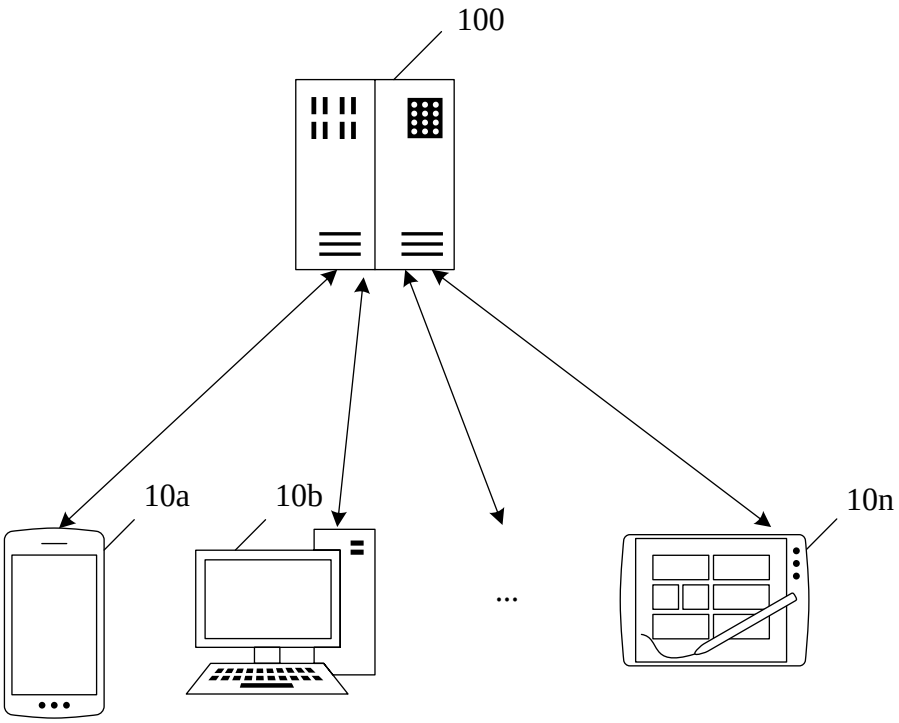


FIG. 1

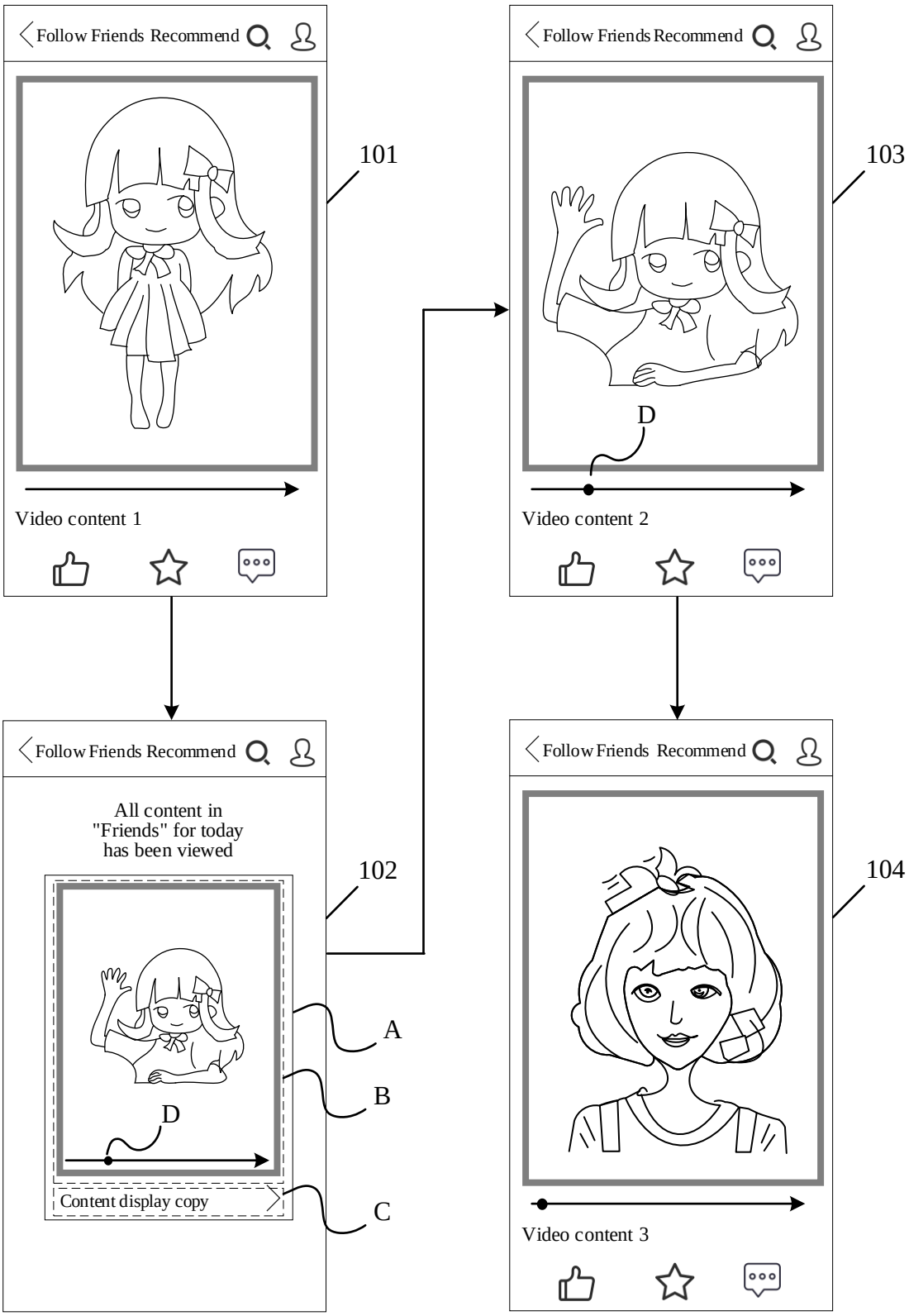

Follow Friends Recommend
101
Video content 1
Follow Friends Recommend
103
D
Video content 2
Follow Friends Recommend
All content in
"Friends" for today
has been viewed
102
A
B
D
Content display copy
C
Follow Friends Recommend
104
Video content 3

