**CLAIMS:**

1. A video generating method, comprising:

acquiring a plurality of video materials from an initial video material collection which comprises user-related videos;

acquiring a target audio material serving as background music;

for each of the video materials, performing image feature extraction on each of video frames of the video material respectively, and performing segmentation processing according to image feature information corresponding to each of the video frames of each of the video materials respectively to acquire a target video segment corresponding to the video material; and

merging the target video segment corresponding to each of the video materials respectively and the target audio material to generate a target video; the target video comprises a plurality of video segments which are obtained based on the plurality of target video segments respectively; the plurality of video segments in the target video are played in order of post time, and time lengths of the plurality of video segments are matched with time lengths of corresponding musical phrases in the target audio material,

wherein the method further comprises:

for each of the video materials, performing a weighting calculation on image feature information corresponding to each of the video frames of the video material respectively, to acquire an

evaluation result corresponding to each of the video frames respectively; and

extracting a target video frame from each of the video frames of the video material according to the evaluation result corresponding to each of the video frames respectively to acquire a video frame collection, wherein the video frame collection comprises a plurality of target video frames extracted from the plurality of video materials, and the video frame collection is used for generating an opening and/or ending of the target video.

2. The method according to Claim 1, wherein, the acquiring a target audio material serving as background music comprises:

determining a target audio material from a preset audio material collection according to an audio feature of each audio material in the preset audio material collection, beat information of the audio material, and a time length of each musical phrase of a particular audio segment in the audio material, wherein the particular audio segment in the target audio material is the background music of the target video.

3. The method according to Claim 2, wherein, the determining a target audio material from a preset audio material collection according to an audio feature of each audio material in the preset audio material collection, beat information of the audio material, and a time length of each musical phrase of a particular audio segment in the audio material comprises:

performing exclusion on a plurality of music materials comprised in a preset music material collection according to a preset music feature collection to acquire a first candidate audio material collection;

performing exclusion on each of the audio materials comprised in the first candidate audio material collection according to a preset audio beat to acquire a second candidate audio material collection;

determining the target audio material according to an audio material, in which time length of each musical phrase comprised in the particular audio segment meets a preset time length condition, in the second candidate audio material collection.

4. The method according to Claim 3, wherein, if there is no audio material, in which the time length of the musical phrase in the particular audio segment meets a preset time length condition, in the second candidate audio material collection, the method further comprises:

matching with an audio feature corresponding to each of the audio materials in a pre-assigned audio material collection respectively according to preference of the user, and if the matching is successful, determining the target audio material according to the successfully matched audio material.

5. The method according to Claim 1, wherein the merging the target video segments corresponding to each of the video materials

respectively and the target audio material to generate a target video comprising:

merging target video segments corresponding to each of the video materials respectively, the video frame collection, and the target audio material to generate the target video which comprises an opening and/or ending generated according to the video frame collection.

6. The method according to any one of Claims 1 to 5, wherein, the performing segmentation processing according to image feature information corresponding to the video frames of each of the video materials respectively to acquire a target video segment comprises:

performing segmentation processing on the video material according to image feature information corresponding to each of the video frames of the video material respectively, a time length of a corresponding musical phrase in the target audio segment, and a sentence segmentation result of the initial audio in the video material, to acquire the target video segment.

7. The method according to Claim 6, wherein the target audio segment comprises one or more complete sentences in the corresponding initial audio.

8. A video generating apparatus, comprising:

a video processing module for acquiring a plurality of video materials from an initial video material collection which comprises user-related videos;

an audio processing module for acquiring a target audio material serving as background music;

wherein the video processing module is further used for performing, for each of the video materials, image feature extraction on each of video frames of the video material respectively, and performing segmentation processing according to image feature information corresponding to each of the video frames of each of the video materials respectively to acquire a target video segment corresponding to the video material;

a video merging module for merging the target video segment corresponding to each of the video materials respectively and the target audio material to generate a target video; the target video comprises a plurality of video segments which are obtained based on the plurality of target video segments respectively, the plurality of video segments in the target video are played in order of post time, and time lengths of the plurality of video segments are matched with time lengths of corresponding musical phrases in the target audio material,

wherein the video processing module is further configured for performing, for each of the video materials, a weighting calculation on image feature information corresponding to each of the video frames of the video material respectively, to acquire an evaluation result corresponding to each of the video frames respectively; and extracting a target video frame from each of the

video frames of the video material according to the evaluation result corresponding to each of the video frames respectively to acquire a video frame collection, wherein the video frame collection comprises a plurality of target video frames extracted from the plurality of video materials, and the video frame collection is used for generating an opening and/or ending of the target video.

9. An electronic device, comprising: a memory and a processor;

wherein the memory is configured to store computer program instructions;

wherein the processor is configured to execute the computer program instructions to cause the electronic device to implement the video generating method according to any one of Claims 1 to 7.

10. A readable storage medium, comprising: computer program instructions;

at least one processor of an electronic device execute the computer program instructions to cause the electronic device to implement the video generating method according to any one of Claims 1 to 7.

11. A computer program product which, when being executed by a computer, causes the computer to implement the video generating method according to any one of Claims 1 to 7.

12. A computer program which, when being executed by a computer, causes the computer to implement the video generating method

according to any one of Claims 1 to 7.