:

outputting first media data on a media presentation page;

outputting trending content description information in response to receiving a trending content push task, the trending content description information being configured for describing trending media data; and

outputting, at a trending content insertion location on the media presentation page in response to a trigger operation on the trending content description information, the trending media data corresponding to the trending content description information, the trending media data and the first media data belonging to a same media data feed.

2. The method according to claim 1, wherein the trending content insertion location is a location on the media presentation page that is adjacent to the first media data; and

outputting, at the trending content insertion location on the media presentation page in response to the trigger operation on the trending content description information, the trending media data corresponding to the trending content description information comprises:

performing dynamic sliding display on the first media data along a first page direction on the media presentation page in response to the trigger operation on the trending content description information, and displaying, adjacent to the first media data along the first page direction on a first direction side of the first media data, the trending media data corresponding to the trending content description information, the first page direction being a direction from the first direction side to the first media data, and the first direction side being a direction side of the first media data towards a page start location of the media presentation page.

3. The method according to claim 1, wherein the trending content insertion location is a location on the media presentation page that is adjacent to the first media data; and

outputting, at the trending content insertion location on the media presentation page in response to the trigger operation on the trending content description information, the trending media data corresponding to the trending content description information comprises:

hiding the trending content description information while continuing playback of the first media data in response to the trigger operation on the trending content description information, and outputting, at the location on the media presentation page that is adjacent to the first media data

when detecting a page slide operation on the media presentation page, the trending media data corresponding to the trending content description information.

4. The method according to claim 1, wherein outputting the trending content description information in response to receiving the trending content push task comprises:

caching the trending content push task in response to receiving the trending content push task; and

outputting second media data in response to a page slide operation on the media presentation page, and displaying the trending content description information corresponding to the trending content push task independently on the second media data, the second media data being media data in a media data feed before update that is adjacent to the first media data, and the media data feed before update being a recommended feed of media data in a media playback application in which the media presentation page is located.

5. The method according to claim 4, wherein the trending content insertion location is a location between the first media data and the second media data; and

outputting, at the trending content insertion location on the media presentation page in response to the trigger operation on the trending content description information, the trending media data corresponding to the trending content description information comprises:

performing dynamic sliding display on the second media data along a first page direction in response to the trigger operation on the trending content description information, and outputting, between the first media data and the second media data, the trending media data corresponding to the trending content description information, the first page direction being a direction from a page start location of the media presentation page to the second media data.

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

collapsing the trending content description information if display duration of the trending content description information is greater than or equal to a first display threshold; or

terminating display of the trending content description information if display duration of the trending content description information is greater than or equal to a second display threshold, the second display threshold being greater than the first display threshold.

7. The method according to claim 1, wherein outputting the trending content description information in response to receiving the trending content push task comprises:

obtaining, in response to receiving the trending content push task, the trending media data

corresponding to the trending content push task; and

adding the trending media data to a location in a media data feed before update that is adjacent to the first media data, to obtain the media data feed, and outputting the trending content description information corresponding to the trending content push task.

8. The method according to claim 7, wherein the trending content insertion location is a location on the media presentation page that is adjacent to the first media data; and

outputting, at the trending content insertion location on the media presentation page in response to the trigger operation on the trending content description information, the trending media data corresponding to the trending content description information comprises:

suspending the trending content push task in response to the trigger operation on the trending content description information;

reading the trending content push task in response to a page slide operation on the media presentation page; and

reading the media data feed based on the trending content push task, to obtain the trending media data corresponding to the trending content description information, and outputting the trending media data at the location on the media presentation page that is adjacent to the first media data.

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

backing up the trending media data corresponding to the trending content description information, to obtain backup data;

deleting the backup data if playback of the trending media data is completed; and

during the playback of the trending media data, associating the backup data with a data playback progress of the trending media data when it is detected that a media playback application is closed, and when it is detected that the media playback application is started, reading the backup data and the data playback progress, and playing the trending media data based on the data playback progress, the media playback application being an application in which the media presentation page is located.

10. The method according to claim 1, wherein outputting the trending content description information in response to receiving the trending content push task comprises:

suspending the trending content push task in response to receiving the trending content push task; and

reading the trending content push task if it is detected that a quantity of consecutive first slide operations is greater than or equal to a first push threshold, and outputting the trending content description information corresponding to the trending content push task, the first slide operation being an operation in which duration from display to termination of display of media data is less than a playback time threshold, and the playback time threshold being configured for representing minimum duration of effective playback of the media data.

11. The method according to claim 1, wherein outputting the trending content description information in response to receiving the trending content push task comprises:

suspending the trending content push task in response to receiving the trending content push task; and

reading the trending content push task if it is detected that a quantity of slide operations is greater than or equal to a second push threshold, and outputting the trending content description information corresponding to the trending content push task.

12. The method according to claim 1, wherein outputting the trending content description information in response to receiving the trending content push task comprises:

obtaining, in response to receiving the trending content push task, a local push identifier and a trending content push identifier corresponding to the trending content push task, the local push identifier being a maximum push identifier in at least one push identifier of at least one historical trending content push task for which push has been completed; and

outputting, if the local push identifier is less than the trending content push identifier, the trending content description information corresponding to the trending content push task, and determining the trending content push identifier as the local push identifier; or

deleting the trending content push task if the local push identifier is greater than or equal to a trending content push identifier.

13. The method according to claim 1, wherein outputting the trending content description information in response to receiving the trending content push task comprises:

obtaining, in response to receiving the trending content push task, the trending content description information and a trending content push configuration that are carried in the trending content push task, the trending content push configuration being configured for representing a push condition of the trending media data pushed by the trending content push task; and

obtaining a push parameter associated with the trending content push configuration in real time,

and outputting the trending content description information when the push parameter satisfies the trending content push condition in the trending content push configuration.

14. A media data push method, the method being performed by a second computer device, and the method comprising:

generating a trending content push task, and transmitting the trending content push task to a first computer device, to enable the first computer device to output first media data on a media presentation page and output trending content description information in response to receiving the trending content push task, the first computer device outputting, at a trending content insertion location on the media presentation page when the trending content description information is triggered, trending media data corresponding to the trending content description information, the trending content description information being configured for describing the trending media data, and the trending media data and the first media data belonging to a same media data feed.

15. A computer device, comprising a processor, a memory, and an input/output interface,

the processor being separately connected to the memory and the input/output interface, the input/output interface being configured to receive data and output data, the memory being configured to store a computer program, and the processor being configured to invoke the computer program, to enable the computer device to perform the method according to any one of claims 1 to 13 or the method according to claim 14.