FIG. 2

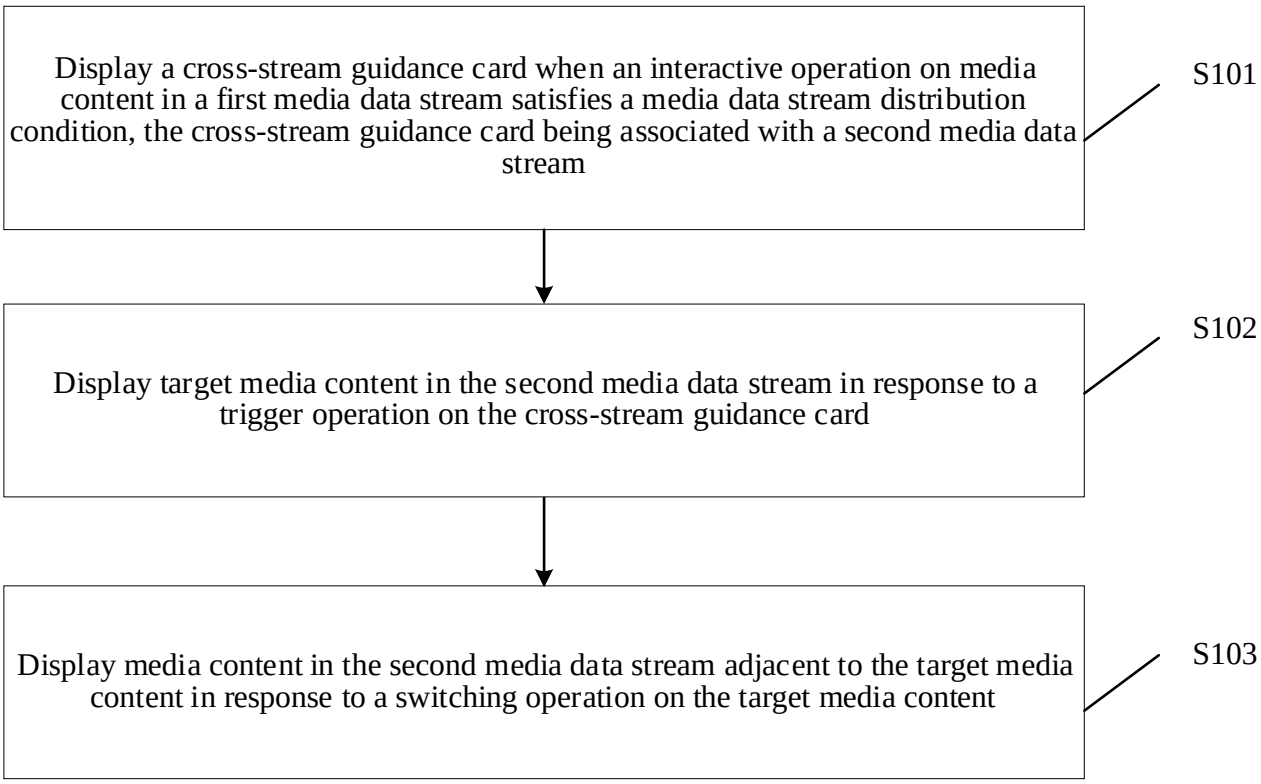

Display a cross-stream guidance card when an interactive operation on media content in a first media data stream satisfies a media data stream distribution condition, the cross-stream guidance card being associated with a second media data stream
S101
Display target media content in the second media data stream in response to a trigger operation on the cross-stream guidance card
S102
Display media content in the second media data stream adjacent to the target media content in response to a switching operation on the target media content
S103

