ABSTRACT

The present application discloses a media data pushing method and apparatus, a computer, a storage medium, and a program product. The method comprises: outputting first media data on a media display page; in response to receiving a trending content push task, outputting trending content description information, the trending content description information being used for describing trending media data; in response to a trigger operation for the trending content description information, outputting, at a trending content insertion point on the media display page, the trending media data corresponding to the trending content description information; and the trending media data and the first media data belong to a single media data stream. By adopting the present application, media data display fluency can be improved.