

Abstract

Embodiments of the present application provide a live stream display method and apparatus, an electronic device, and a readable storage medium. The method comprises: upon detecting an augmented reality (AR) display instruction, entering an AR recognition plane, and generating a corresponding target model object in the AR recognition plane; and rendering a received live stream onto the target model object, so as to display the live stream on the target model object. The invention enables Internet live streaming to be applied to AR-rendered real-world scenarios, and enables the audience to watch an Internet live stream on a target model object rendered in a real-world scenario, thus making live streaming more entertaining, and effectively improving the user retention rate.