FIG. 3

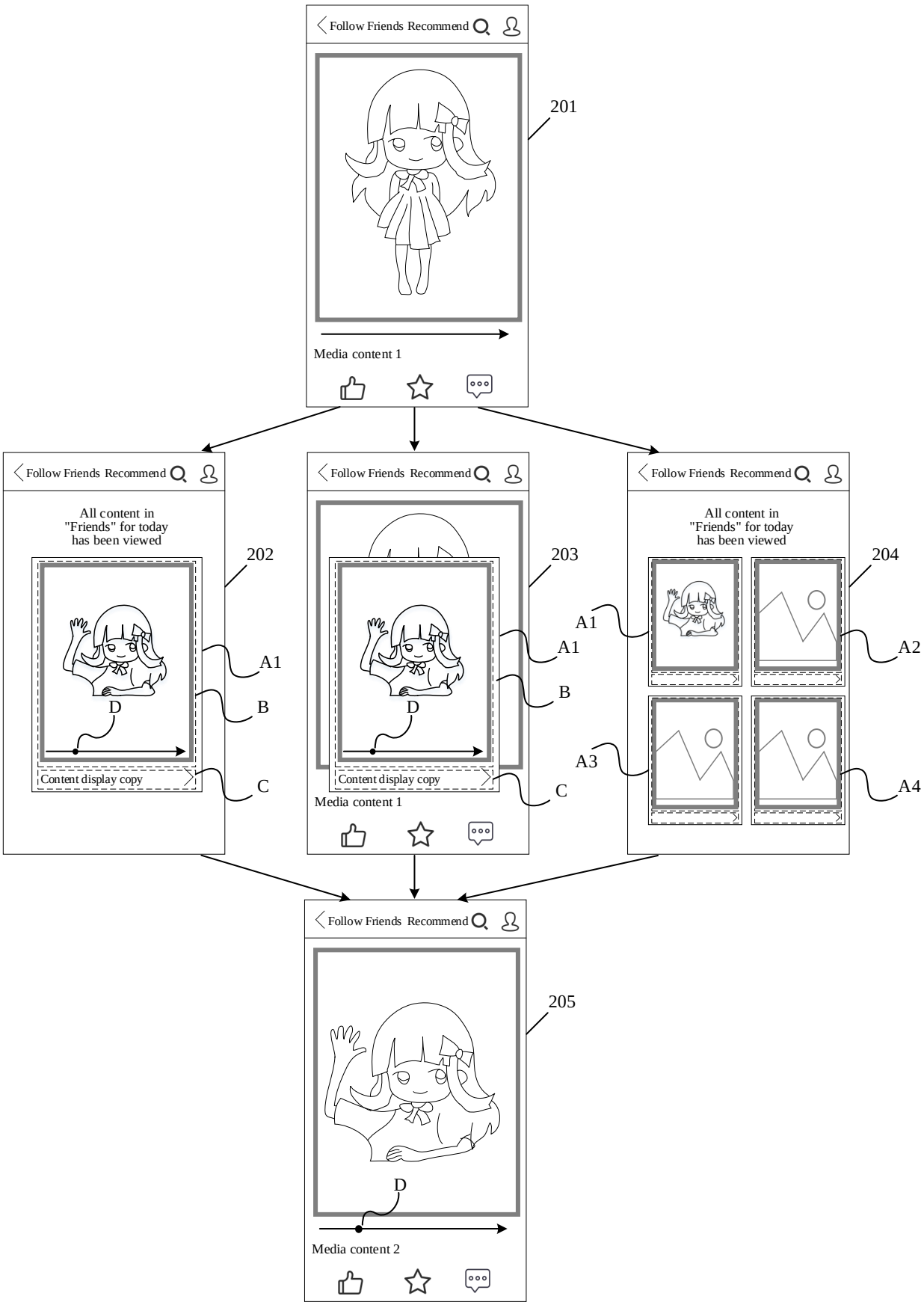

Follow Friends Recommend
201
Media content 1
Follow Friends Recommend
All content in "Friends" for today has been viewed
202
A1
B
D
C
Content display copy
Follow Friends Recommend
203
A1
B
D
C
Content display copy
Media content 1
Follow Friends Recommend
All content in "Friends" for today has been viewed
204
A1
A2
A3
A4
Follow Friends Recommend
205
D
Media content 2

FIG. 4

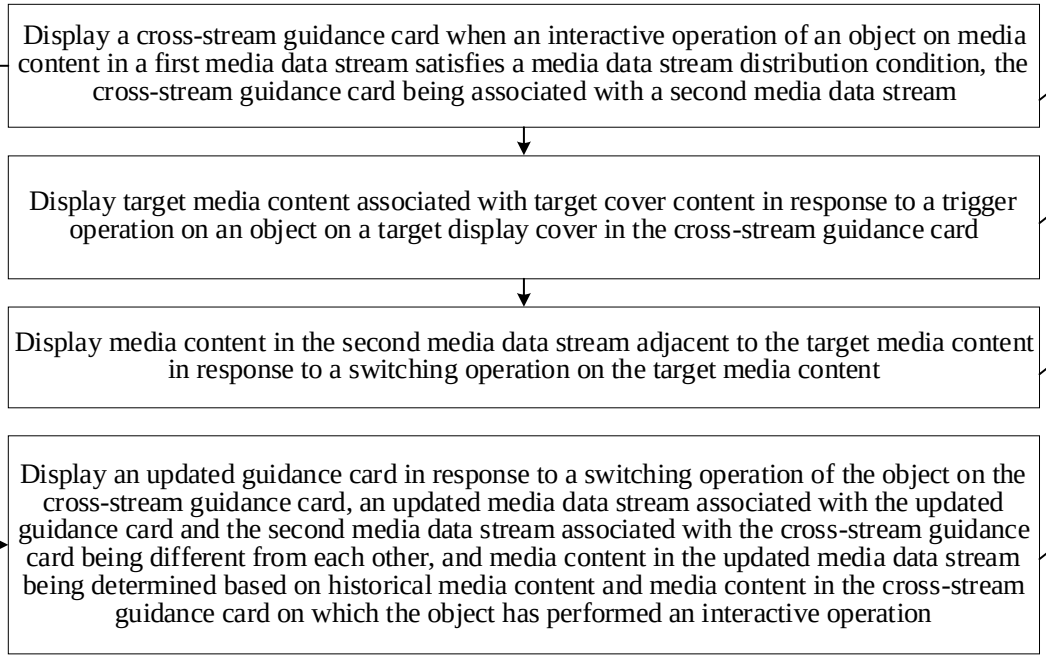

Display a cross-stream guidance card when an interactive operation of an object on media content in a first media data stream satisfies a media data stream distribution condition, the cross-stream guidance card being associated with a second media data stream
S201
Display target media content associated with target cover content in response to a trigger operation on an object on a target display cover in the cross-stream guidance card
S202
Display media content in the second media data stream adjacent to the target media content in response to a switching operation on the target media content
S203
Display an updated guidance card in response to a switching operation of the object on the cross-stream guidance card, an updated media data stream associated with the updated guidance card and the second media data stream associated with the cross-stream guidance card being different from each other, and media content in the updated media data stream being determined based on historical media content and media content in the cross-stream guidance card on which the object has performed an interactive operation
S204

