

## CLAIMS

1. A computer-implemented method for recommending a business object, applied to a live broadcast scenario, the method comprising:
  - obtaining, by a server, audience attribute information and business object attribute information;
  - determining, by the server, whether to display the business object on one or more audience terminals according to the audience attribute information and the business object attribute information; and
  - when determining to display the business object on the audience terminals, pushing, by the server, the business object to the audience terminals for displaying the business object on the audience terminals,
  - wherein when determining to display the business object on the audience terminals, pushing, by the server, the business object to the audience terminals for displaying the business object on the audience terminals comprises:
    - after an anchor terminal receives multiple business objects to be displayed pushed by the server, displaying the multiple business objects to be displayed on a live broadcast interface of the anchor terminal in the form of a list;
    - selecting a part or all of the business objects to be displayed based on the list at the anchor terminal, and pushing selected business objects to the audience terminals,
    - or
    - sorting the multiple business objects at the anchor terminal, and pushing sorted business objects to the audience terminals,
    - wherein the business objects pushed to the audience terminals by the anchor terminal are more in line with viewing interests of users of the audience terminals, and correctness and flexibility for pushing business objects are improved.
2. The computer-implemented method according to claim 1, wherein the step of determining, by the server, whether to display the business object on one or more audience terminals according to the audience attribute information and the business object attribute information comprises:
  - generating an audience tag vector according to the audience attribute information;
  - generating a business object tag vector according to the business object attribute information;

determining an activation rate of the business object based on the audience tag vector and the business object tag vector; and

determining, when the activation rate of the business object is greater than a set threshold, to display the business object.

3. The computer-implemented method according to claim 2, wherein the step of generating an audience tag vector according to the audience attribute information comprises:

generating tag values corresponding to audience attributes according to the audience attribute information; and

generating the audience tag vector based on the tag values corresponding to the audience attributes.

4. The computer-implemented method according to claim 2 or 3, wherein the step of generating a business object tag vector according to the business object attribute information comprises:

generating tag values corresponding to business object attributes according to the business object attribute information; and

generating the business object tag vector based on the tag values corresponding to the business object attributes.

5. The computer-implemented method according to any one of claims 2 to 4, wherein the step of determining an activation rate of the business object based on the audience tag vector and the business object tag vector comprises:

determining the activation rate of the business object based on the audience tag vector and the business object tag vector by means of a logistic regression base model.

6. The computer-implemented method according to any one of claims 2 to 5, wherein the step of determining the activation rate of the business object based on the audience tag vector and the business object tag vector comprises:

obtaining an audience weight value and a business object weight value;

weighting the audience tag vector and the business object tag vector respectively based on the audience weight value and the business object weight value; and

determining the activation rate of the business object based on the weighted audience tag vector and business object tag vector.

7. The computer-implemented method according to claim 6, further comprising: regularizing the activation rate of the business object to obtain an optimal activation rate of the business object.

8. The computer-implemented method according to any one of claims 2 to 7, wherein the step of when determining to display the business object on the audience terminals, pushing, by the server, the business object to the audience terminals for displaying the business object on the audience terminals further comprises

the multiple business objects to be displayed being sorted according to the activation rates of the multiple business objects before being received by the anchor terminal, or sorted at the anchor terminal according to the activation rates of the multiple business objects.

9. The computer-implemented method according to any one of claims 1 to 8, wherein the audience attribute information comprises at least one of: basic attributes, physical features, purchase types, short-term attributes, behavior features, psychological features, live broadcast types of videos of interest, real-time state features or video commercial attributes of an audience.

10. The computer-implemented method according to claim 9, wherein the audience attribute information further comprises: followed anchor attribute information; and the followed anchor attribute information comprises at least one of: the talent type of the followed anchor, or the gender ratio and age ratio of a fan group having followed the anchor.

11. The computer-implemented method according to any one of claims 1 to 10, wherein the business object attribute information comprises at least one of: field,

brand, effect attributes, trigger information, audience attributes or anchor attributes of the business object.

12. The computer-implemented method according to any one of claims 1 to 11, wherein the business object comprises: special effects containing advertising information.

13. An apparatus for recommending a business object, applied to a live broadcast scenario, the method comprising:

- an obtaining module, configured to obtain audience attribute information and business object attribute information;

- a determining module, configured to determine whether to display the business object according to the audience attribute information and the business object attribute information; and

- a display module, configured to, when the determining module determines to display the business object on the audience terminals, push the business object to the audience terminals for displaying the business object on the audience terminals,

- wherein the display module is further configured to:

- after an anchor terminal receives multiple business objects to be displayed pushed by the server, display the multiple business objects to be displayed on a live broadcast interface of the anchor terminal in the form of a list;

- select a part or all of the business objects to be displayed based on the list at the anchor terminal, and push selected business objects to the audience terminals, or

- sort the multiple business objects at the anchor terminal, and push sorted business objects to the audience terminals,

- wherein the business objects pushed to the audience terminals by the anchor terminal are more in line with viewing interests of users of the audience terminals, and correctness and flexibility for pushing business objects are improved.

14. The apparatus according to claim 13, wherein the determining module comprises:

- an audience tag vector generation sub-module, configured to generate an audience tag vector according to the audience attribute information;

- a business object tag vector generation sub-module, configured to generate a business object tag vector according to the business object attribute information;

an activation rate determining sub-module, configured to determine an activation rate of the business object based on the audience tag vector and the business object tag vector; and

a business object determining sub-module, configured to determine, when the activation rate of the business object is greater than a set threshold, to display the business object.

15. The apparatus according to claim 14, wherein the audience tag vector generation sub-module is configured to generate tag values corresponding to audience attributes according to the audience attribute information, and generate the audience tag vector based on the tag values corresponding to the audience attributes.

16. The apparatus according to claim 14 or 15, wherein the business object tag vector generation sub-module is configured to generate tag values corresponding to business object attributes according to the business object attribute information, and generate the business object tag vector based on the tag values corresponding to the business object attributes.

17. The apparatus according to any one of claims 14 to 16, wherein the activation rate determining sub-module is configured to determine the activation rate of the business object based on the audience tag vector and the business object tag vector by means of a logistic regression base model.

18. The apparatus according to any one of claims 14 to 17, wherein the activation rate determining sub-module is configured to obtain an audience weight value and a business object weight value, weight the audience tag vector and the business object tag vector respectively based on the audience weight value and the business object weight value, and determine the activation rate of the business object based on the weighted audience tag vector and business object tag vector.

19. An electronic device, comprising: a processor, a memory, a communication element, and a communication bus, wherein the processor, the memory, and the communication element communicate with one another by means of the communication bus; and

the memory is configured to store at least one executable instruction, which enables the processor to execute corresponding operations of the method for recommending a business object according to any one of claims 1 to 12.

20. A computer readable storage medium having a computer program stored thereon, wherein the program is executed by a processor to implement the steps of the method for recommending a business object according to any one of claims 1 to 12.