

ABSTRACT

A virtual venue generation method and apparatus, a device, a medium, and a program product are provided. The method comprises : obtaining model data of a three-dimensional virtual venue, virtual object data of the present competition, and a first live broadcast image; on the basis of the model data of the three-dimensional virtual venue, constructing the three-dimensional virtual venue, the three-dimensional virtual venue comprising a three-dimensional virtual sandbox and a virtual screening room; on the basis of the virtual object data of the present competition, marking the location of a virtual object on the three-dimensional virtual sandbox; and playing back the first live broadcast image in the virtual screening room, the first live broadcast image being an image for performing live broadcast of the present competition. A combination of the three-dimensional virtual sandbox and the virtual screening room enables an audience to see a match situation of the virtual object and the match situation of a competitor more three-dimensionally and more vividly.