FIG. 5

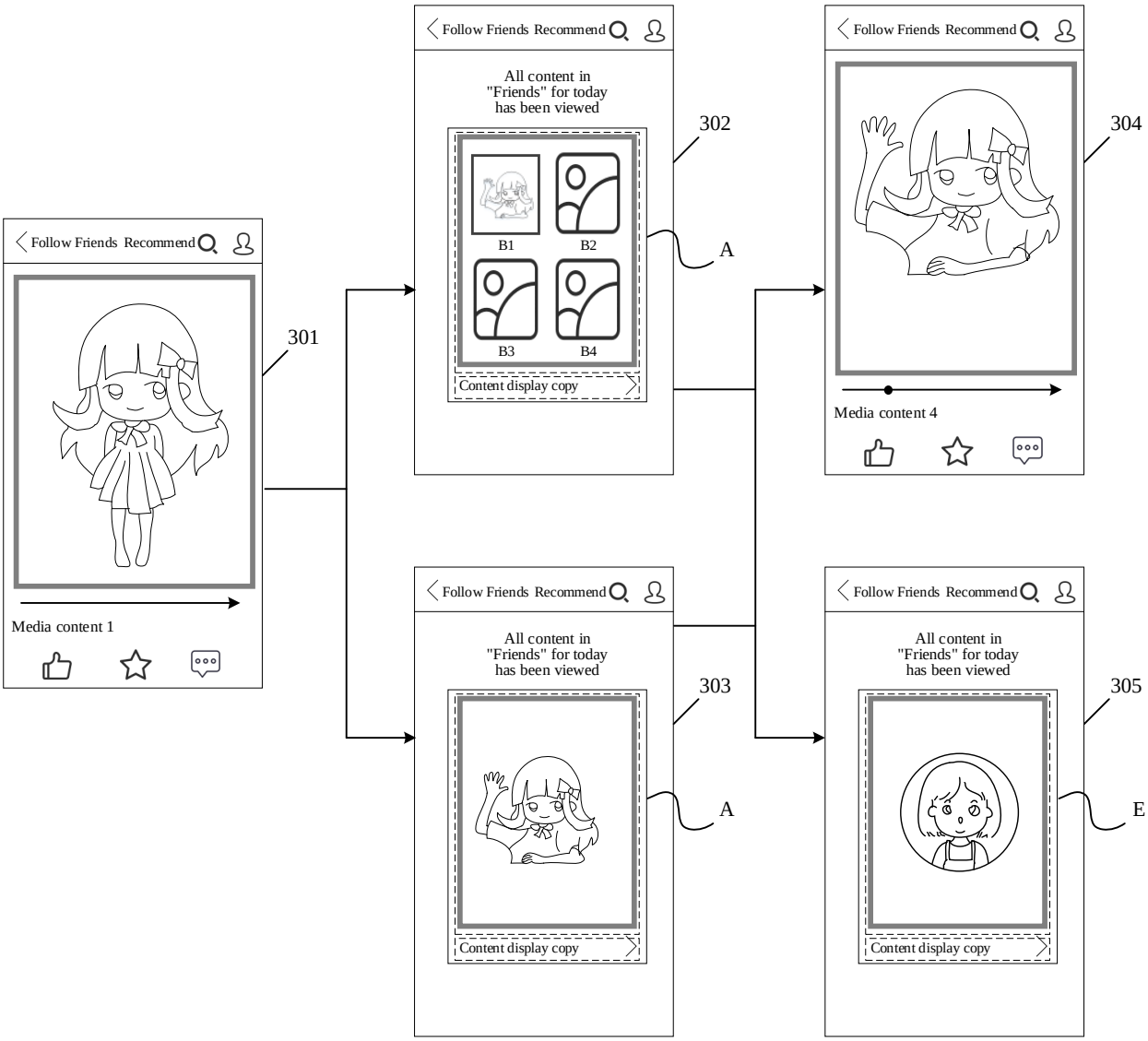

Follow Friends Recommend
Media content 1
301
All content in "Friends" for today has been viewed
B1
B2
B3
B4
Content display copy
302
A
Media content 4
304
303
305
E

