

(12) 按照专利合作条约所公布的国际申请

(19) 世界知识产权组织
国际局



(10) 国际公布号
WO 2024/051715 A1

(43) 国际公布日
2024 年 3 月 14 日 (14.03.2024)

(51) 国际专利分类号:
H04N 21/431 (2011.01)

(21) 国际申请号: PCT/CN2023/117132

(22) 国际申请日: 2023 年 9 月 6 日 (06.09.2023)

(25) 申请语言: 中文

(26) 公布语言: 中文

(30) 优先权:
202211084439.8 2022年9月6日 (06.09.2022) CN

(71) 申请人: 北京字跳网络技术有限公司
(**BEIJING ZITIAO NETWORK TECHNOLOGY CO., LTD.**) [CN/CN]; 中国北京市海淀区紫金数码园
4号楼2层0207, Beijing 100190 (CN)。

(72) 发明人: 郑紫阳 (**ZHENG, Ziyang**); 中国北京市
朝阳区七圣中街12号院融中心B1小邮局,
Beijing 100028 (CN)。严伊兰 (**YAN, Yilan**); 中国
北京市朝阳区七圣中街12号院融中心B1小
邮局, Beijing 100028 (CN)。李亚平 (**LI, Yaping**);
中国北京市朝阳区七圣中街12号院融中心
B1小邮局, Beijing 100028 (CN)。

(74) 代理人: 北京市柳沈律师事务所 (**LIU, SHEN &
ASSOCIATES**); 中国北京市海淀区彩和坊路10
号1号楼10层, Beijing 100080 (CN)。

(81) 指定国(除另有指明, 要求每一种可提供的国家
保护): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG,
BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU,
CV, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI,
GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IQ,

(54) **Title:** MEDIA CONTENT PLAYING METHOD AND APPARATUS, AND DEVICE, STORAGE MEDIUM AND PROGRAM
PRODUCT

(54) 发明名称: 媒体内容播放方法、装置、设备、存储介质和程序产品

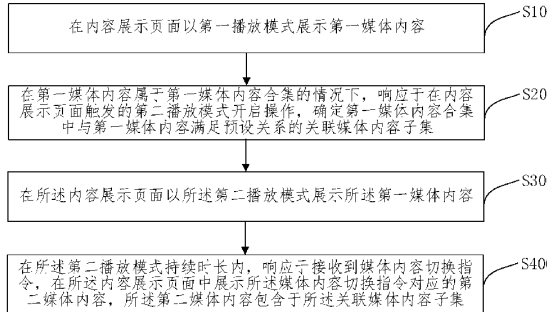


图 2

- S100 Display first media content in a first playing mode and on a content display page
- S200 When the first media content belongs to a first media content set, in response to a second playing mode enabling operation triggered on the content display page, determine, from the first media content set, an associated media content subset meeting a preset relationship with the first media content
- S300 Display the first media content in a second playing mode and on the content display page
- S400 With the duration of the second playing mode, in response to having received a media content switching instruction, display, on the content display page, second media content corresponding to the media content switching instruction, wherein the second media content is included in the associated media content subset

(57) **Abstract:** The present disclosure relates to a media content playing method and apparatus, and a device, a storage medium and a program product. The method comprises: displaying first media content in a first playing mode and on a content display page; when the first media content belongs to a first media content set, in response to a second playing mode enabling operation triggered on the content display page, acquiring second media content from the first media content set; displaying the first media content in a second playing mode and on the content display page; and in response to having received a media content switching instruction, displaying,

[见续页]

IR, IS, IT, JM, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ,
LA, LC, LK, LR, LS, LU, LY, MA, MD, MG, MK, MN,
MU, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA,
PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD,
SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ,
UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW。

- (84) 指定国(除另有指明, 要求每一种可提供的地区
保护): ARIPO (BW, CV, GH, GM, KE, LR, LS, MW, MZ,
NA, RW, SC, SD, SL, ST, SZ, TZ, UG, ZM, ZW), 欧亚
(AM, AZ, BY, KG, KZ, RU, TJ, TM), 欧洲 (AL, AT, BE,
BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR,
HU, IE, IS, IT, LT, LU, LV, MC, ME, MK, MT, NL, NO,
PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF,
CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN,
TD, TG)。

本国际公布:

— 包括国际检索报告(条约第21条(3))。

on the content display page, the second media content corresponding to the media content switching instruction. In the embodiments of the present disclosure, after a switch from the first playing mode to the second playing mode is made, a plurality of pieces of media content in a media content set are continuously played within the duration of the second playing mode by means of the corresponding media content switching instruction.

(57) 摘要: 本公开涉及一种媒体内容播放方法、装置、设备、存储介质和程序产品, 该方法包括: 在内容展示页面以第一播放模式展示第一媒体内容; 在第一媒体内容属于第一媒体内容合集的情况下, 响应于在内容展示页面触发的第二播放模式开启操作, 获取第一媒体内容合集集中的第二媒体内容; 在内容展示页面以第二播放模式展示第一媒体内容; 响应于接收到媒体内容切换指令, 在内容展示页面中展示媒体内容切换指令对应的第二媒体内容。本公开实施例通过由第一播放模式切换到第二播放模式后, 在第二播放模式持续时长内, 通过相应的媒体内容切换指令, 连续播放媒体内容合集集中的多个媒体内容。