CLAIMS:

1. A video mask layer display method, characterized in comprising:

determining a mask layer covering region in a video frame, wherein the mask layer covering region comprises a first region that matches target information displayed by contrast, and a second region that effects a color transition from the first region to other video picture portion of the video frame on which no mask layer covering region is provided;

acquiring a target mask layer that matches the first region and the second region and has a transparency gradient from the first region to the second region; and

superimposing the target mask layer on the mask layer covering region to display the target information by contrast,

wherein the determining a mask layer covering region in a video frame comprises:

determining an extension boundary line extending from the first region to another region of the video frame;

determining an extension amount according to one or more region parameters of the other region and the first region; and

determining the second region along the extension boundary line according to the extension amount.

2. The method according to claim 1, characterized in that,

one or more region parameters of the first region are set in association with a size of the target information.

3. The method according to claim 1, characterized in that the target information comprises at least one of:

text information on the video frame picture that matches a preset information category; or

text information or symbol information that matches a preset color identification on the video frame picture.

4. The method according to claim 3, characterized in that, in a case where the target information comprises publisher information and video description information disposed in sequence at the bottom of the video frame, the determining a mask layer covering region in a video frame comprises:

calculating a height from the publisher information to

the bottom of the video frame, and determining the first region according to the first height and a width of the video frame if the publisher information and the video description information are aligned with left and right sides of the video frame.

5. The method according to claim 3, characterized in that, in a case where the target information comprises publisher information and video description information disposed in sequence at the bottom of the video frame, the determining a mask layer covering region in a video frame comprises:

calculating a second height from the publisher information to the bottom of the video frame, and determining the first region according to the second height and an end position of each line of the publisher information and the video description information, if the publisher information and the video description information are aligned with the left side of the video frame.

6. The method according to claim 3, characterized in that, in a case where the target information comprises publisher information and video description information disposed in

sequence at the bottom of the video frame, the determining a mask layer covering region in a video frame comprises:

calculating a third height from the publisher information to the bottom of the video frame, and determining the first region according to the third height and a starting position of each line of the publisher information and the video description information, if the publisher information and the video description information are aligned with the right side of the video frame.

7. The method according to claim 1, characterized in that the determining the mask layer covering region in the video frame comprises:

determining size of the second region disposed adjacent to the first region, according to at least one of a width of the video frame, a height of the video frame or a ratio of the first region to the video frame and a preset correlation between the size of the second region and at least one of the width of the video frame, the height of the video frame or the ratio of the first region to the video frame.

8. The method according to claim 1, wherein the

determining a mask layer covering region in a video frame comprises:

determining the extension amount according to a region shape of the other region and a region shape the first region; or

determining the extension amount according to a region size of the other region and a region size the first region.

9. The method according to claim 1, characterized in that acquiring a target mask layer that matches the first region and the second region and has a transparency gradient from the first region to the second region comprises:

performing a gradient process on a mask layer matching sizes of the first region and the second region according to a preset nonlinear curve function to acquire a target mask layer having a transparency gradient from the first region to the second region.

10. The method according to claim 1, characterized in that acquiring a target mask layer that matches the first region and the second region and has a transparency gradient from the first region to the second region comprises:

acquiring a mask layer pattern having a transparency gradient from the first region to the second region according to a splicing shape of the first and second regions; and

cutting a target mask layer that matches sizes of the first and the second regions out from the mask layer pattern.

11. The method according to claim 10, characterized in that acquiring a mask layer pattern having a transparency gradient from the first region to the second region according to a splicing shape of the first and second regions comprises:

acquiring a radial mask layer pattern, in a case where the shapes of the first region and the second region comprises a fan shape, wherein the radial mask layer pattern comprises a fan-shaped region having a transparency gradient from the first region to the second region; or

acquiring a rectangular mask layer pattern, in a case where the shapes of the first region and the second region comprises a rectangular shape, wherein the rectangular mask layer pattern comprises a rectangular region having a transparency gradient from the first region to the second region.

12. The method according to claim 1, characterized in that superimposing the target mask layer on the mask layer covering region in the video frame comprises:

superimposing the target mask layer on the mask layer covering region at the top of the video frame, and/or

superimposing the target mask layer on the mask layer covering region at the bottom of the video frame.

13. An electronic device, characterized in comprising:

a processor;

a memory for storing processor executable instructions;

wherein the processor is used to read the executable instructions from the memory and execute the instructions to implement the video mask layer display method according to any one of claims 1 to 12.

14. A non-transitory computer-readable storage medium, characterized in that the computer-readable storage medium stores instructions, which when executed on a terminal device, cause the terminal device to implement the video mask layer display method according to any one of claims 1

to 12.