FIG. 6

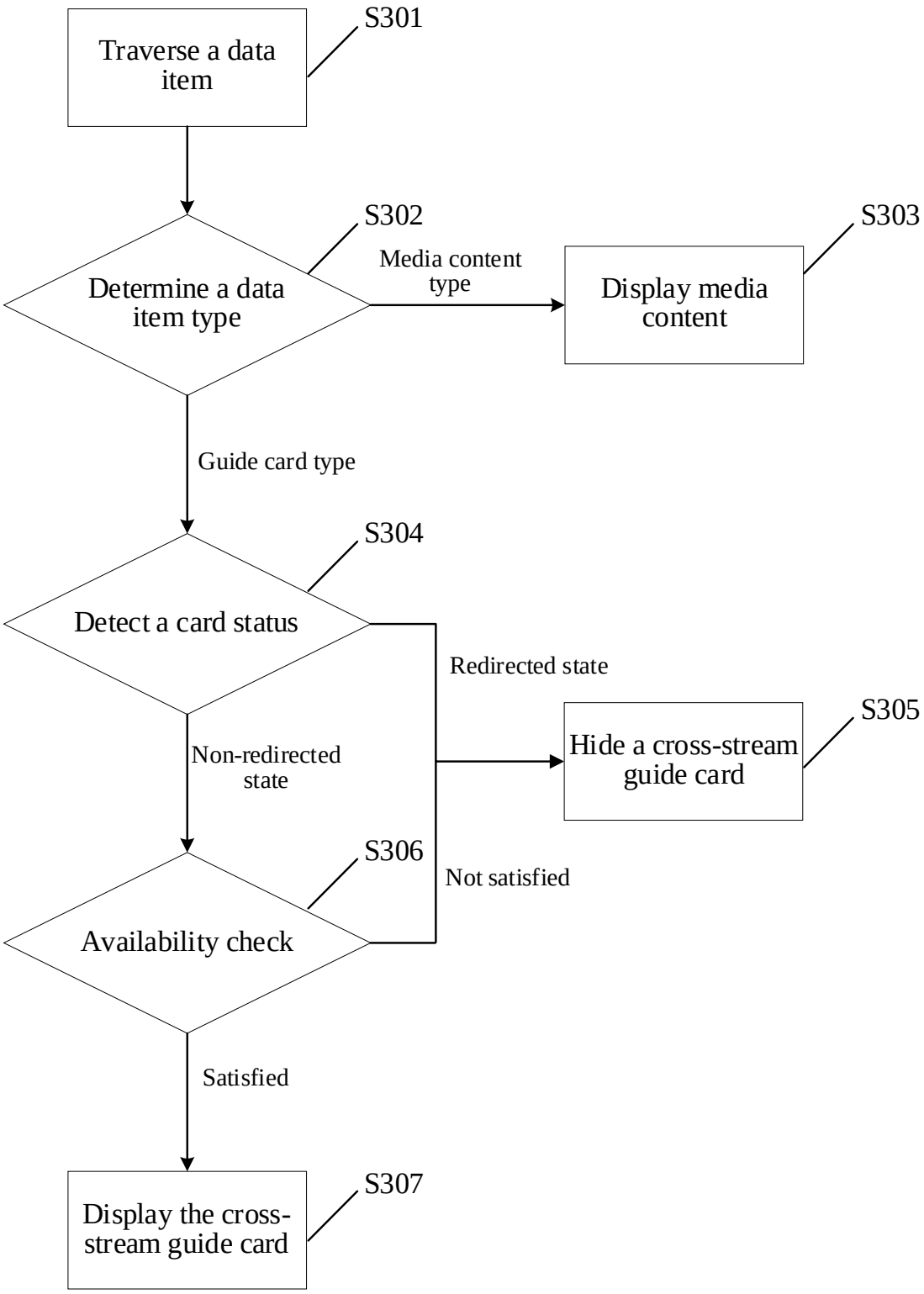

Traverse a data item
S301
Determine a data item type
S302
Media content type
Display media content
S303
Guide card type
Detect a card status
S304
Redirected state
Hide a cross-stream guide card
S305
Non-redirected state
Availability check
S306
Not satisfied
Satisfied
Display the cross-stream guide card
S307

