
Abstract

Provided are a live broadcast interaction method and apparatus, a live broadcast system and an electronic device. The method comprises: when it is detected from an anchor video frame collected by a video collection apparatus in real time that an anchor initiates an anchor interaction action, detecting an action posture and an action type of the anchor interaction action, wherein the anchor interaction action comprises a target prop wearing action and/or a target limb action; and then, generating, according to the action posture and the action type of the anchor interaction action, an interaction video stream of a virtual image corresponding to the anchor, and sending the interaction video stream of the virtual image to a live broadcast receiving terminal by means of a live broadcast server and playing same. Thus, by means of associating interaction content of a virtual image of an anchor with an action posture and an action type of an anchor interaction action, the interaction effect in a live broadcast process can be improved, manual operations when the anchor initiates virtual image interaction are reduced, and automatic interaction of the virtual image is achieved.