

ABSTRACT

The present application relates to the field of virtual games, and discloses a virtual item obtaining method and apparatus, a device, a medium, and a program product. The method comprises: displaying an arena entry of a ranked mode (202); in response to a trigger operation on the arena entry, controlling a virtual character of a user account to participate in a ranked battle (204); in the case of successful participation, displaying virtual rank coins earned in a current season by participating in the ranked battle (206); and obtaining, on the basis of the virtual rank coins, a virtual item exclusive to the ranked mode from a rank mall exclusive to the ranked mode (208). The present application provides a rare virtual item obtaining method, enabling non-paying common players to also obtain rare virtual items.