FIG. 7

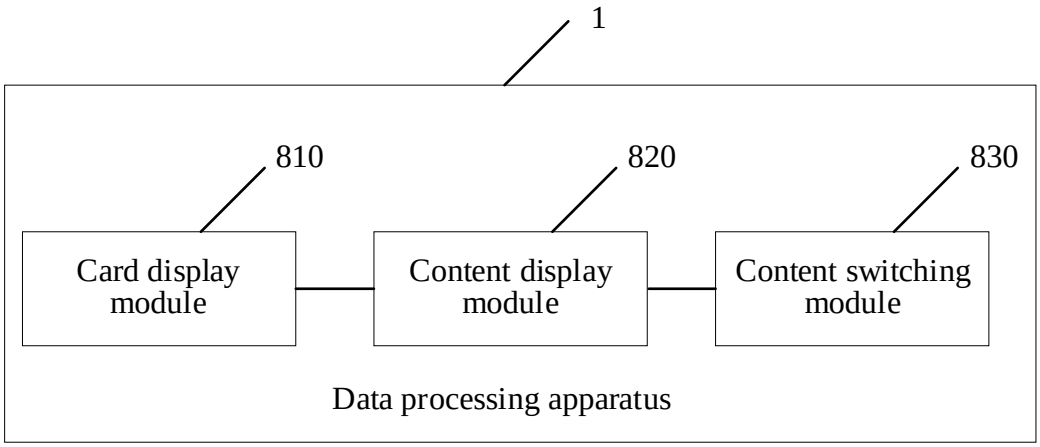

1
810
820
830
Card display module
Content display module
Content switching module
Data processing apparatus

FIG. 8

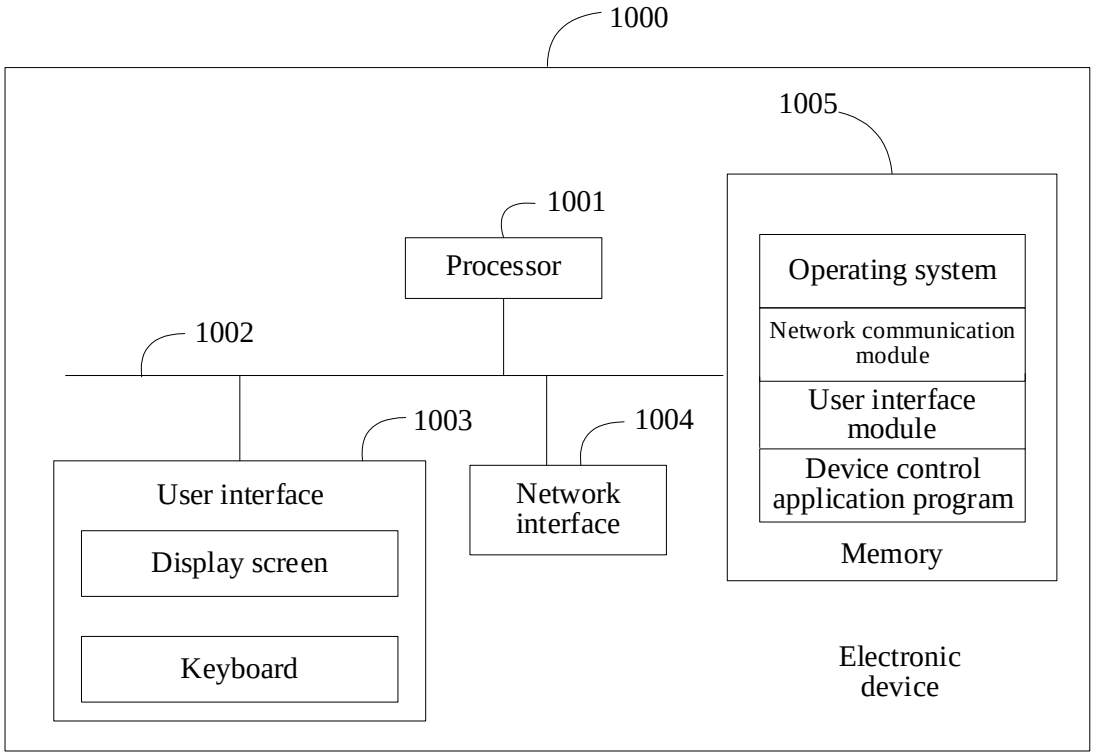

1000
1005
1001
Processor
Operating system
Network communication module
User interface module
Device control application program
Memory
1002
1003
1004
User interface
Display screen
Keyboard
Network interface
Electronic device

FIG. 9